

Magazine Cover Project

Overview:

Create a cover illustration for a real magazine. The composite should illustrate a likely “cover story” that supports the theme of the chosen magazine. Scan the magazine cover to use as a template. Set up the Photoshop document the actual size of the magazine, plus add a 1/8th inch bleed on all sides. Scan multiple original images, drawings and/or photos to create the composite. If you have a person as the dominant illustration, consider using your “realistic” portrait as basis for figure on the cover. Or use your own photos of family and friends in combination. Do NOT use web images or images of known people. A bar code, and/or mailing label(s) may be scanned and inserted as part of the Photoshop composite to give the cover a realistic look. The ultimate objective is to work non-destructively by duplicating layers, using Adjustment Layers, Masks, Smart Objects and Smart Filters. **The illustration should be able to “stand alone” as a well designed composition without including the banner, mailing label and type. Consider concept and design principles. Save 3 variations of composition in “Layer Comps”.** (One with the banner, labels and type and one without.) Color correct and print final.

Read and Review:

Review the *Pen Tool/Shape Layer* and *Color Correction* hand-outs in the Supplementary Materials section of Blackboard. See additional links and articles in Blackboard regarding the pen tool and color correction. See this site of Gerald Bybees work at <http://www.bybee.com/gallery/index.html>. These are illustrations used on magazine covers. See additional examples uploaded in Blackboard.

Objectives (Skill Requirements):

The student will be able to demonstrate the ability to:

- Set up document dimensions the size of the actual magazine. Add 1/4 inch to the height and width (1/8th inch on each side) allowing for a 1/4 inch bleed at 200 DPI resolution.
- Scan or scale at least 5 digital images of original art, photos or things. Scan banner type to use as a template for vector drawing.
- Use clone, patch, and other image editing tools as needed to clean-up images.
- Consider combining color images with gray scale images. (Optional)
- Color correct images and adjusted grayscale so that they are balanced to each other.
- Use “**Adjustment Layers**” to make tonal a changes to image. (Light/dark and color.)
- Use multiple selection tools and saved selection (in alpha channels or as layer masks).
- **Edit selections** using at least 5 **Masks** (Same type mask may repeated.): Quick Masks, Alpha Channel Masks, Layer Masks and/or Clipping Masks. **Avoid erasing. Hide with Masks.**
- All edges are clean and blended with surroundings.
- Use pen tool to create vector paths named in channels or as vector shape layers. Recommend that a path be made of banner type. Use scan of banner as template for drawing outline.
- Use at least one Shape (Vector) Layer in the composition using pen or custom shape.
- Use transformation, perspective, displacement and crop tools as necessary.
- Create and make use of one Smart Object.
- Apply “**Unsharp Mask**” or “**Smart Sharpen**” as necessary to improve image detail.
- Add type, adjusting spacing (kerning, tracking, leading, etc) as needed. **Include your name.**
- Consider use of “**Layer Styles**” or **other special effects** to vector shapes or type. (Optional)
- Include at least 10 image layers in final composite excluding type and Adjustment Layers.
- Be sure all layers are **named** and **grouped** into layer **sets**.

- Make at least **3 variations** saved as Layer Comps. **Save one version without the magazine elements to include the banner and type to show illustration as stand alone composite.**
- Save final layered version in RGB mode.
- Flatten and convert from RGB to CMYK. Do final color adjustments. Save as a PDF copy.
- Give consideration to principles of design (balance, rhythm, emphasis, etc) to make a well integrated composition. Make sure illustration supports the look, feel and theme of the magazine and the cover story. Elaboration and creativity will be taken into consideration.

General Procedure (see objectives):

- Set up the document (canvas) dimensions based upon magazine cover you wish to use as a template. Add 1/4 inch to overall size horizontal and vertical to allow for a bleed. Be sure resolution is set up at 200 DPI. Save this file as last name + "Magazine Cvr".
- Scan and scale at least one item. (Might scan a magazine cover to include the masthead at final original size to use as a template.) Acquire at least 4 other images/things via scanning or digital photos. Note each images *original* resolution, print and image size in final write up.
- Use **Adjustment Layers** for color and tonal adjustments of images.
- Add items to the master canvas. Use separate layers for each selection/image/item to facilitate adjusting images separately. Include at least 10 *image* layers (not type) in final composite.
- Use multiple selection tools (marquee, lasso, wand, color range).
- Save selections even if not perfect.
- Edit/blend selections using **masks (Quick, Layer and/or Clipping) to blend elements**. Be able to tell which tools/masks you used where and why they were chosen.
- * Use the pen tool. Name the *workpath(s)* created from pen or a vector shape. The magazine banner/nameplate could to used to trace using the pen tool.
- Create and use at least one Shape Layer (Vector shape) in your composite.
- Create and make use of one Smart Object.
- Apply "Unsharp Mask" or "Smart Sharpen" to the images as needed.
- Add nominal amount of type to document. Include your name some place in composition.
- Add, move elements, turn off/on layers and save at least 3 variations using "Layer Comps".
- **Save a final RGB version with layers.**
- Flatten copy and convert to CMYK. Fine tune color. Save this as a Photoshp PDF.
- * Print final on color lasers in lab. Online students may submit work for printing or come into lab.

Hand in Elements

- **Final Project:** Lab: Submit one color print and flattened CMYK PDF to teacher station.
Online: Submit flattened PDF of final CMYK version to Discussion Board.
- **Layers, Channels. Paths Check:** Lab: Submit layered PSD version of file to teacher station.
Online: Submit layered RGB file to Discussion Board. "Reply to yourself" and to add the layered version. The layered *copy* may be reduced to 72 dpi for upload. Send screen shots of layers, channels and paths palettes if information is not included in this layered version
- **Original Images:** Lab: Submit contact sheet of images used for composite to teacher station.
Online: Submit contact sheet of original images used in composite to Discussion Board.
- **Write-up.** Use grade sheet write up form to describe the tools and techniques used for project.
Lab: Hand write or type with "text edit", print and hand in with image prints.
Online: Prepare write up (in text box) and submit to drop box with contact sheet of images.

Note: Save all files with last name (or first 5 letters) first followed by Item description:
pauler_mag.