IS/MM 245 Midterm Project Specification

In this project you are tasked to make an F4 poster for Business Division. F4 (or four F’s actually) stands for Food, Fashion, Friday, and Festival. F4 is a division wide activity for Business and Accounting students under Business Division wherein students sell products in order to apply their knowledge and skills learned from introduction to business, accounting and marketing classes. And your task again here is to make a poster that captures the essence of this endeavor. So, in your Photoshop you create a poster that is 11 inches long but 16.5 inches wide with a white background.

Your poster should have the following characteristics:

1. **Catchy** – Your design itself should catch or pique the attention of any passer-by who will see your poster.
2. **Focus** – it should be focus on the Business Division F4 activity.

Now, on the design and Photoshop side you should have the following feature in your design.

1. The use of Adjustments, Type (i.e. Font) and Brush Tool as you learned from Chapter 1.
2. The use of either Sponge, Clone Stamp or Spot Healing Brush tools in chapter 2.
3. The use of selections (i.e. Edge-based, Color-based, Geometric and Freehand) in chapter 3.
4. The use of Layers including adding border, creating effects/style, resizing, applying gradient and filtering in chapter 4.
5. Put your name on the bottom right (not too big but could easily be spotted) of finished work.
6. Save your PSD file as the following **Midterm-Lastname.psd**.
7. Apply the different concepts in Design also that we have learned in the Introduction Module of this class, namely:
   1. Elements of Design – lines, shape, color, texture, value and format.
   2. Design Principles – Balance, Negative and Positive space, Emphasis, Rhythm and Unity.

Criteria for the Project:

**Criteria Percentage**

* Application of Photoshop Skills and Techniques 40%
* Application of Elements & Principles of Design 20%
* Adherence to the specs above 20%
* Overall Concept and Composition 20%

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TOTAL 100%

Deadline will be on **March 06, 2018** (Tuesday)

Upload your work to **schoology.com** under **Midterm Project**.

Link for free images:

[www.pexel.com](http://www.pexel.com)

Tutorial links for Poster Making in Photoshop that you could draw inspiration from:

1. <http://pshero.com/archives/water-drops>
2. <http://psd.tutsplus.com/tutorials/designing-tutorials/creating-an-old-collage-effect-poster/>
3. <http://www.brianjosephstudios.com/photoshop-tutorials/mercedes-benz-poster-and-postcard-design-in-photoshop/>
4. <http://www.photoshoplady.com/designing-a-portable-gaming-device-poster/>
5. <http://supercolortuts.com/create-a-space-invaders-poster/>
6. <http://psdlearning.com/2008/09/awesome-snowboard-poster/>
7. <http://psd.tutsplus.com/tutorials/designing-tutorials/create-an-intense-movie-poster-in-photoshop/>
8. <http://psd.tutsplus.com/tutorials/designing-tutorials/designing-a-typographic-concept-poster/>