

COM 220: Digital Media Convergence
Fall 2014

Project 2: Composite Digital Painting

Theme concept: **3-17-14**

Rough draft: **3-21-14**

Final design: **4-4-14**

Description:

For your second project, your task is to create a composite digital painting (an image made up of multiple layers in combination) in which the final image is of a wholly new scene that doesn't exist in reality. Rather, the composite image should represent Elon University in a fictional setting or narrative. Using photographs that you take in combination with found imagery, you will make a composite image by using selections, layers, masking and other Photoshop techniques.

Before beginning your project, you will define in writing (one page at the absolute most – you should be able to describe your concept in a paragraph or list of bullet points) your thematic concept for your final image. You will then begin the construction of your composite image by selecting image layers from your own digital photographs as well as from images you find elsewhere.

In addition to combining multiple separate images into a single composite digital painting will not only require careful selection of images based on their content but also on their quality. Issues such as image resolution (an especially important consideration for found images) and lighting/color/tonal quality will have an impact on the overall quality of the final composite.

Possible themes:

1. Elon as a comic book setting
2. Elon as Hogwarts
3. Elon as the setting for a sci-fi movie
4. Elon as the scene of a film noir crime film
5. Other?

Content Requirements:

1. A stated theme for your project
2. A single digital painting made of a composite of a minimum of 12 different layers

Technical Requirements:

1. All final digital work should be executed in Adobe Photoshop
2. At least 50% (preferably more) of your source material should come from digital photographs that you capture
3. Final image size: 2400x3600 pixels (either in a vertical or horizontal orientation)
4. Color mode should be RGB

Submission:

1. Copy of final digital painting in Photoshop format with all layers intact (.psd)
2. Copy of final digital painting in PDF format with layers flattened into a single layer (.pdf)
3. Copies of the raw images you used for the different layers of your digital composite

Evaluation Criteria:

1. Technical proficiency
 - a. Use of selections, layers, masking and other techniques to successfully isolate specific parts of individual images for parts of the composite image
 - b. Individual layers should be corrected for the best color and/or tonal quality
2. Visual communication aesthetics

- a. Compositional arrangement of the various images in your composite
 - b. Incorporation of visual design principles (hierarchy, symmetry, balance, unity, scale, etc.)
- 3. Content communication
 - a. Manipulation of digital images to form a complete scene
 - b. Effective communication of visual elements
 - c. Effective communication thematic meaning
- 4. Craftsmanship
 - a. Free of errors and sloppiness
 - b. Attention to detail
 - c. Inclusion of required elements and technical specifications (size, color mode, source material)