

*Class #7*

# DIGITAL MEDIA FOUNDATIONS

*Class #7*

**COLOR MANAGEMENT ACROSS  
DEVICES. CAPTURING & EDITING  
DIGITAL IMAGES**

**+ HANDS ON PRACTICE WITH  
SOFTWARE**

# Today's agenda

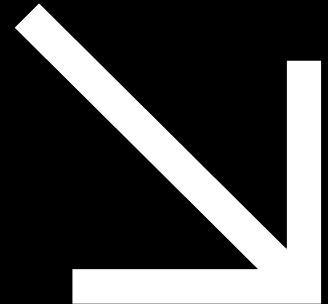
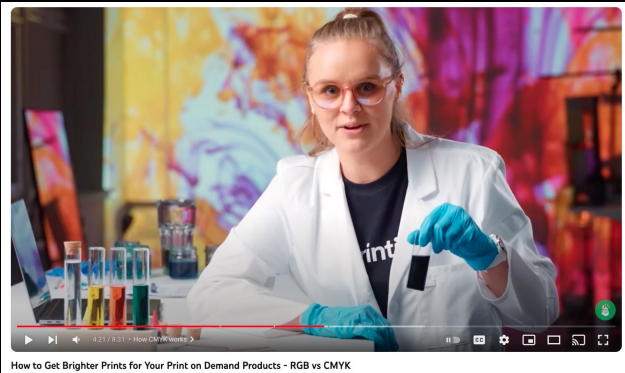
**Color Management**

**Best Practices Demo**

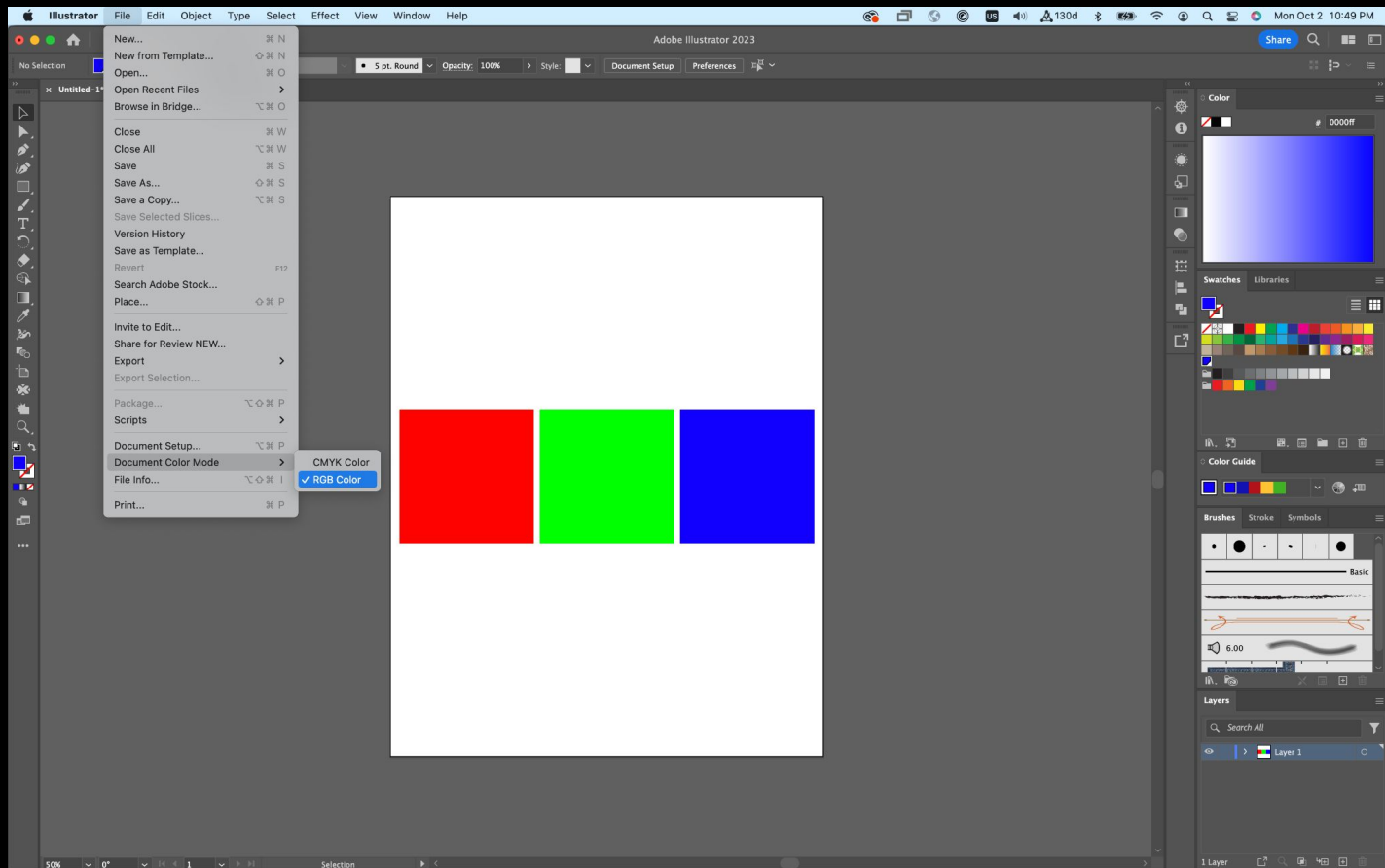
**Homework Reviews**

**Homework: Finalize, Deliver, Summarize  
& Document**

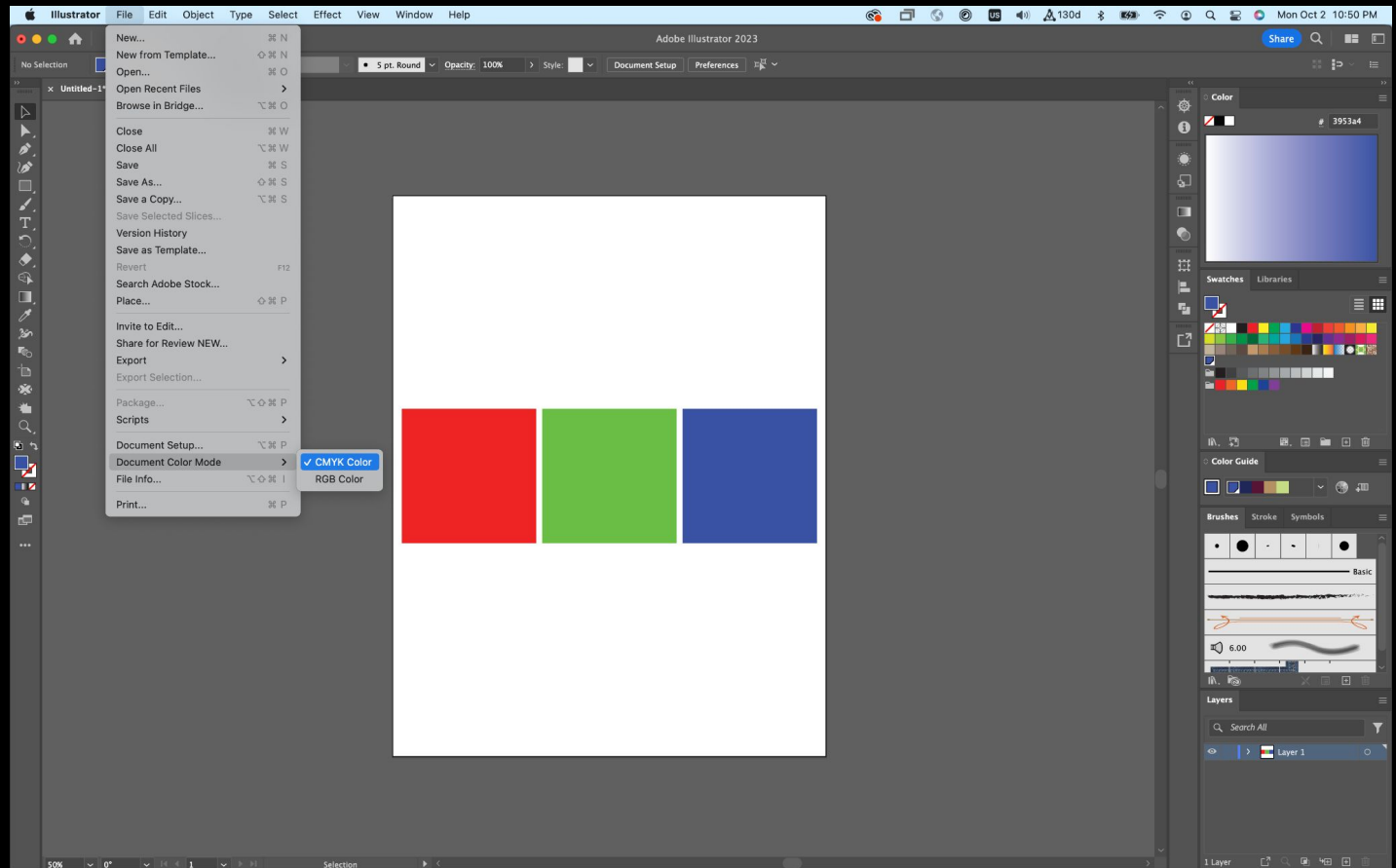
# Color Management Across Devices



# RGB



# CMYK



# *Adobe Photoshop Best Practices & Tips*

- Script > Image Processor...
- Remove Background
- Pen Tool
- Smart Object

# *Adobe Illustrator*

## *Best Practices & Tips*

- Pathfinder Panel
- Duplicate Art Boards
- Rotate Duplication
- Blend...



**REMEMBER!**

**THE**

**PROCESS!**

**1** **Research & Discovery**

**2** **Ideation & Brainstorming**

**3** **Concept Development**

**4** **Prototyping & Wireframing**

**5** **Design Development**

**6** **User Testing & Feedback**

**7** **Refinement**

**8** **Finalization**

**9** **Presentation & Communication**

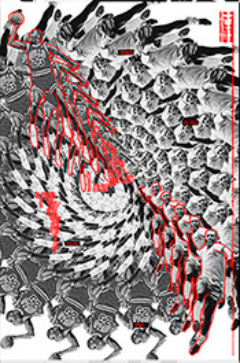
**10** **Delivery, Implementation & Evaluation**

**Layout &  
Composition**

**TYPOGRAPHY**

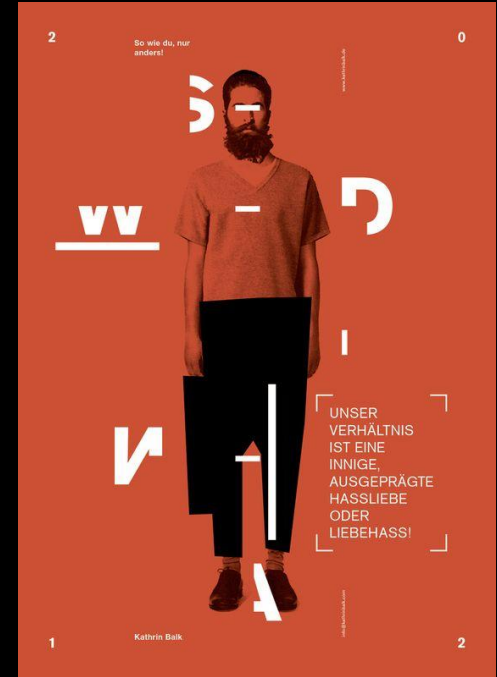
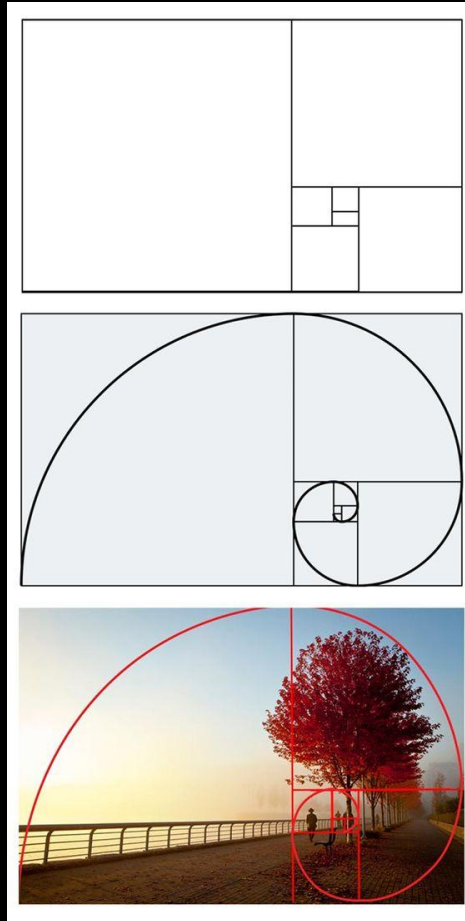
**COLOR**

*Image-making*



# Layout & Composition

Golden Ratio  
Focal Point



# Layout & Composition

Focal Point  
Hierarchy

**2018**

**05.02 - 03** **LOS ANGELES**  
ICE CUBE  
TV ON THE RADIO  
THE CREATOR  
FLYING LOTUS  
JANELLE MONAE  
TUEST LOVE  
THE INTERNET  
LAURA MVELLA  
EXPOSITION PARK  
LOS ANGELES, CA  
34.0171° N, 118.2861° W

**07.15 - 16** **PARIS**  
LIANNE LA HAVAS  
MILLOW SMITH  
JADEN SMITH  
KEANU JONES  
PATRICE  
THE BOYS  
LEON BRIDGES  
YOUNG PARIS  
THE PARC DE LA VILLETTE  
PARIS, FR  
48.8938° N, 2.3903° E

**07.22 - 23** **LONDON**  
LADY LESHURR  
GOLDLINK  
HOFF99  
GAIKA  
BIG JOANIE  
SINNY GIRL DIET  
YOUTH MAN  
PUFFLE FERDINAND  
ALEXANDRA PALACE  
LONDON, UK  
51.5942° N, 0.1308° W

**08.02 - 03** **BROOKLYN**  
DOWNTOWN BOYS  
DAM PUNK  
BLOOD PRANGE  
DEATHGRIPS  
TASH TACK  
EGYPTIAN LOVER  
BLS BLS  
BLOOD ORANGE  
COMMODORE BARRY PARK  
BROOKLYN, NY  
40.6973° N, 73.9790° W

**10.14 - 15** **ATLANTA**  
ALICE SMITH  
TOSH RAGON  
THE MEMORIALS  
TORD Y MOI  
DAS RACIST  
NINGADONTE  
SOUL WILLIAMS  
YOUNG FATHERS  
CENTRAL PARK  
ATLANTA, GA  
33.7689° N, 84.3759° W

**12.02 - 03** **JOBURG**  
LADY LESHURR  
GOLDLINK  
HOFF99  
GAIKA  
BIG JOANIE  
SINNY GIRL DIET  
BODY COUNT  
AFRODONTIK  
DELFO PARK  
JOHANNESBURG, SA  
26.1235° S, 28.0084° E

**PUNK**





# Color

Emotions

Warm colors vs Cold colors

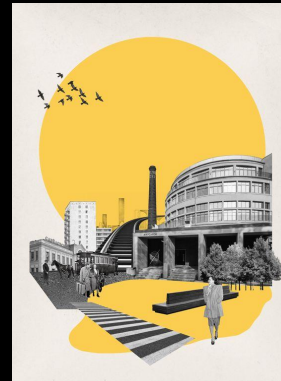


# Image-making



Styling: Photography, 3D, illustration,  
Collage, Abstract, Vector, Hyper-real, etc...

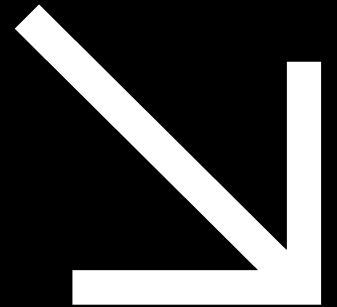
> How do we choose a style?



# Homework Review



# Your Homework for NEXT WEEK!



*Homework Final\_Final\_Final02.jpg:*

# Deliver your poster!

Fix your poster according to the feedback in class. Write a summary of your journey so far, focusing on: design process from A to Z.

*Continue with:*

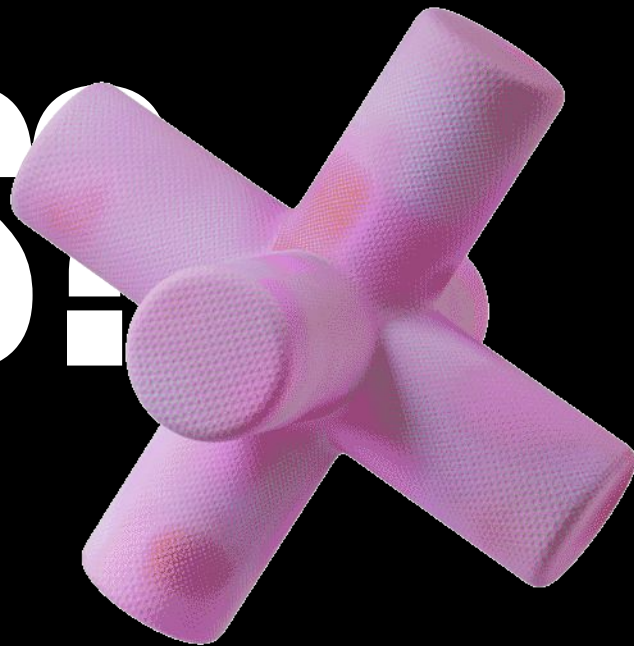
- 1. Finalize Poster Design**
- 2. Size: 50 x 70 cm (EU) = 18 x 24 Inches (US)**
- 3. Write a short report about your journey so far. What did you learn?**

[Present next class for feedback](#)

*Next Week:*

**Intro to Web Design.**  
*AKA “How to think Web”*

**ANY  
QUESTIONS?**



**THANK  
YOU!**

