

Introduction to Computer ART 124 Fall 2009

STUDY GUIDE for MIDTERM

**COURSE: INTRO. TO COMPUTER ART
ART 124 VAN 259**

**MID-TERM EXAM STUDY GUIDE and HOMEWORK
October 13, 2009**

I. THEORETICAL: Go over the Seven Elements of Design.

1. Unity
2. Gestalt
3. Space
4. Color
5. Dominance
6. Hierarchy
7. Balance

II. RESEARCH: Familiarize yourself with magazine and newspaper advertisements that include type, logo and text. Think about how the above elements apply to the ads you see.

III. PRACTICAL: Using the following techniques, and bearing in mind the elements we've studied, please create a composite.

1. Fills: gradient, blending modes patterns (learning today) and color
2. Adjustment Layers
3. Color correction (Levels, color balance, Replace color)
4. Tonal correction (Levels, dodge and burn)
5. Retouching (crop tool, clone tool, healing brush etc)
6. Selections (Silhouettes, pen tool, lasso and magic wand)
7. Paths: Save as a selection
8. Vector tools (shapes, paths and type)

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- 9. Channels and masks**
- 10. Paste into**
- 12. Layer Styles (drop shadow etc)**
- 13. Layers (group layers, blending modes)**
- 14. Filters**
- 15. Type tool**
- 16. Transform tool (scale, skew)**
- 17. Duotones and PMS colors**

IV. Composite assignment to review techniques

Assignment: The client is a travel agent wanting to make an ad for a vacation package to the Caribbean.

Dimensions: The ad is to be a half page horizontal ad (size is 8 1/4 x 5 3/8) full color in Travel and Leisure.

- Please color correct the palm-tree and sunset photo and straighten the photo.
- Please write the words This Winter, Chill out in the Warmth of the Caribbean.
- In small letters, include the words lastminutetravel.com and use the vector shape tool to create an original small graphic LOGO next to it (for example, modify an arrow or star etc.)
- Include a fill, either gradient or textural in the word Caribbean.
- Remove the boats in the horizon of the target image
- Insert, integrate or somehow include three images on the right hand side spanning from top to bottom.
- you **MUST** use one of the vacationer pictures.

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---IF you use the couple, change the color of the woman's bathing suit to yellow

---IF you use the woman with the flowers, change the color of the flowers to orange

-Silhouette the flamingo, save the selection and put him on the left hand edge, facing in. Use extract, or quick mask or pen tool.

-Save as a flat CMYK 8 bit Tif.

-Save the PSD file and label all of your layers and layer groups.

-Save as a 72 ppi jpg.

-Print out the JPG