

Valley Middle School

Graphic Design

Mr. Podmers, Room TTC Lab

Photoshop

Circa 19xx Poster

Using the program Photoshop Elements, You will make an original poster or advertisement for a movie, concert, product, etc. Make sure you design it so that it reflects a specific era. Choose one era, or decade and research styles, fonts, colors, etc. that were used during that era. How did posters look back then? You may choose to make a poster for the movie Casablanca in which case it should look like it came from the 1940's. If you choose to do a poster of Metallica's "Ride the Lightning," you would want it to look like it came from the 1980's, if you choose to make a poster of Farah Fawcett riding a "banana board" along the beach it should look circa 1970's and so on.

Procedure:

1. Choose a movie, band, product, or celebrity. It can be real, or you can make it up.
2. You need to have at least 5 layers and 3 effects. Effects can include any of the tools under the "filter" drop down menu from the menu bar at the top of the screen.
3. When finished, write a paragraph, or so, on what era you chose and how it fits into that era, i.e. font, color, styles, fashion, etc.

Use the different tools to make it look seamless and clean. Spend a lot of time cutting out your picture neatly with the lasso, magic wand, and quick mask tools. Use the smudge and blur tools to soften edges of pictures to make them blend more. You can also use the eraser with a "soft edge" and lower opacity to blend edges. Listed below are the criteria for the project. You will have one week to complete it. Your Poster must include:

5 or more layers: _____/5

At least 3 different effects _____/5

Text/ Title/ Something that says what the poster is about _____/5

Background (image, texture, or pattern...no solid color) _____/5

Poster has theme of one era/decade: 1900 to 1990 (choose one)

And reflects that era well _____/10

Quality of product:

Is the project seamless and clean? Does it look legit?

Could you imagine seeing it on a billboard,
in a magazine, or on your bedroom wall?

____/10

Use of class time (4 points per day):

____/16

Is the project difficult/ challenging?

____/5

Paragraph write up of what era you chose

____/5

Total

____/66