

ASSIGNMENT:

Photo Illustration / Issue Ad (Editorial)

DUE: CHECK CANVAS FOR DUE DATES

DISCUSSION BOARD POST
DISCUSSION BOARD RESPONSES
PRE-CRITIQUE IMAGE* (*can zip, not required*)
FINAL IMAGE (*can zip, not required*)

**Pre-Critique Image should be an edited Photoshop file. We will discuss in class and you will have an additional week to finetune and edit your image.*

Photo Illustration / Issue Ad (Editorial)

Issue Ad (Editorial) images represent a strong viewpoint, rather than a simple objective image.

Photo Illustration images allow the photographer to create or 'set-up' a scenario. They also allow for manipulation of the image(s) and for multiple image to be 'collaged' together. A representation of reality is not necessarily important for this type of image – the CONCEPT behind the image should be the driving force.

While one would not have to use photo illustration to create a good editorial image, or vise-versa, they can be very powerful concepts when used together.

You must create an editorial image that utilizes the principles of photographic illustration.

This assignment will utilize the Adobe Photoshop, not just Adobe Camera Raw.

Objectives

- To create a manipulated image → Choose from the following issues for your image:

POLITICS EDUCATION DISCRIMINATION HEALTH ENVIRONMENT

- Consider an issue or a viewpoint that you do NOT feel strongly about – it can help you remain objective in evaluating the effectiveness of the imagery.
- Feel free to experiment with humorous, serious, or sarcastic imagery. Be CREATIVE & don't rely on clichés.
- You may rely on either 'found' or set-up imagery for this assignment but need to have some element of manipulation.
- Want to choose your own category? Type a 2-3 paragraph justification and clear it with Wendy Roussin by November 4. Include this justification in the "File Info" section.

Specifications for Portfolio Image

- dSLR camera at ISO 400 set at RAW+JPG
- Minimum Pixel Data: 70% of RAW image size

- Any aspect ratio (H:V) is OK – pick the appropriate one for your image
- Can be color or B/W or a mix of the two
- Caption Info should be placed into the “File Info” section
 - Your Name
 - A 5-7 sentence statement specifying your particular issue and why your image supports this viewpoint

Helpful Tips & Things to Remember

- Be objective and try to manipulate the viewer towards your side of the argument.
- Don't let your personal beliefs cloud the issues.
- Experiment. I may know how to make an idea work – just ASK.