

Class #6

DIGITAL MEDIA FOUNDATIONS

Class #6

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

**+ HANDS ON PRACTICE WITH
SOFTWARE**

Today's agenda

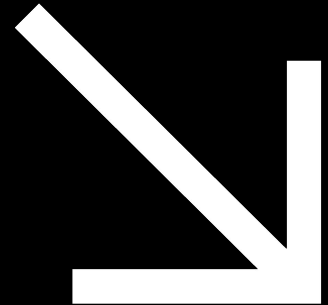
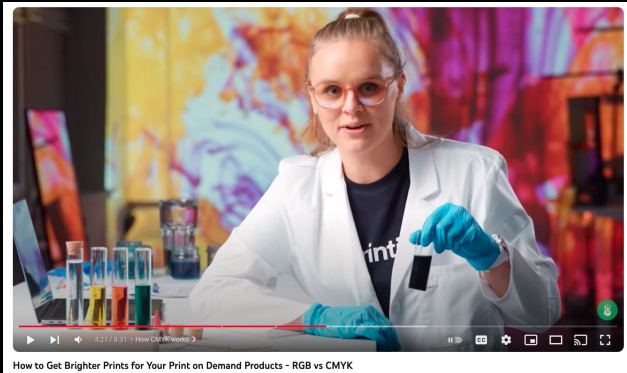
Color Management

Best Practices Demo

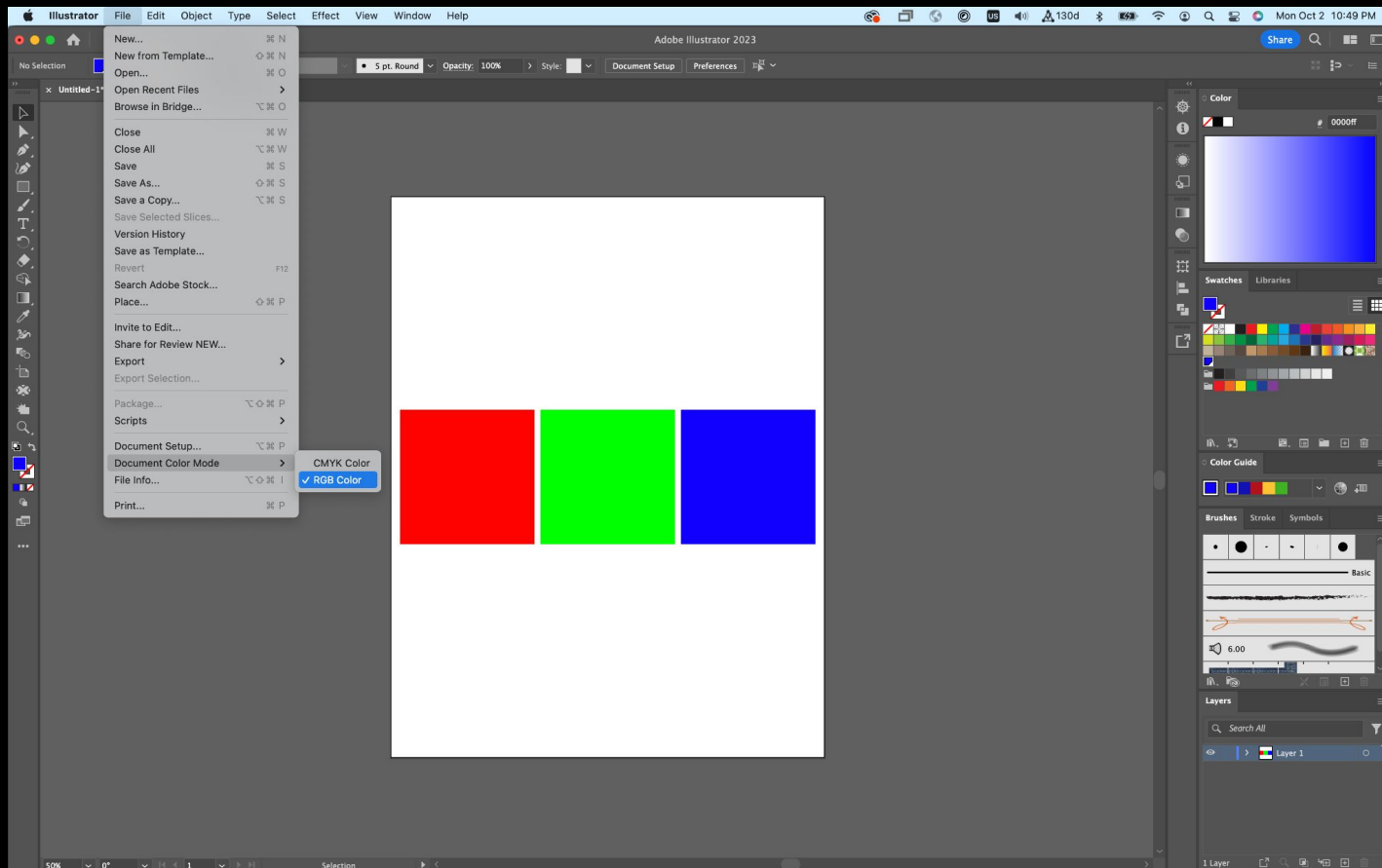
Homework Reviews

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

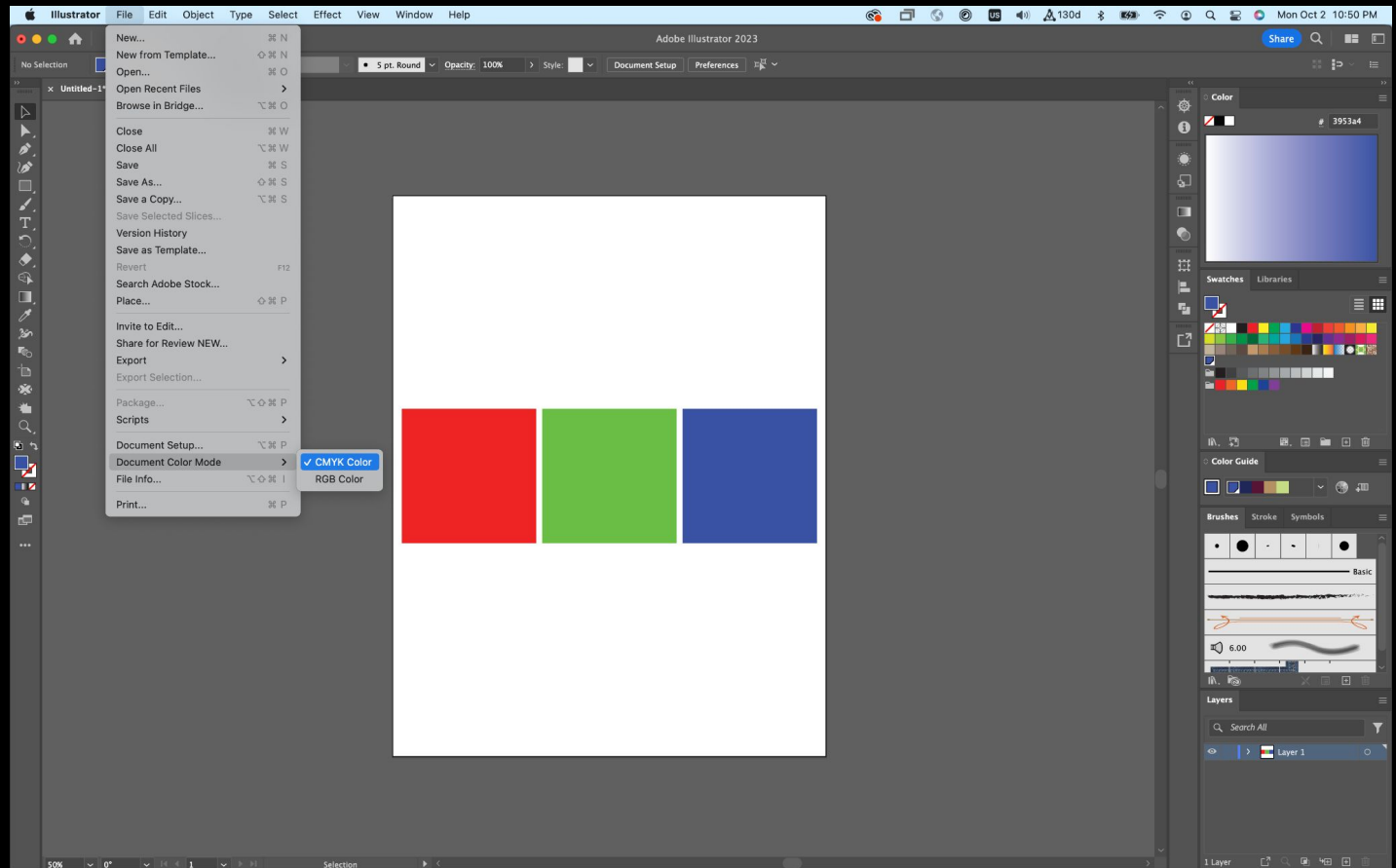
Color Management Across Devices



RGB



CMYK



Adobe Photoshop

Best Practices & Tips

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

Adobe Illustrator

Best Practices & Tips

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

BREAK.

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**

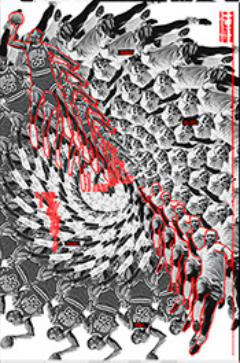
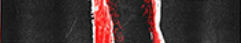
10 **Delivery, Implementation & Evaluation**

**Layout &
Composition**

TYPOGRAPHY

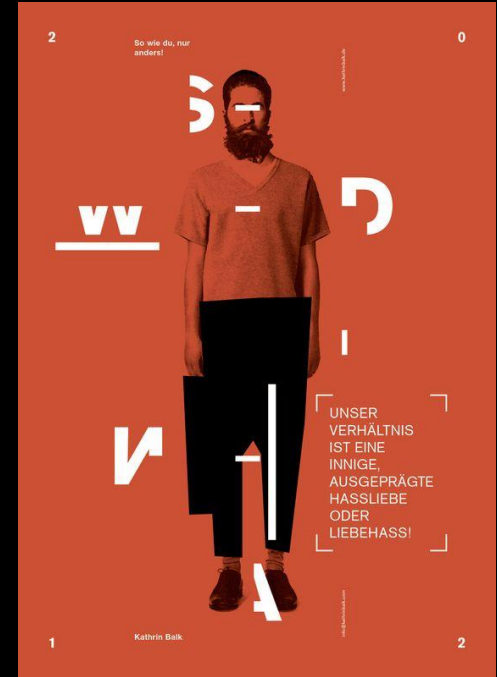
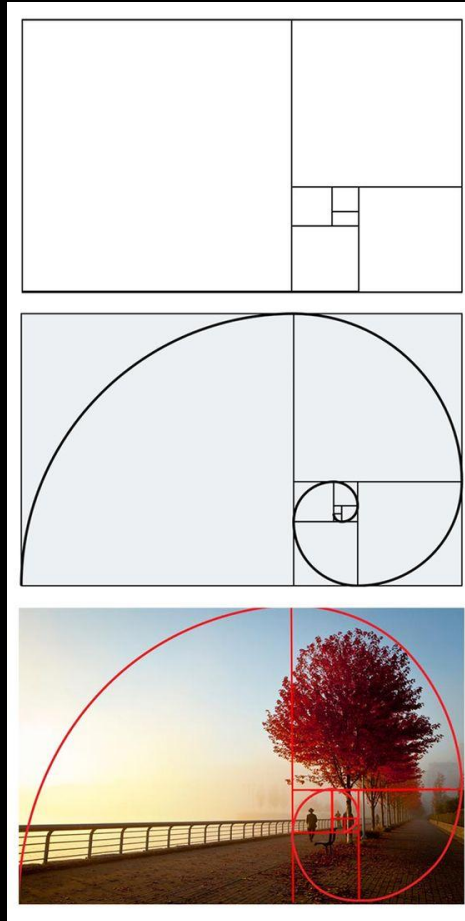
COLOR

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 MONAR
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

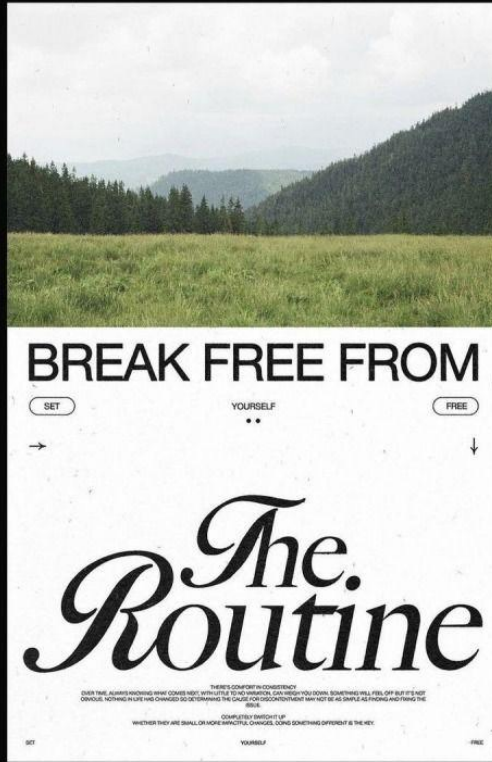
07.22 - **23** **LONDON**
LADY LESHURR
GOLDLINK
HOFF99
GAIKA
BIG JOANIE
SIBBLY GIRL DIET
YOUTH MAN
PUFFLE FERDINAND
ALEXANDRA PALACE
LONDON, UK
51.5942° N, 0.1308° W

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 BEAGON
THE MEMORIALS
TORD Y MOI
DAS RACIST
NINGADONKE
SOUL WILLIAMS
YOUNG FATHERS
CENTRAL PARK
ATLANTA, GA
33.7690° N, 84.3759° W

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

Typography



Character Style
Elegant vs. Lettering

Color

Emotions

Warm colors vs Cold colors

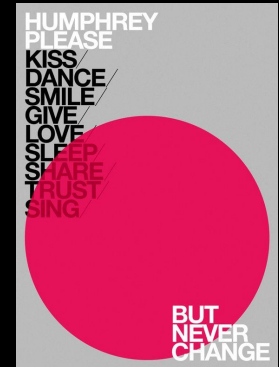
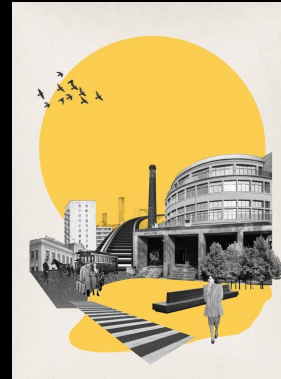
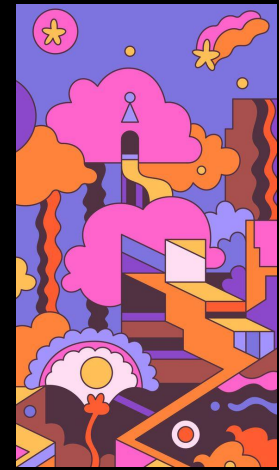


Image-making



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

> How do we choose a style?



Last Week's Homework:

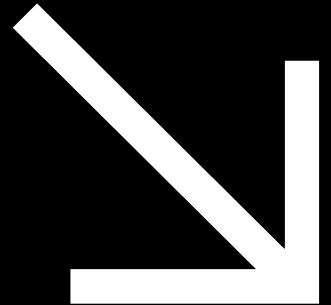
Finalize your poster!

With the feedback you got in class, Finalize your posters, make 'em **WOW!!!**
Remember: focal point, composition, typography, colors, minimalistic and artistic directions.

Continue with:

1. **Finalize Design**
2. **Size: 50 x 70 cm (EU) = 18 x 24 Inches (US)**
3. **The WOW factor**

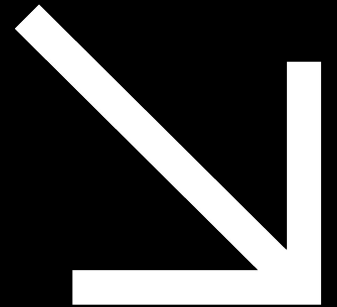
[Present next class for feedback](#)



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!**

