

IS_LT 7361
Introduction to Digital Media

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Imaging Project
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Hardware Used

Manufacturer	Dell Inc.
Model	Optiplex 9020
Processor	Intel® Core (TM) i7-4770 CPU @ 3.40 GHz, 4 processing cores
Memory	8.00 GB RAM
System Type	64-bit Operating System
Graphics	AMD Radeon (TM) HD8570, 4827 MB
Monitors	Dell Inc., dual monitors, 1440x900 and 1280x1024
Web Browser	Windows 7 Enterprise, Google Chrome

Software Used

Digital imaging	Adobe Photoshop CS6
Web hosting	Neocities

Project links

This is the Icon link

<https://khedges.neocities.org/Pictures/Hedges%20icon.gif>

This is the Banner link before peer evaluation

<https://khedges.neocities.org/Pictures/Hedges%20banner.jpg>

This is the Banner link after peer evaluation

<https://khedges.neocities.org/Pictures/Hedges%20revised%20banner.jpg>

Project Description

The primary objective is to create a webpage banner and icon for parenting that “Highlight[s] parenting in a soothing way and be natural to the readers.”

Banner

Technique 1 – Background (Cropping, Sizing, and Layer naming)

The client provided three background images and seven images depicting parents and children. I eliminated the background of the wheat field because of the brown color that

implied sun damage. I preferred a more vibrant green that indicated life. I avoided the image of the green field with the intense due clouds. I did not want the banner indicating that a storm was brewing. The remaining background was the green field with the white puffy clouds, appeared to be the most soothing.

- Open Adobe Photoshop
- File > Open > select file (bckgnd02.jpg) > Enter
- Image > Canvas size > For width type 1000 > For height type 400 > Change inches to pixels > Enter > Proceed
- Name layer Background
- Lock the Background layer
- Save as > Insert file name Hedges_Banner.psd > Enter

Technique 2 – Text (Insert text, Layer naming)

For the text, I chose a single and most direct word possible, “Parenting.” The title was short and simple to speak to the client and users. When one adds more text, the meaning and interpretation becomes prescriptive and narrow. I selected the white-colored font to match the cloud color, and to have contrast with the blue sky. The text was placed in the upper left hand of the image, since we read from left to right, and begin at the top of the page. I did not want the text in the middle. The visual act of parenting was more important.

- Create new layer > Type name of layer “Text”
- Select “T” > Locate icon to placement of text > Type in title “Parenting”
- Select font style, Calibri > Select color, white > Select font size, 48 pt > Select *italics*
- Lock the Text layer
- Save

Technique 3 – Foreground 1 (Magnetic Lasso, Masking, Layer naming)

I chose the image of the two parents holding the two children because due to the triangular shape and because it connects with the title text. The image is near the center where the triangle is pointing towards the sky and the image base aligns with the base of the grass at the bottom of the picture. I did not select the image of the two girls since there was no parents in the photo. I did not select the image of the daughter on the father’s shoulders since they were not facing the front. I did not use the four children with their dad because they were walking away or were in the act of leaving. It seemed very clear that there was a hierarchy of

appropriate photos. I do regret not having diversity being shown. This is something that should be discussed with the client to possibly acquire more photos.

- File > Open > select file (foregn04.jpg) > Enter
- Magnetic Lasso Tool > Single click on the outline of the parents > Double click when you return to the starting point
- File > Edit > Cut
- Toggle to Background file
- Create new layer > Name layer Foreground 1 – Parents & Kids
- Edit > Paste
- Click and drag to final destination
- Lock the Foreground 1 layer
- Save

Technique 4 – Foreground 2 (Magnetic Lasso, Layer naming, Overlap, Masking, Gradient)

I intentionally placed the baby in the bottom right hand corner so that the parents would not only be holding their children, but also looking into the transparent baby in the clouds, representing the joy of parenting.

- File > Open > select file (foregn04.jpg) > Enter
- Magnetic Lasso Tool > Single click on the outline of the parents > Double click when you return to the starting point
- File > Edit > Cut
- Toggle to Background file
- Create new layer > Name layer Foreground 2 – Baby
- Edit > Paste
- Click and drag to final destination (Foregrounds are required to overlap)
- Mask image
- Select gradient tool

- Gradient editor > Foreground to transparent > Enter
- Drag line across image in the direction of decreasing transparency (top to bottom to have a stronger baseline)
- Lock the Foreground 2 layer
- Save
- Save as Hedges_banner.jpg
- Open Neocities
- Click and drag JPEG file into Neocities folder
- Click on transferred image > Copy the file destination for the web link

Icon

Repeating the baby seemed to be the most appropriate of the images for the icon.

- File > Open > select file (foregn03.jpg) > Enter
- Image > Image size > Change the lowest value of the width and height to 100 pixels > Enter
- Image > Canvas size > Change the non-selected dimension from above to 100 pixels > Click center anchor > Enter > Proceed
- Select magnetic lasso tool > Single click on the outline of the baby > Double click when you return to the starting point
- File > Edit > Cut
- Toggle to Background file
- Create new layer
- Edit > Paste
- Click and drag to final destination

- Image > Mode > Indexed Color > > Choose 4 colors (3 + 1 transparency) > Choose Palette as Local (Selective), Local (Perceptual), and Local (Adaptive) [you will need to experiment with all of these] > Forced colors use *custom* and make a few dozen attempts [this will take a while!] > Also may attempt Matte choices > and the Dither options
- Save
- Save as Hedges_icon.png or .gif
- Open Neocities
- Click and drag JPEG file into Neocities folder
- Click on transferred image > Copy the file destination for the web link

Peer Evaluation Feedback

Peer 1

The peer selected the same background and foreground images as I, so any comments instantly have face validity. The suggestions for improvement are twofold: to enlarge the text, and lower the text farther down the page.

Peer 2

This peer agreed with first peer on both the text size and positioning. An additional suggestion was to switch the order of the foreground images to where the parents are overlapping the child. The image currently has the ear of the transparent child on top of the other child.

Peer Review discussion

I thought all three suggestions were good (1) lower text, (2) increase text font size, and (3) reverse the overlap order. I experimented with and implemented the three suggestions.

- Lowering the text moved the white font into the white clouds, which created a lack of contrast. Therefore, I lowered even farther and centered in the blue sky below.
- I increased the text size from 48 pt to 60 pt. The 72 pt seemed to high. I found a command “fi” that disconnected the *t* and the *i* in Parenting. One problem with italics is that the letters blend, which I thought was distracting.

- I switched the layers the foreground by simply clicking and dragging the layers in the screenshot. I thought this was the best of the three suggestions, and made a difference in the overall banner.

Although I only received two responses, the quality of the responses did make a positive improvement to my banner. I also learned by reading other threaded discussions. For example, one thread discussed the gap between the mother and father and suggested cropping that out. I had the same image and was about to take that action. I inspected the image zoomed-in and realized that may still be her shirt, just a different pattern under the arms. When I saw some cropped images, they appeared as part of her body was missing. Therefore, I left that portion unchanged.

Screen shots

Original Banner

