Agenda Cover Design

TEMPLATE

Open the Agenda template in Photoshop.

* Your teacher may have this for you or you can download it from the “Premiere” website under: *customer service>create your own cover>customer designed covers>sizing guide for 5”x8”*
* Make sure that all design decisions correspond to the guidelines indicated on the template.

IMAGERY

* Choose a photograph to work with and drag it into your Photoshop document.
* The photo should be thematically appropriate (have something to do with Point grey, the building, the students etc)
* The photo cannot include the recognizable likenesses of any students (problematic without express permission). Make sure you crop, add a gauzian blur or otherwise to obscure likenesses)
* Resize if need be. You can also crop by enlarging the image as much as you want and dragging the image around beneath your “image window”.
* You may choose a photograph to work with from the selection provided or you may be asked to take your own photograph. The photograph should represent your school in some way. Discuss parameters with your teacher.
* Make sure the photo is of appropriate resolution.
* This will now inhabit a layer on top of your agenda template.
* Rasterize this layer immediately.
* You may need to make the template visible at times by lowering the opacity of your top layer.
* Manipulate the image using your Image>adjustments functions. You may want to play with levels. *Invert, brightness/contrast, exposure* – but feel free to experiment with other functions. Refer to the Photoshop instruction sheet “Photoshop Adjustments” (available through our website) to otherwise improve or manipulate imagery to increase visual interest.
* You may want to revisit these functions after the text is placed in order to accommodate the new elements.

TEXT

Insert the following text into your cover design:

Point Grey Secondary (or some version thereof)

Year (eg: 2016/2017)

Sty W∂t Tan

* The upside down “e” can be created by edit>transform>rotate in Photoshop
* Consider “visual hierarchy” when creating and placing text. This means that you need to give visual indications to the viewer regarding the relative importance of different elements of the text. What is most important? What is less important? What do you want the reader to look at first? How are you going to achieve this through size and placement of text?
* Feel free to experiment with this and try defying our expectations (subverting visual hierarchies).
* Stick to one font but two at the most (it can get overly complex really fast)

POLYSCAPE AGENDA COVER OPTION

Access the Polyscape assignment in the Graphics 9 webpage

Use the techniques involved in doing a polyscape to design the cover but using point grey imagery instead of the landscape imagery in the Polyscape assignment.

Use the text (some or all) as shapes that you manipulate with overlays.

COLOUR SCHEME

If the photograph you are using for your image contains colour, you may want to choose text colour that reflect the inherent colour scheme of the photo. You may also use black but try challenging yourself to make colour text work. See colour swatch instructions below.

If the photography used is black and white I want you to establish a colour scheme for your text using the following method:

* Take or find a photograph that you like the colours of.
* Scan or otherwise open in Photoshop.
* Zoom in using the magnifying glass tool.
* Using the “eyedropper” tool select 3 colours that you feel are representative of the overall colour scheme of that image.
* These colours must work harmoniously together. They must look good together. Experiment until you find three colours that you feel work very well together.
* As you select the colours one by one they will show up your background colours palette on your toolbar. Click on that colour in your toolbar and, when the pop up window appears, select “add to swatches”. This colour will now appear in your swatches palette for future use.
* Experiment with applying the three colours of your colour scheme to your text.
* Use at least 2 colours in your final copy.
* The text must be legible, dynamic and work compositionally with your imagery.

EVALUATION:

/10

IMAGERY: is well chosen, properly formatted and is thematically appropriate. Image is manipulated through Photoshop to be interesting, dynamic and to work well with the text.

/10

TEXT: is placed according to criteria and manipulated in such a way as to make your understanding of visual hierarchy apparent. Contributes to a dynamic composition and follows the guidelines outlined by the agenda template.

/5

COLOUR SCHEME: Is harmonious and interesting. At least two of the colours are effectively applied to the text.

/5

All instructions followed. Submission requirements are followed.