

Montage Project

Multimedia Arts

Purpose

To produce a beautiful and memorable public event photomontage poster.

To combine multiple photos, illustrating an association of ideas.

To show the rich experience of a public event by the use of multiple, overlapping, integrated images and text.

Procedure

Sample files will be shown in class.

You may provide your own pictures. Shoot indoors or outdoors. You may download Internet pictures.

Have your concept and compositions thoroughly planned before you start.

You must complete a storyboard. Before you start!

Look for public events in newspapers and magazines.

You can use pictures of an event this year to promote the same event next year.

Take photos of things in your plan that lend themselves to the experience of the big event.

You may Scan (at the appropriate scale and dpi) your prints or slides, or import your digital images.

Assemble separate photos, a minimum of 8, into layers.

Clean up, mask, and manipulate layers to create a beautiful and memorable photo montage.

All computer documents must have the same information as the print document.

Sample naming format: JoeDoeCompositeAd.psd

Evaluation

Your projects will be graded on the following areas:

- Effective headline 20 points
- Body copy (at least five sentences 5pts each, must include date, time,) 25 points
- Company slogan next to logo 15 points
- Unflattened PSD, RGB color and set at 200 resolution (dpi) 15 points
- Creativity, beauty 10 points
- Page size 17" X 11" or 11" X 17" 10 points
- Grammar and spelling, (-2 for each misspelling) 20 points
- Typography (effective font choices, readable) 15 points
- Hierarchy (what has visual dominance) 10 points
- Effective use of color, (repetition, limited color palette) 20 points
- Use at least 8 photos 40 points
- Photo attribution (don't write "attribution") 10 points
- Image quality/masking 15 points
- Contrast, grouping 10 points
- Naming format: JoeDoeMontageAd.psd 5 points
- Public event (non retail) to promote. At least 100 people must attend 10 points
- **Total** **250 Points**