imagine

PHOTOSHOP
NHS

Magazine Art: Magazines shaped our lives. They came into our homes online and offline and show us how to dress, how to act, what to read, which way to vote, and how to think about ourselves.

Wired Magazine Madness with Adobe Photoshop

Design

Creativity	Seventeen	Magic Wand
Imagination	People	Layers
Explore	Wired	Smart Object
Share	Teen Vogue	Guides
Manage	Rolling Stones	Gradient
Details	ESPN	Select
Typography	Time	Cut
Colors	Cosmo	Eye Dropper
Shapes	Men's Health	Rasterize

Parts of the Project

Copy Cat Piece - Wired	1
Selecting your Magazine	2
Taking your Picture	3
Magazine Mastery	4

On the cover of a magazine....

Design

Magazine Art: Magazines shaped our lives. They came into our homes online and offline and show us how to dress, how to act, what to read, which way to vote, and how to think about ourselves.

WIRED

Google Acquires Yahoo

Microsoft discontinues
Office line-up
Feds order YouTube
to shut down
Techcrunch founder
planning space mission
OReilly's code of conduct
now a state law
Google plans underground
sea cables

labnol.blogspot.com

XEROX

WIRED

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XEROX

inspiration

Directions

1. Using the guides below please re-create the original "WIRED" magazine cover using the model's picture you see featured on the right.

2. Before you start to design in Photoshop please load the file model.jpg

3. When finished please save your file as .psd and .jpg

Time Line

1. Save Model Image
2. Follow directions #1-25 below
3. Compare Images
4. Save Work

Goals

1. To become more comfortable working with the tools in Adobe Photoshop.

2. Focus on details such as color, alignment, proximity, typography and spacing.

3. Find inspiration from this cover to re-create a magazine cover of your choice in the second part of this unit.

Share

1. Acrobat.com
2. Face to Face in class
3. Teacher
4. Student, family member or friend outside of this class

Copy Cat Rubric

| Element	Possible Points	Points	Comments
Color - Match those of the original	20		
Text - Math that of the original	20		
Alignment - Lined up according to the guideline placements	20		
Layers - Appropriate amount of layers - Smart Object Layer - Rasterize Layer	20		
Replication - Same look and feel	20		
TOTAL	**100**		

Copy Cat Directions

*Please note: Some measurements may be off in the directions below according to your rulers/guides. Please use good judgement of placement using the screen shot on the left as a comparison.
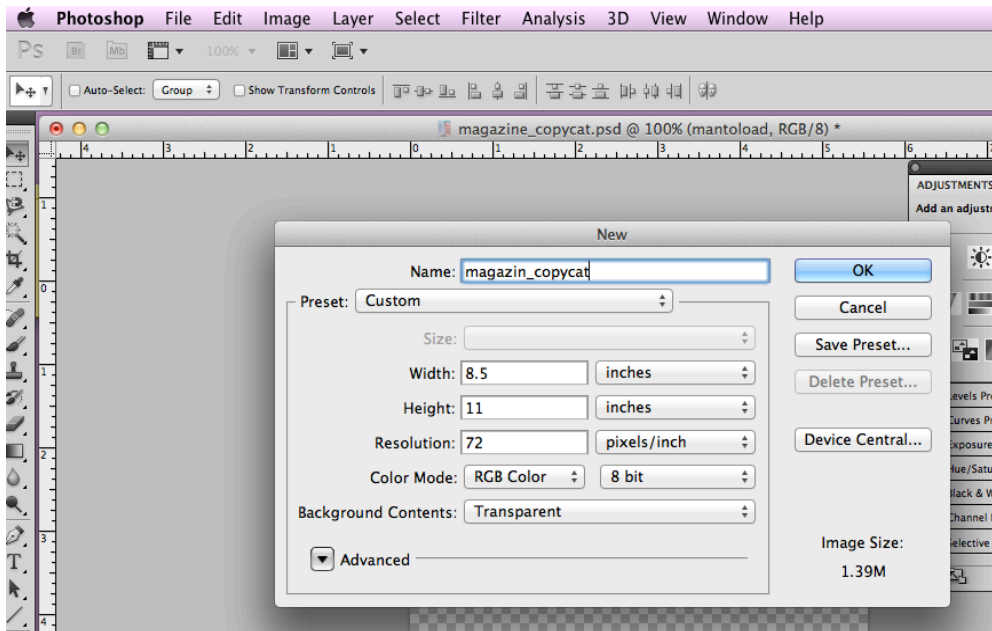

1. File --> New
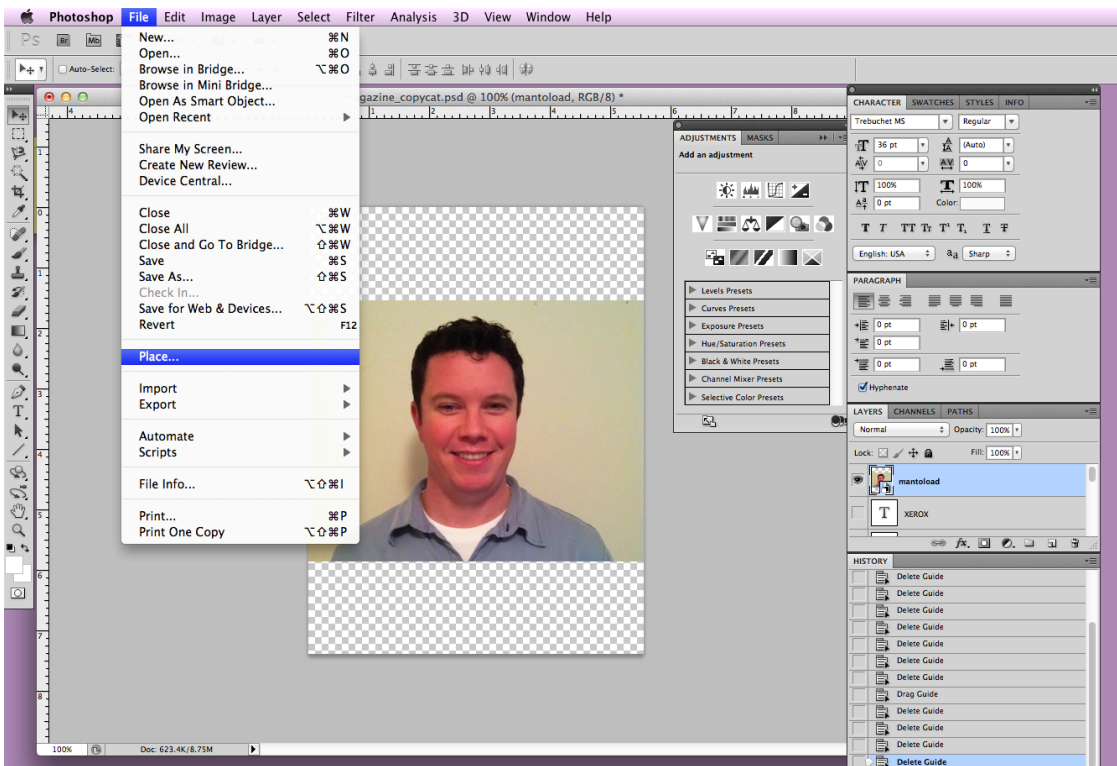
2. File --> Place and find image saved onto your computer as model.jpg. Once the image is placed on the workspace click on the "move " tool and choose "place" (this will confirm the placement of the picture.)
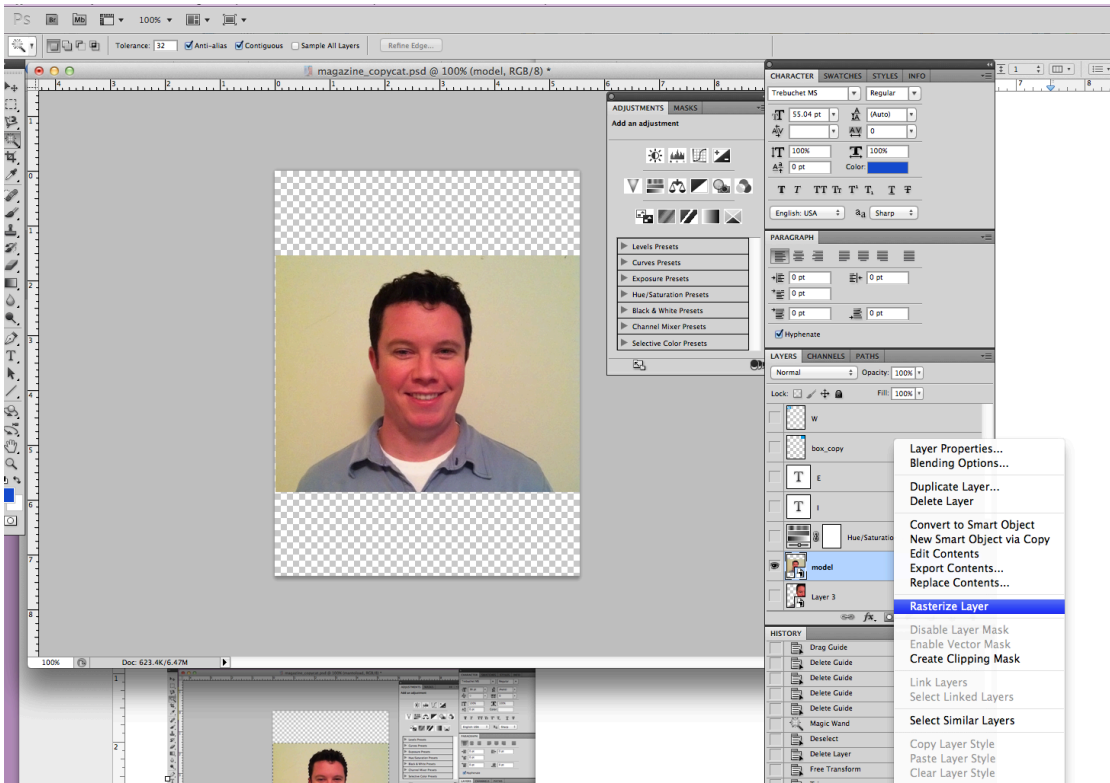
3. Right click on layer and click Rasterize Layer (this turns your image into pixels which you can then edit)
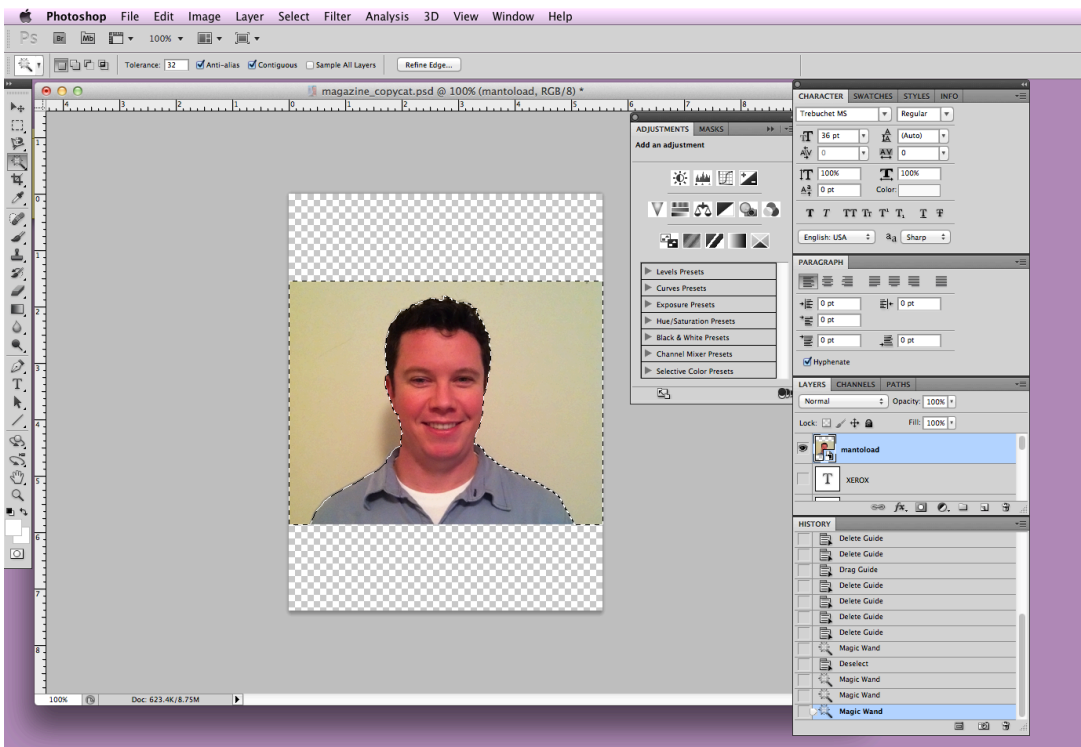

4. Select the magic wand tool from the toolbar. Place the tolerance at 32. Using the magic wand tool select everything but the model. Press Command + "X" to cut your selection.
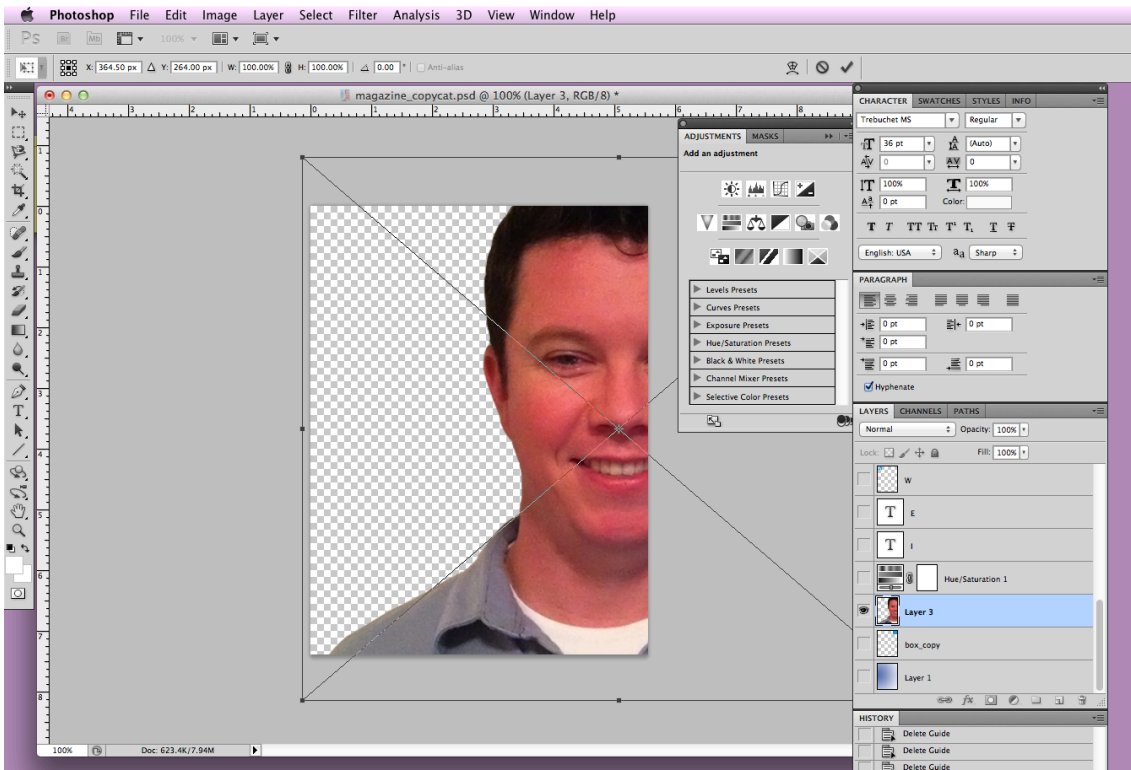
5. While still on the layer press Command + "T" to be able to resize the image and place the image correctly. * Hold down the shift key when re-sizing and only re-size from the corners. Pay attention to placement of the face.
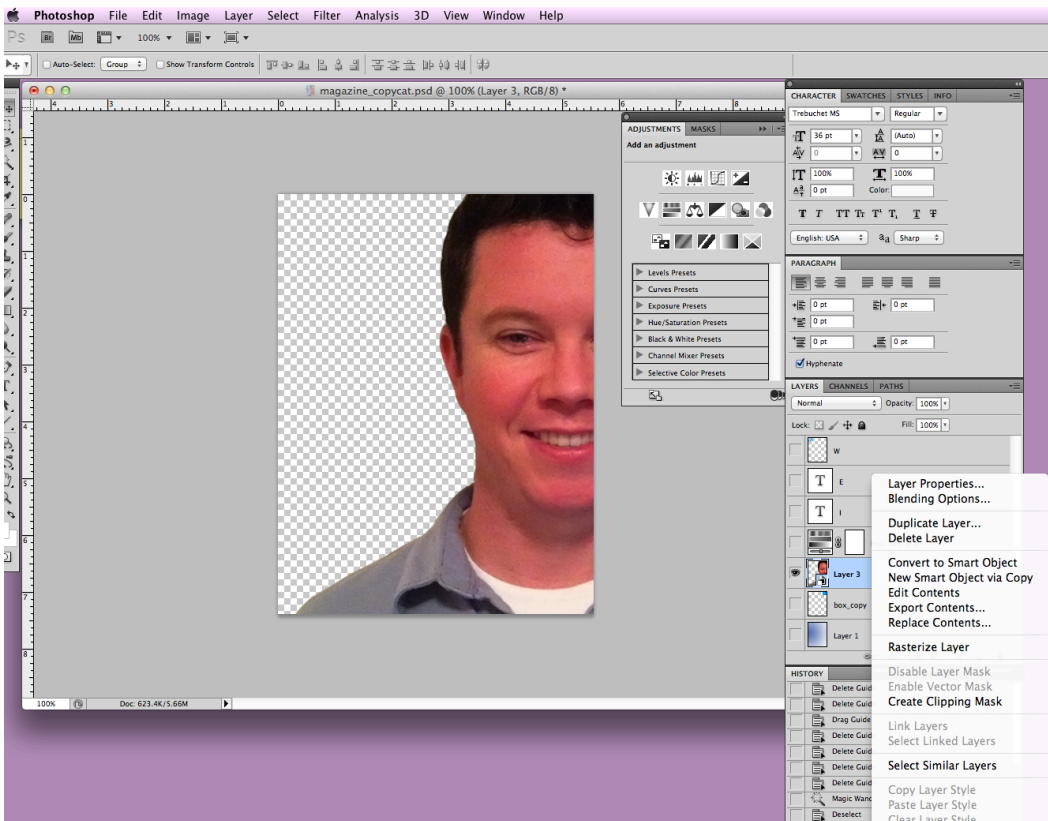

6. Again right click on the layer but this time choose "Convert to Smart Object." This will create another copy of this layer. The new layer will allow you to make changes to the saturation, hue, contrast....while still keeping a layer of the original (you will not see the duplicate layer appear until after you complete step #7.)
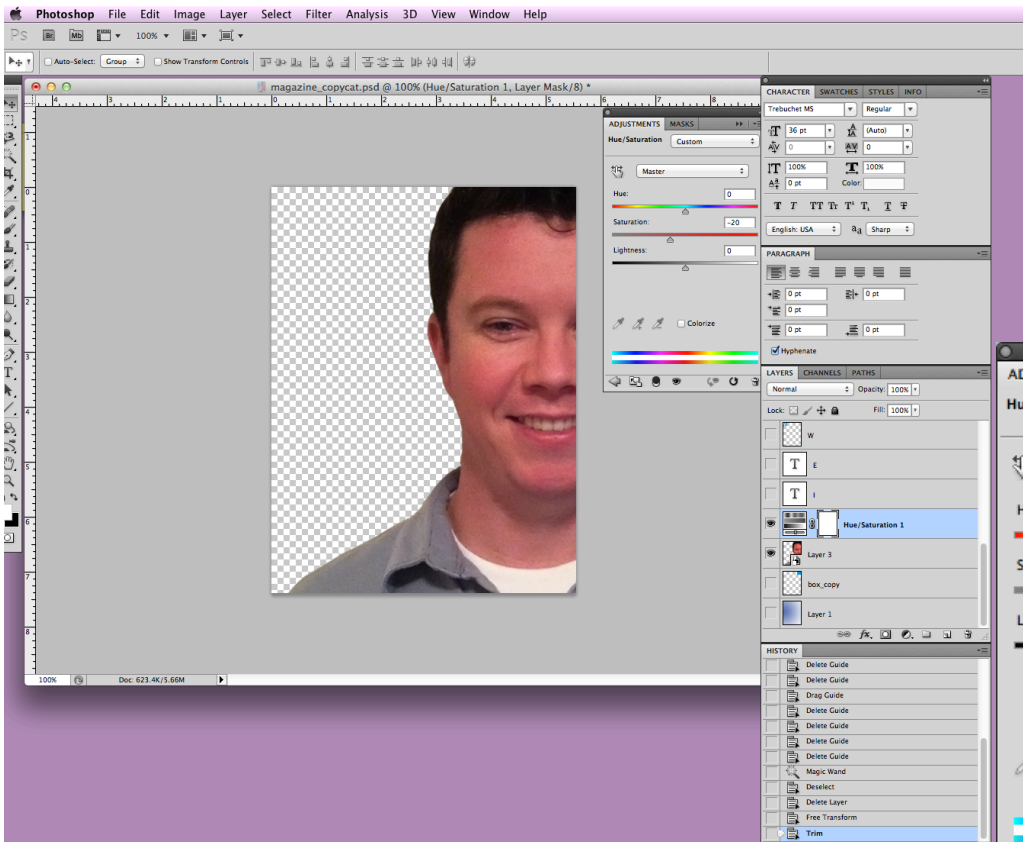
7. On the new duplicated layer edit the hue/saturation from the **adjustments panel** (you may need to turn on this panel by going to Window --> Adjustments) to the settings shown in the image below.
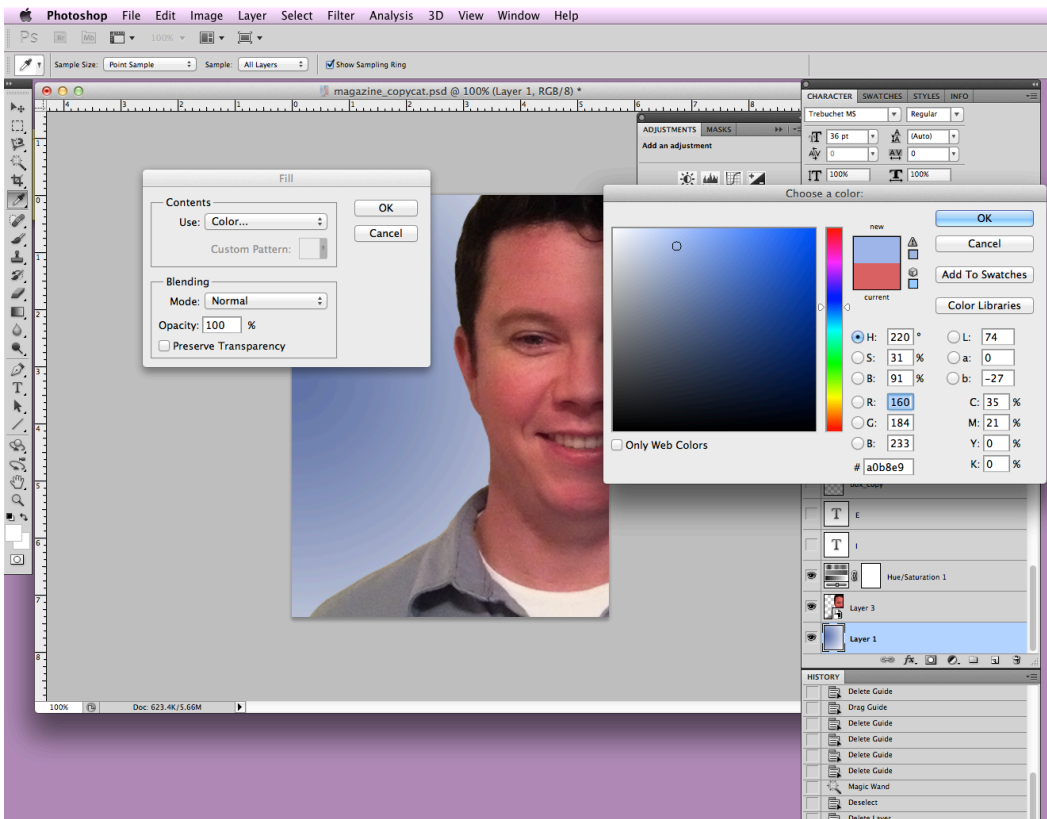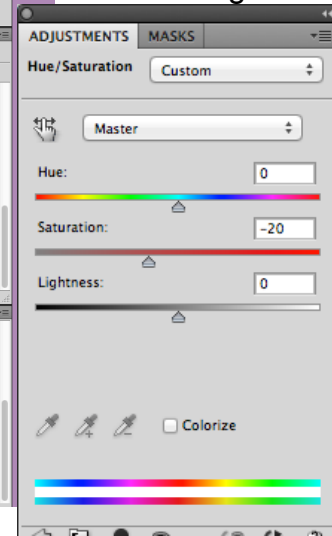
8. Create new layer and place this layer at the bottom of the layers panel. Once the blank layer has been created change the foreground color to #1a4ace and background color to white from the boxes on the toolbar.
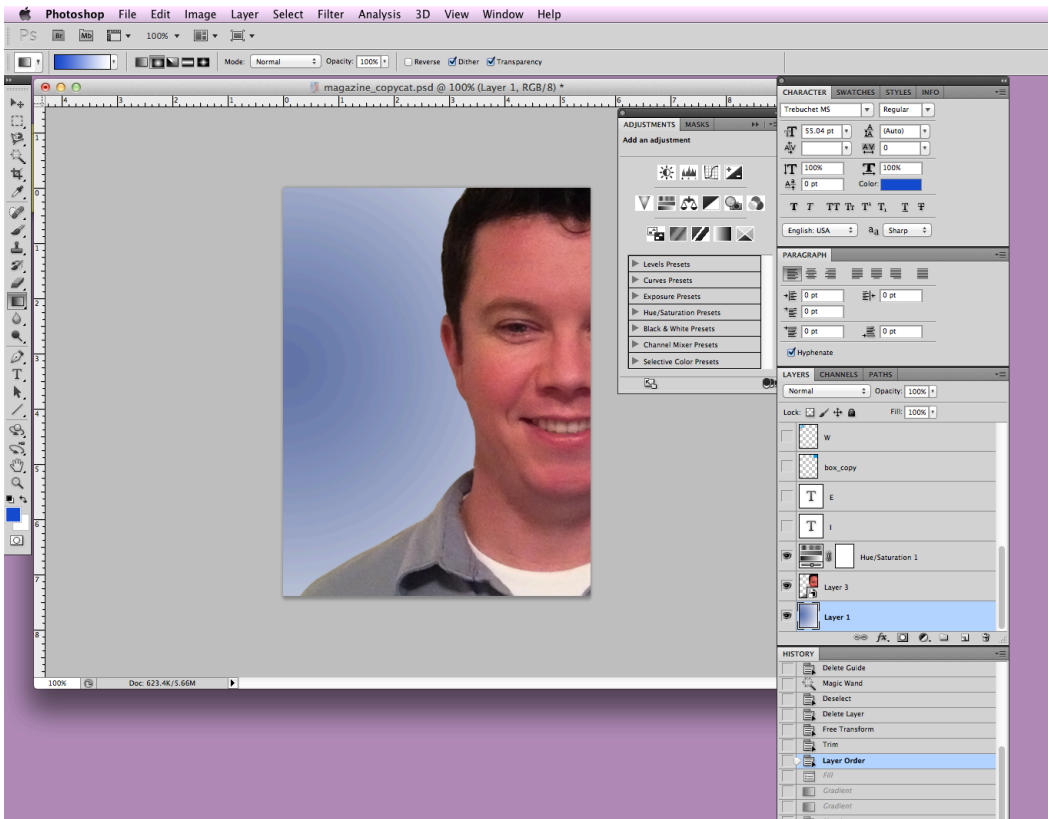
9. Select the gradient tool and the radiel gradient option. Zoom your mouse from left to right to create the same look at the example. Dark blue on the outside and fading into white around the model.

10. On a new layer, use the rectangular marquee tool and draw a square which is 1.6 inch. x 1.6 inch. Color that square #0b9fe5 (go to edit--> fill --> use color.) On a new layer type the letter "W" using Font Type: Rockwell and Size: 85. Place the "W" over the blue square. While still being clicked on the "W" layer use the magic wand to select the shape of the "W." Once the "W" is selected click back on the blue square layer and on the keyboard select "command" + "x" to cut out the "W" shape. Once you have cut out that shape turn off the "W" layer or even delete the layer. (Place box layer in top left corner.)
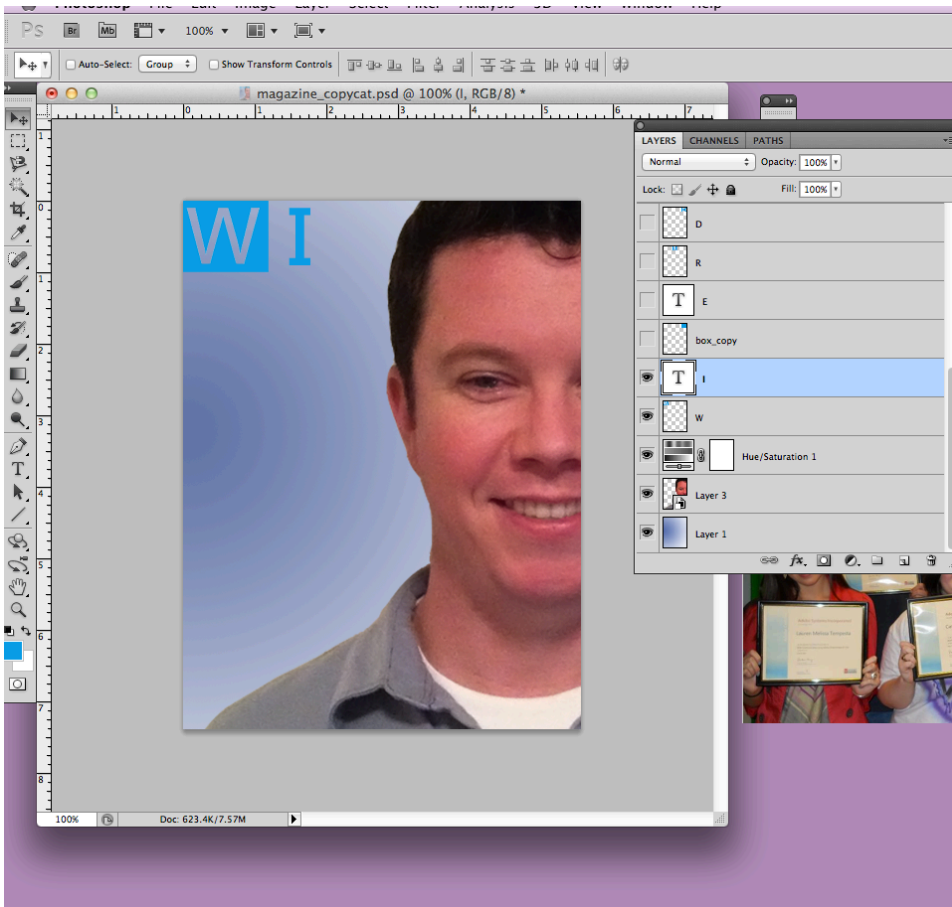
11. On a new layer type the letter "I" using Font Type: Rockwell, Color: #0b9fe5 and Size: 85. Place the "I" at an appropriate distance from the "W" (may help to create an imaginary box of 1.6 x 1.6 inch around the "I"- will align the letters at the end.
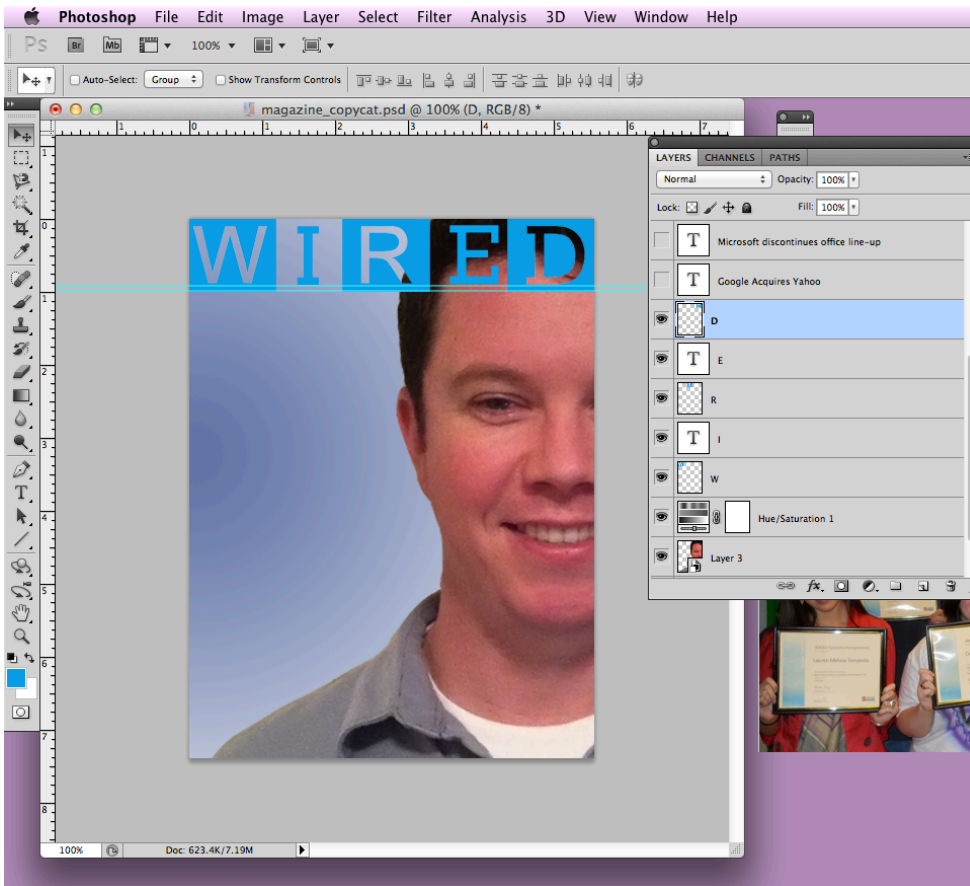

12. Repeat step #11 but use the letter "R" and place the box at an appropriate distance from the "I"

13. On a new layer type the letter "E" using Font Type: Rockwell and Size: 85. Place the "E" at an appropriate distance from the "R"

14. Repeat step #11 but use the letter "D" and place the box at an appropriate distance from the "E"

15. Once you complete steps 11 through 15 pull a horizontal line down to the bottom of the "W" which is about 1.25 and line up the bottom of the I and E onto this line.
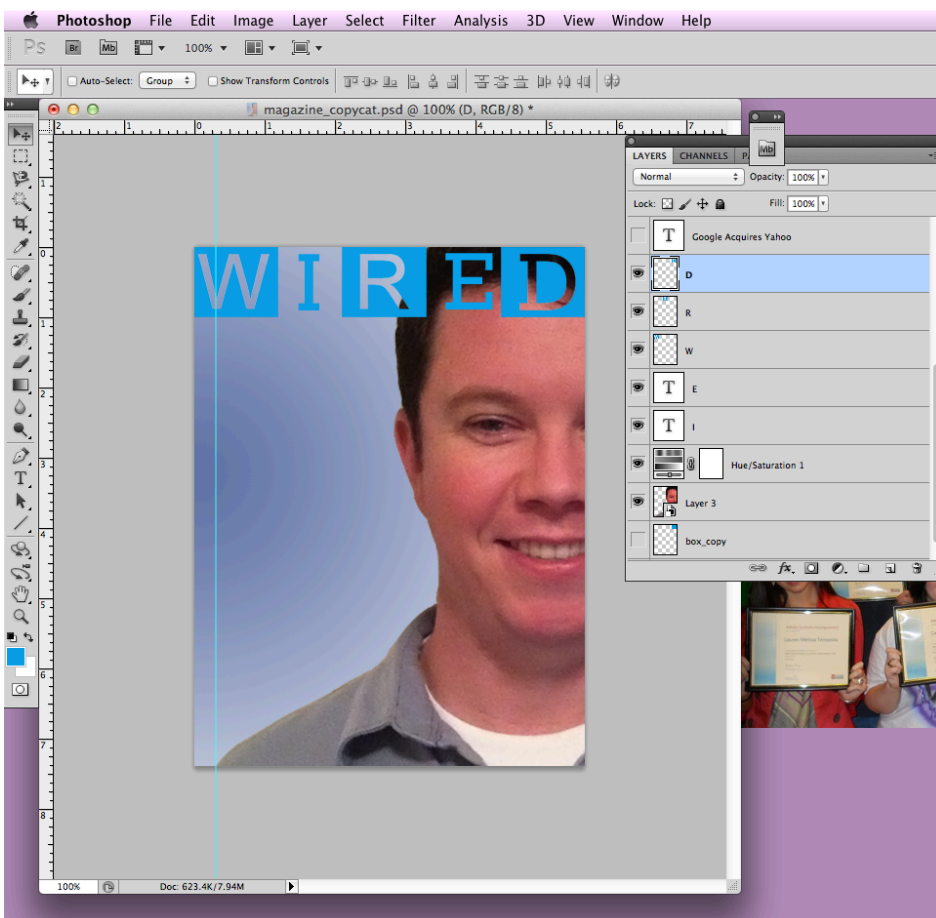

16. Pull a vertical guide out to .25 inch. You will line up the text in steps 18 through 24 to this line.

17. Create a new layer and type, "Google Acquires Yahoo" use the following, font type: Rockwell Extra Bold, Font Size: 24 and Font Color: Black. Using a horizontal guide line the bottom of the text to 3.2 inches. (space text as shown in picture but measurements shown on ruler are incorrect)
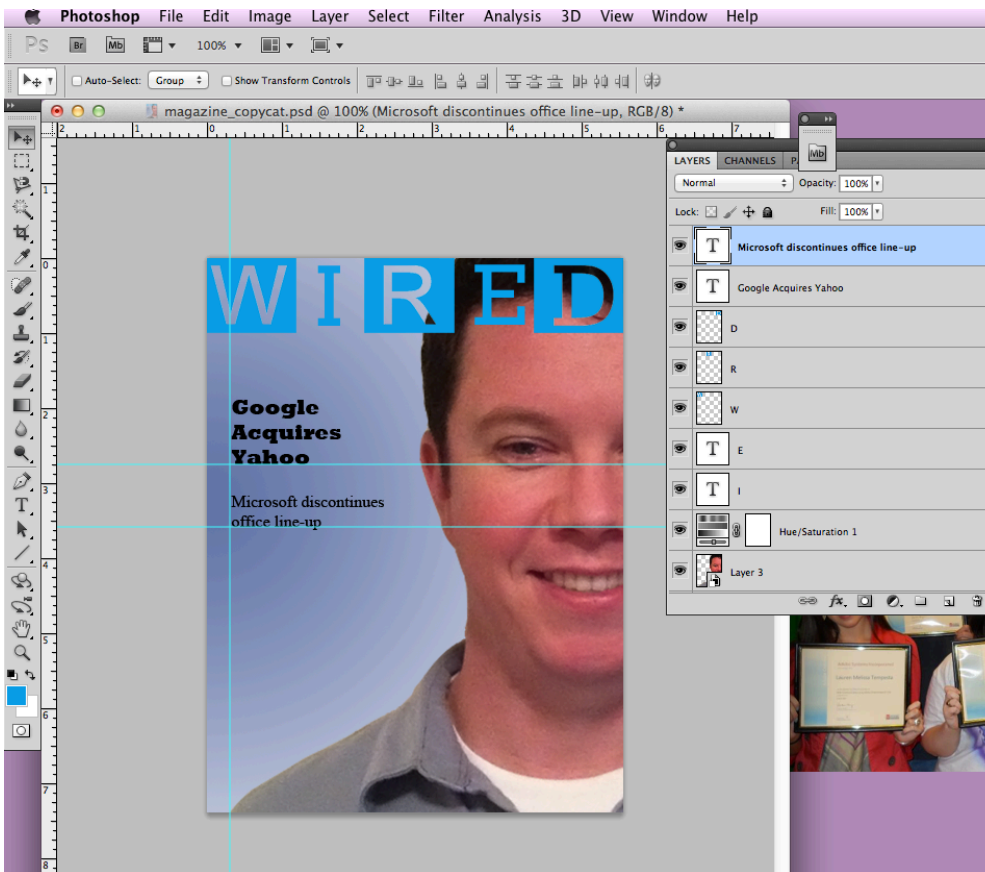
18. On a new layer type, "Microsoft discontinues office line-up" using the following, font type: Times New Roman, Size: 20 and Color: Black. Using a horizontal guide line the bottom of the text to 4.25 inches. (space text as shown in picture but measurements shown on ruler are incorrect)
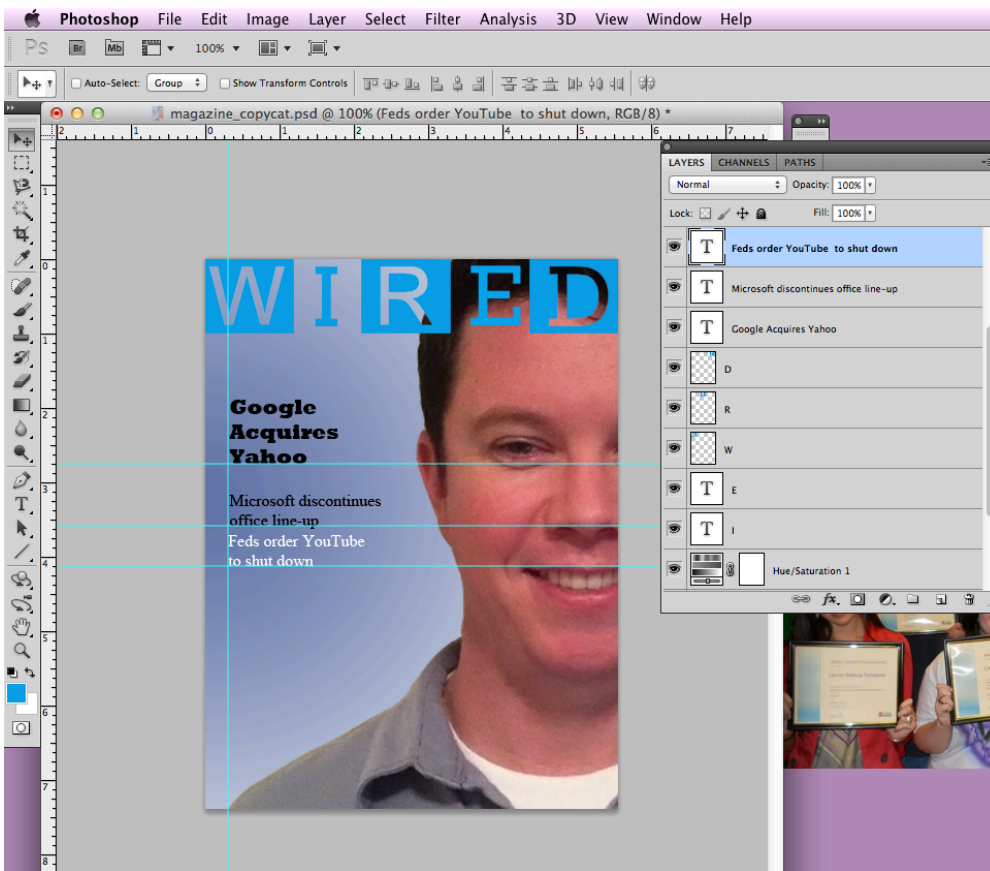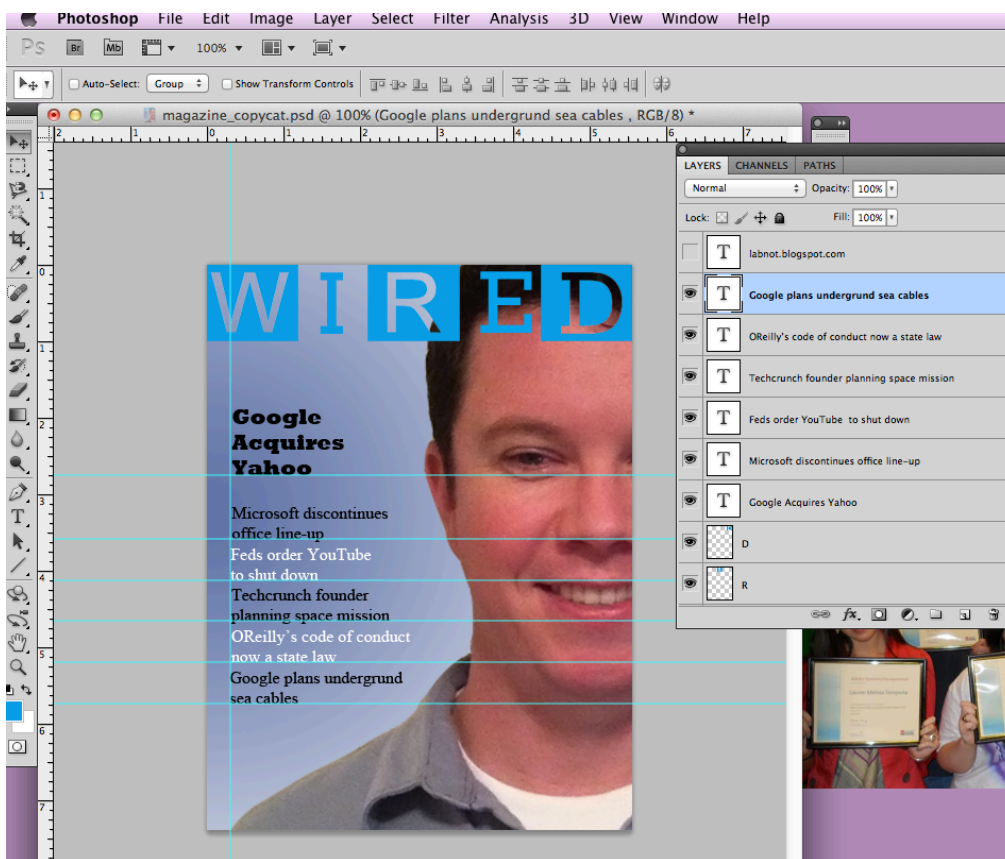
19. On a new layer type, "Feds order YouTube to shut down" using the following, Font Type: Times New Roman, Size: 20 and Color: White. Using a horizontal guide line the bottom of the text to 5.1 inches (space text as shown in picture but measurements shown on ruler are incorrect)
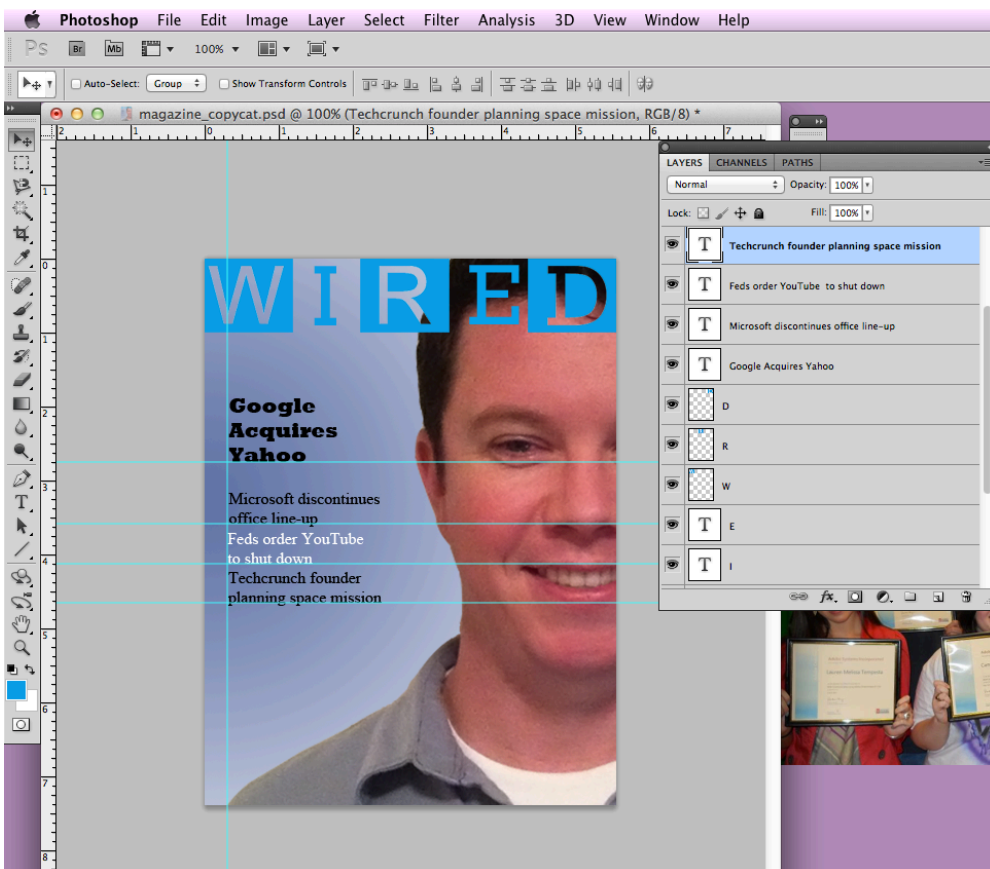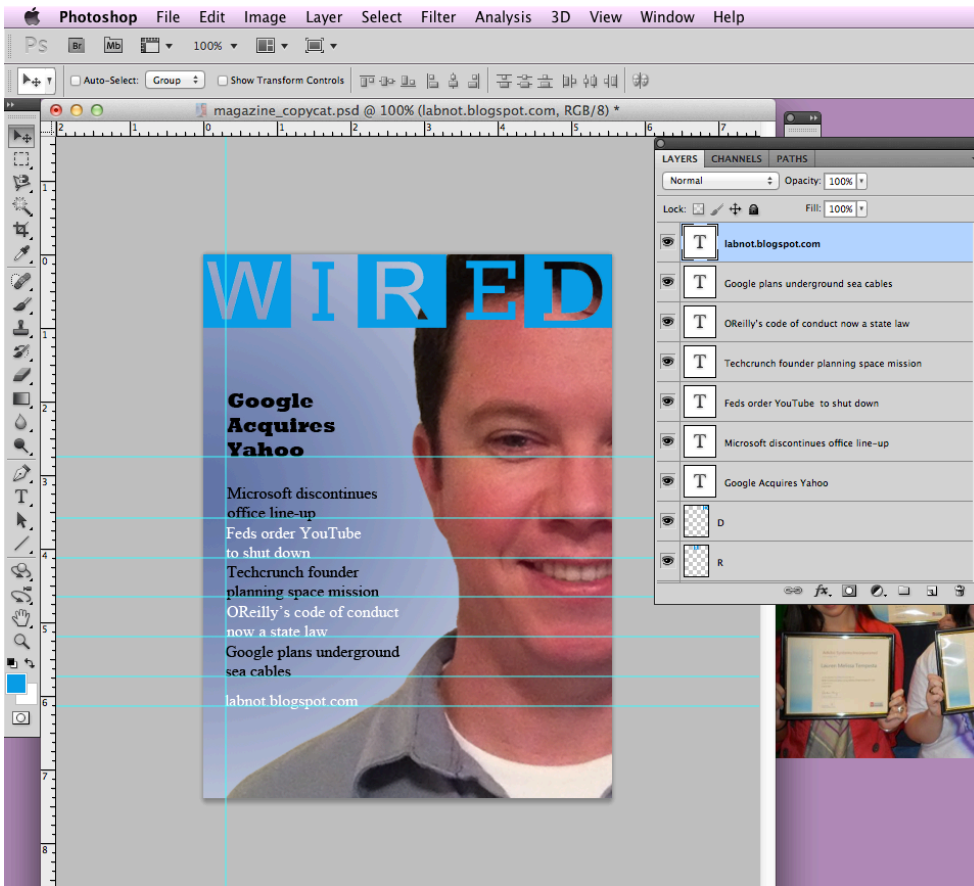

20. On a new layer type, "Techcrunch founder planning space mission" using the following, Font Type: Times New Roman, Size: 20 and Color: Black. Using a horizontal guide, line the bottom of the text to 5.9 inches. (space text as shown in picture but measurements shown on ruler are incorrect)

21. On a new layer type, "OReilly's code of conduct now a state law" using the following, Font Type: Times New Roman, Size: 20 and Color: White. Using a horizontal guide, line the bottom of the text to 6.9 inches. (space text as shown in picture but measurements shown on ruler are incorrect)


22. On a new layer type, "Google plans underground sea cables" using the following, Font Type: Times New Roman, Size: 20 and Color: Black. Using a horizontal guide, line the bottom of the text to 7.75 inches. (space text as shown in picture but measurements shown on ruler are incorrect)

23..On a new layer type, "lagnot.blogspot.com" using the following, Font Type: Times New Roman, Size: 20 and Color: White. Using a horizontal guide, line the bottom of the text to 8.3 inches. (space text as shown in picture but measurements shown on ruler are incorrect)
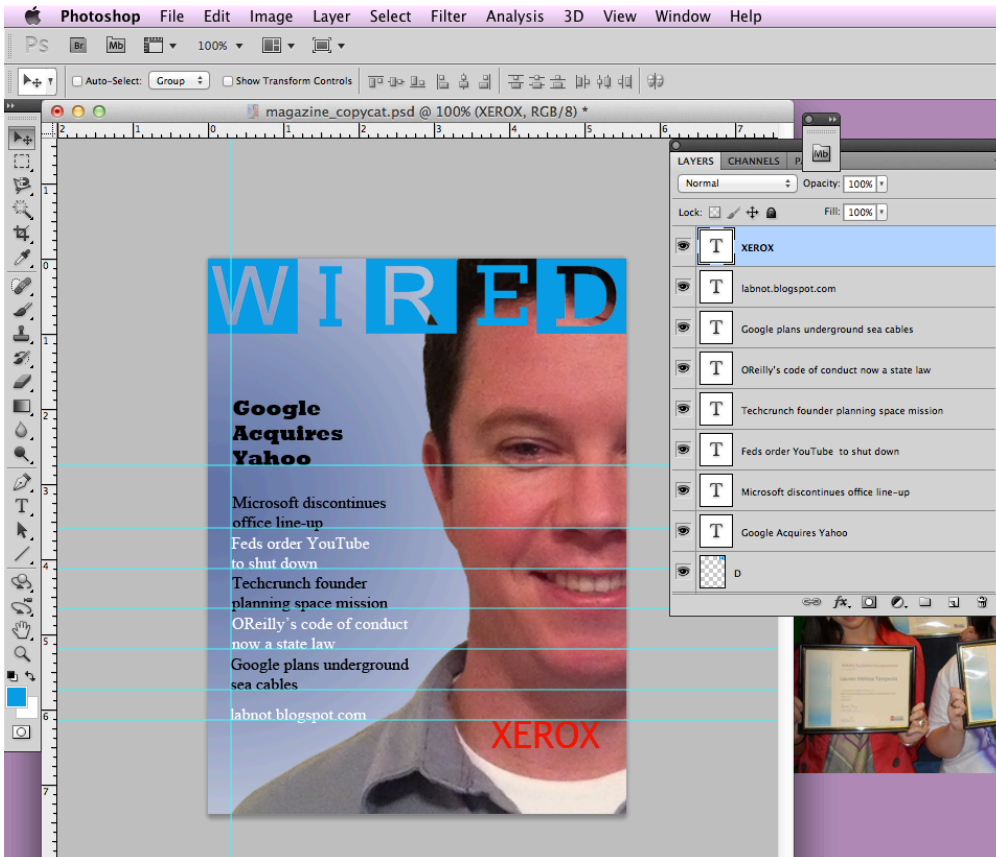
24. FINALLY! On a new layer type "XEROX" in all capital letters. Use the following, Font Type: Trebuchet and Bold Font Size: 36, Font Color: #f30808. Place the top of the text in this layer at the bottom of the guide placed at 9.75 inches and the left side of the "X" at 5.75.
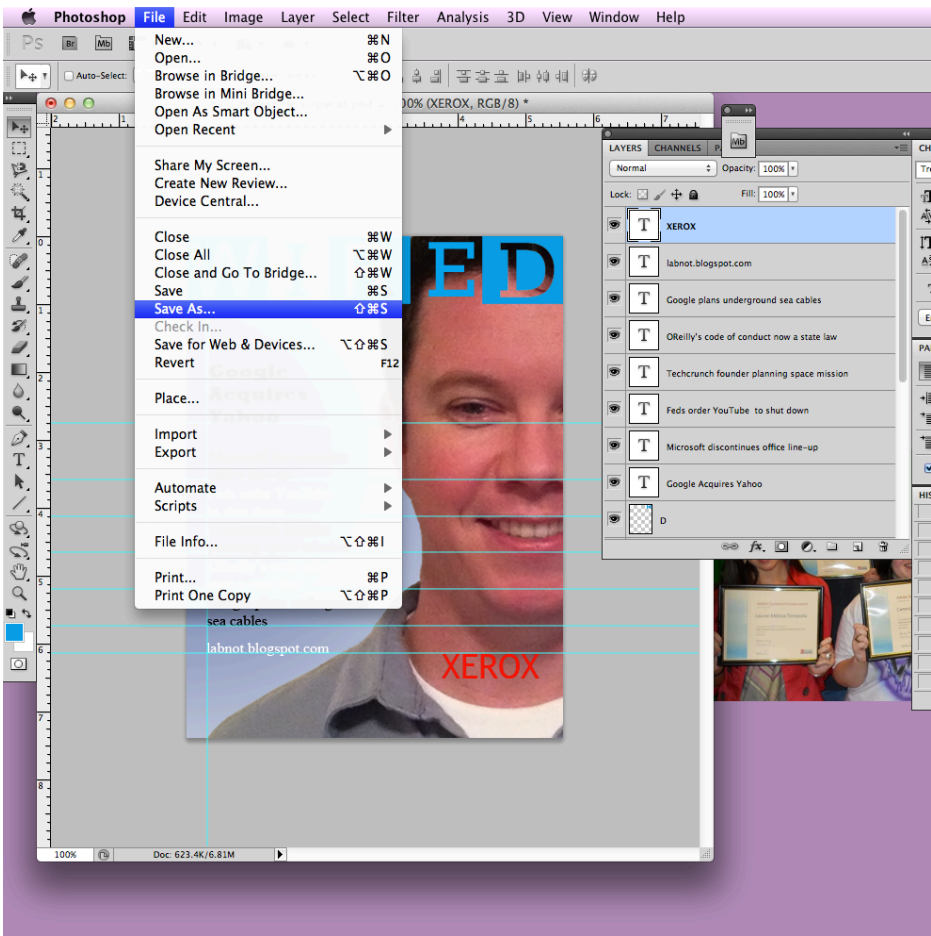
25. Save your file as .psd and .jg file

Excellent Job! Now it is your turn to design your own magazine cover.

creativity

Directions

1. Pick a magazine which represents something in your life (example: like fashion use Vogue or enjoy sports use Sport Illustrated.)
2. Before you start to replicate the cover to this magazine you need to come up with three original pieces: your own picture, similar magazine title and similar text for the cover
3. Design your magazine cover using the original as a "guide"

Time Line

1. Wired Copy Cat Piece
2. Choose Magazine
3. Take Picture
4. Create own cover

Goals

1. To apply the Photoshop skills which you learned in the copy cat drill into your own piece of work.
2. Focus on details such as color, alignment, proximity, typography and spacing.
3. Display a personal interest through a piece of magazine art.

Share

1. Acrobat.com
2. Face to Face in class
3. Teacher
4. Student, family member or friend outside of this class

* For students in the Adv. Web Design I course we will use Adobe Connect to have a professional designer participate in a live critique session to provide you feedback on your files.

Magazine Mastery

Element	Possible Points	Points	Comments
Color - Match those of the original	20		
Text - Math that of the original	20		
Alignment - Lined up according to the guideline placements	20		
Layers - Appropriate amount of layers - Smart Object Layer - Rasterize Layer	20		
Replication - Same look and feel but original to your interest and personalities. - Professional Look	20		
TOTAL	**100**		

Conceptual

"It's not a matter of what should be there, but rather what could be."

~ Marcel Wilson