

Integrating Project #3 “Word Play”

Using Pen Tool and Type

- Objective:** To practice the skills from CS 3 Lessons 8 and 9 (CS 4 Lessons 7 and 8) on Typography and Vector Drawing or comparable lessons in previous texts, plus practices on “Type Formatting”, “Pen Tool as Selection”, “Vectors” and “Layer Clipping Masks”.
- Description:** Use a word in which one shape replaces a letter. Add a subtitle that reinforces the word. Use the pen tool to develop a vector shape or as a selection Add an additional image or shape that reinforces the theme.
- Skills:** **Pen** for drawing **paths**, editing points, saving paths and converting to selections and/or make **Vector Mask(s)** (Shape Layer).
- Type:** Character, Paragraph formatting, Warping.
- Layers:** Name and group layers in set(s). Use **Adjustment Layers:** Levels, or others tonal adjustments. Create **Clipping Mask(s), Smart Object(s)**.
- Concepts:** Select a word for display type with a subtitle that may represent an interest of yours. Replace at least one character with a shape and /or image plus add an additional shape/image to complement the theme. Use the pen tool to create a path for at least one custom shape or selection. Use clipping, vector and/or layer masks to hide image elements.
- Design:** Type substitution with strong focal point and contrast.
- Resources:** Check out this site. It might give you ideas. <http://thelogocompany.net/logo-design-example.htm>.
- Use scanned images or acquire them from other sources: <http://library.austincc.edu/w3/VCD/images.htm>, Stock Xchange (<http://www.sxc.hu/>) or see other resources for images provided by instructor.
- Planning:** Consider a basic a shape that will substitute for one letter in the word chosen. Look for a complementary image(s) or pattern to clip to the remaining letterforms, add to word or use as a background. Use and image or shape for tracing a shape with the pen too. Work with kerning and stretching letterforms to get desired letter shape(s). Consider tracking.
- Instructor discretion:** Complete **thumbnails** of ideas to be approved by instructor prior to project. A thumbnail may be used as a template for the layout. Create at least 3 **Layer Comps** showing variations of the composition by moving and/or turning off/on-selected layers. **(All layers must be kept in final PSD file.)**
- Document/ Image Size:** Set up a Photoshop document 3 x 2 at 300 ppi. (Check file size choices from pop up menu of new document.) Save image with “last name_-Integ3” in project folder as a PSD. Save final working file with layers and layer comps. Save a flattened **JPEG copy** of final version. **The final project size should remain at 3 x 2 inches at 300 ppi.** Do not change size.
- Submission:** **See grade-sheet.** Fill in write-up form describing how you met each criterion along with PSD and contact sheet(s) of images used in project.

Integrating Project #3 Grade-sheet

Hand in Materials: *Project cannot be evaluated without turning in the following items. The instructor may give bonus points for doing above average write-ups. Or will take off points for missing pieces or doing incomplete work. Submit work according to instructor guidelines. Add your name/initials to all files.*

Before submitting work: name files as follows: first 4 characters of 'last name_integ3.

Written documentation. Submit *write-up* form with requested information filled-in.

Word-processed preferred. *Use grade-sheet for self-check.* _____

Project: Submit layered version (include *Layer Comps*) of project. OR flat versions of variations with screen shots of palettes per instructor specs. _____

Thumbnails approved by instructor (lf/ as requested) and **Layer Comps.** _____

Original Images: Online: Create a "**contact sheet**" Lab: submit a folder of original images used in project according to instructor guidelines. _____

Online Submissions to Blackboard.

Add first four characters of your last name to all files+item description (integ3_flat, integ3_lyrs. Integ3_write-up; Integ3_contact sheet if applicable, etc)

- 1) Submit down-sampled layered PSD, JPEG and contact sheet of images used (if more than one). Compress or zip the files
- 2) Submit write-up (Rich Text document) to the Assignment upload area. Include screen shots of expanded **layers, paths**, channels palettes, layer comps palettes + Image size window..
- 3) Submit final flattened **JPEG version** to the **Discussion Board** in the Integrating 3 forum to share with classmates. Include description of what you did and answer design questions on the front of the forum.

Students will be evaluated for completing the following activities.

Activities/Skills/Followed Directions: (address these items in write-up)	Points
Set up document at specified size and resolution. 2" x 3" at 300 ppi.	4/ _____
Used pen tool for at least one element or selection. Name workpath(s).	4/ _____
Created at least one Vector Shape or Mask using pen tool or shape.	4/ _____
Created a "Clipping Mask" with letter forms or shapes	2/ _____
Used Layer and/or Vector masks to hide image elements. Avoid deleting pixels.	4/ _____
Created 2 type layers: one display type; one sub-title.	4/ _____
Varied type size, formatting, tracking, kerning, etc	2/ _____
Created at least one smart object from a group or single layer.	2/ _____
Used at least one layer style.	2/ _____
Made and named at least 8 layers. (Screen shot of Layers.)	8/ _____
Made at least one layer group (set).	2/ _____

Quality:

Unified/balanced design filling available space.	3/ _____
Clean and accurate pen path curves and angles.	4/ _____
Did ABOVE and BEYOND requirements listed.	5/ _____

Participation Adjustment: Subtracted points for not working on project during lab time, turning in work late and/or missed presentation (due date). (-10%)

Online: Did not participate in Blackboard Discussion Board and/or late work. - _____

Final Grade 50/ _____