

School of Design

PROJECT 1 – Viking Cruise Collage

Theme: Viking Cruises

About the Theme: Viking Cruises is a privately owned, Swiss company offering river and ocean cruises. Its destination-focused river and ocean itineraries are designed for experienced travelers with an interest in geography, culture and history. Founded in 1997 as “Viking River Cruises”, the company began offering ocean cruises in. Starting with a small number of ships, the company now has a fleet of 64 ships. The company employs more than 4,000 staff worldwide and it markets its river cruises primarily to English-speaking customers in North America, the United Kingdom and Australia.

Directions: The heart of Viking's business is their river cruises. Sailing throughout Europe, Russia, China, Southeast Asia, and Egypt, Viking River Cruises will take you down rivers such as the Rhine, Danube, Seine, Saône, Yangtze, and Nile. Now Viking is looking to expand its river cruise options to include the following destinations:

- The Mississippi River in the US
- The Amazon River in Brazil
- The Wheaton River in Canada
- The Brisbane River in Australia

You have been hired to design an advertisement to promote one of the new destinations above. The client would like it in a dynamic collage style that will highlight everything that is amazing about that river and its adjacent destinations.

STEPS:

- Get to know your client, what they value, and what they offer to customers.
- Research your destination thoroughly, paying attentions to points of interest for travelers. Keep your research.
- Collect high-resolution images to use in your image creation.
- Choose three appropriate adjectives that, along with the name of the river, will be included typographically.
- Plan your image collage and create it in Photoshop.
- Bring your image into Illustrator and type set your three adjectives and the name of the river.
- Your final ad will be output as two different PNGs – one for electronic cab toppers and another for a web banner.

Tools & Techniques: PS: Selection Tools, Feathering, Alpha Channels, Layer Masks. AI: Type Tools, Character Pallet, Paragraph, Pallet, Envelope Tool, Create Outlines.

Document Specs:

NAME: YourLastName_PROJECT 1
WIDTH: 1120mm & 2000pixels
HEIGHT: 320mm & 571pixels
RESOLUTION: 72ppi
COLOR MODE: RGB
BACKGROUND: Transparent

MARGINS: Full Bleed
SAVE AS: .psd, .ai
PUBLISH AS: .png (x2)



Extra Credit: Create a second promotional advertisement for another river from the list.

To Learn More: <http://www.vikingcruises.com/>

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PROJECT 2 – Family Fantasy Character

Theme: The Fantasy Fiction Genre

About the Theme: Fantasy is a fiction genre set in an imaginary universe, often but not always without any locations, events, or people from the real world. Most fantasy uses magic or other supernatural elements as a main plot element, theme, or setting. Magic and magical creatures are common in many of these imaginary worlds. Fantasy is generally distinguished from the genres of science fiction and horror by the expectation that it steers clear of scientific and macabre themes, respectively, though there is a great deal of overlap between the three, all of which are subgenres of speculative fiction.

Directions: Create a promotional image for a fantasy character based on a family member or close friend. Using Photoshop compositing skills, you are to create a convincing image that is fun and dynamic. Illustration styles may be employed as well. Your character will be presented in a scene. Be sure to consider negative space as there will be typography and graphics included as well.

PREPARATION STEPS

1. Choose a family member (or close friend) who you would like to turn into a fantasy character.
 - a. Collect a number of high-resolution images of this person. Either existing or shoot new ones.
2. Choose a type of fantasy character from below to transform them into:
 - a. Wizard, Witch, or Warlock
 - b. Knight, Paladin, or Samurai
 - c. Barbarian or Warrior
 - d. Elemental, Sprite, or Faery
 - e. Thief, Assassin, or Ninja
3. Come up with a character name for them
4. In your sketch book, fill three pages with ideas for how your character will look
5. Collect high-resolution images of all the accessories and clothing needed for your composite image
6. Decide on a location and collect the needed imagery as well

IN ILLUSTRATOR: You will place your composited image and, using graphics and typography; design a character info sheet for them that will overlay the image. You must address the following points and assign numbers to them: Strength; Dexterity; Constitution; Intelligence; Wisdom; Charisma. You will also include their character name.

Tools & Techniques: selection tools, layer masks, effects, layer styles, layer & channels pallets, photographic pallets, cloning tools

Document Specs:

NAME: YourLastName_PROJECT2
WIDTH: 13"
HEIGHT: 19"
RESOLUTION: 300ppi
COLOR MODE: CMYK
BACKGROUND: Transparent

MARGINS: Full Bleed
SAVE AS: .psd, .ai
PUBLISH AS: .pdf

Extra Credit: Write a 500-word back-story about your family fantasy character.

To Learn More: <https://www.goodreads.com/shelf/show/fantasy-fiction>

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In-Class EXERCISE 1 – Quick Collage

Theme: Nestle Toll House Cookie Recipe

About the Theme: The Toll House Chocolate Chip Cookie Recipe is named after the The Toll House Inn of Whitman, Massachusetts. Terry and Ruth Graves-Wakefield established the inn in 1930. In 1936, while adapting her butter drop dough cookie recipe, Ruth became the inventor of the first chocolate chip cookie using a bar of semi-sweet chocolate made by Nestlé. The new dessert soon became very popular. Ruth contacted Nestlé and they struck a deal: The company would print her recipe on all their semi-sweet chocolate bar wrappers, and she would get a lifetime supply of chocolate. Later, Nestlé began marketing chocolate chips to be used especially for cookies.

Ruth died in 1977, and the Toll House Inn burned down from a fire that started in the kitchen on New Year's Eve 1984. The inn was not rebuilt. The site is marked with a historical marker, and that land is now home to a Wendy's restaurant and Walgreens pharmacy. Nestlé still publishes Ruth's recipe on the back of each package of Toll House Morsels.

Directions: Using all of the included images, you are to create an illustrative collage, in Photoshop, that will be the home for Toll-House Chocolate Chip Cookie recipe (type-set, of course). Despite starting as photographs, you are to be as creative as you can in turning them, and the entire composition into an illustration, not simply a photo collage.

Next, you are to place your illustration into Illustrator for type-setting of the recipe and the addition of any graphics.

Be creative. Do not simply copy the in-class demonstration. Make it your own.

The final piece will be output as a web-ready PNG with transparency. As such, your illustration must contain areas of transparency.

Tools & Techniques: PS: Selection Tools, Feathering, Alpha Channels, Layer Masks, Filters Gallery
AI: Shape Tools, Pen Tool, Scissors, Eraser, Color Pallet

Document Specs:

NAME: *YourLastName_EXERCISE1*
WIDTH: 29"
HEIGHT: 20"
RESOLUTION: 72ppi
COLOR MODE: RGB
BACKGROUND: Transparent

MARGINS: None
SAVE AS: .psd, .ai
PUBLISH AS: .png-24

Extra Credit: Incorporate a new image of your choosing that is related and adds some "oomph".

To Learn More:

<http://www.women-inventors.com/Ruth-Wakefield.asp>

<https://web.archive.org/web/20090130025350/http://www.nestlecafe.com/TollHouseHistory/tabid/56/Default.aspx>

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In-Class EXERCISE 2 – When Pigs Fly

Theme: Pigs Flying

About the Theme: The phrase "when pigs fly" is a figure of speech so hyperbolic that it describes an impossibility. The implication of such a phrase is that the circumstances in question will never occur. The phrase is often used for humorous effect, to scoff at over-ambition. There are numerous variations on the theme; when an individual with a reputation for failure finally succeeds, onlookers may sarcastically claim to see a flying pig ("Hey look! A flying pig!"). Other variations on the phrase include "And pigs will fly" – this one in retort to an outlandish statement.

Directions: In an attempt to prove the naysayers wrong, you will choose a pig from the three provided and make him or her appear to actually fly. But first, you must decide on a means of flight. Does your pig have wings? If so, what kind of wings? Are there helicopter blades sprouting and spinning from his back? Is he a supersonic jet breaking the speed of sound? Also, what kind of flight gear is he or she wearing? Goggles, flight jacket or jumpsuit? It's all fair game and you get to decide.

Once your decisions are made about your aerodynamic piece of pork, set out to find high resolution images that you can convincingly composite onto your barnyard friend. Also, be sure not to forget location. Whether in the clouds or amongst the stars, this porky pilot needs to fly.

Tools & Techniques: selection tools, layer masks, effects, layer styles, layer & channels pallets, photographic pallets, cloning tools

Document Specs:

NAME: *YourLastName_EXERCISE2*
WIDTH: Determined by Original Image
HEIGHT: Determined by Original Image
RESOLUTION: 300ppi
COLOR MODE: RGB
BACKGROUND: Transparent

MARGINS: Full Bleed
SAVE AS: .psd
PUBLISH AS: .pdf

Extra Credit: Give your pork chop a friend to fly with.

To Learn More: <http://www.worldwidewords.org/qa/qa-pig>

