GRAPHIC DESIGN 10

MANIPULATING PHOTOGRAPHY for use in design

Photography is a common and effective method of image generation for use in design. Photographic images are rarely perfect as raw images and often need to be edited and/or altered in one way or the other in order to function effectively for design purposes.

* You can use any of the images from your “Photography in Design” project in any of the manipulations below.
* You can combine any of the manipulations below.
* You may (and are encouraged to) create multiple versions of each manipulation.
* Always think about HOW the manipulations affect the way that the viewer READS the image.
* Save each successful image you create through these manipulations.
1. Crop and Zoom

Cropping an image means that you are taking a small part of an image and enlarging it. It forces the viewer to look at an image differently, sometimes obscuring our understanding of an image and creating a mystery to be solved by the viewer. It can also emphasize the elements of an image that remain after the crop. Use the cropping tool in Photoshop along with the Image>Image Size function to accomplish the cropping and re-sizing of the image.

1. Black and White

In Photoshop (Image>Adjustments>desaturate) remove all colour from the photograph. You may then increase contrast (Image>Adjustments>Levels).

In doing this you will emphasize aspects of your photo other than colour (which my be drab or uninteresting in the first place) such as composition and allow colour to be used more effectively as other graphic elements (such as text)

1. Juxtapose

Create a visual contrast by placing the image side to side with another image that is opposite in some way. This contrast can be in subject matter, colour, texture, focus or any other visual opposition that you can find. Often, in creating these visual contrasts we emphasize the contrasted features of each image. Create a new, larger photoshop document and cut and paste each image into the new document. Flatten the image (Layer>Flatten Image).

1. Repetition

Try taking one or two images and creating a repeating pattern from them. You can experiment with size, flipping images, symmetrical repletion or Asymmetrical designs.

1. Flip upside down

This is an interesting strategy that both literally and figuratively flips an image. It will “flip” a viewers expectations and understanding of how the image should be read and often behave in a symbolic manner. Use Edit>Transform>Flip Vertical. You may have to unlock the layer first.