

## DESN 350 Digital Imaging and Photography Week 8 Fall 2011

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### Photoshop Assignments

1. Cut out the **motocross** bike and put it into one of *your own color images that you have turned in this quarter, or into one of the assignment images you have worked on*. If you use the magic wand tool for selection, the tolerance setting will have to be low, perhaps 7.

Then the challenge is to make the motorcycle look natural in its new image, so an image with similar lighting would be helpful. (You always have at least two options on every image because you can flip either the background image or the motorcycle side-to-side. To complete the illusion, adjust the size (Image Size), color (Color Balance), brightness (Curves or Brightness/Contrast), saturation (Hue, Balance and Saturation), possibly film grain (Filters > Artistic or Texture) and possibly add a shadow (We will do one in class). The motorcycle should be at least 1" tall on your final 900-1200 px image. Submit a jpg.

2. Create a composite image placing the male **figure** into the **background** supplied. We will begin this in class. It needs to be as perfect. Watermark and turn in a jpg.

3. (Two images) Create an advertisement for each of the two assigned products (You will find them in CEB 125C). Use one or two softbox lights, and the product stand (CEB 125 studio) to create the images, and place them in one of the *contrasting* backgrounds supplied to you. Show each of the products at a slight angle. All details on each product must be in focus. Highlights should not be clipped. Add appropriate text to make a simple ad, but not obscuring the product. Submit a jpg.

### Study Questions on Scenic Photography

What are examples of shooting situations that might benefit from camera filters?

What are the author's "seven simple rules" for composing landscape photos?

What color does a haze filter affect mostly?

Should sunset images generally have exposure increased or decreased?

What are the rules for taking good-quality stitched images?

### Study Questions on Compositing

What are the characteristics of photographs and light that must be matched when trying to composite images?

What are the effects applied to composite image when it is supposed to appear as a reflection?

What are the key steps to create a cast Shadow in PS?

Where do you find a film-grain tool in PS?

### Study Questions From Class

How are tents and softboxes used? What do each type allow you to do that you cannot do with ordinary photography lights?

How can you make the best use of morning, mid-day, and evening light, and of overcast and foggy daylight?

What is a half-tone dot? What is a half-tone screen?

How can you set the resolution to match a half-tone screen?

How does setting endpoints for printing help the image? Does it actually increase or decrease contrast?

Why would you want to save a file as an *EPS*?

What is an *EPS preview*?

How can you make a pdf *slideshow*?

How can you make a website with Photoshop?

What is a Photoshop or Bridge *contact sheet*?