



Unit #2 – Graphic Design – Magazine Cover Project
TGJ4M – Communications Technology, Grade 12

Project Description:

- **Adobe Photoshop** is often used to assemble and blend separate objects together into a completed image.
- In this challenging project students will use **Adobe Photoshop** to replace the face in a magazine cover with a digital photo of their own face or someone else's.
- They will also replace **ALL** of the copy (text) on the cover except for the cover title.
- Students may pick magazine covers from samples in the Communications Technology room or from home or they may choose to use a **high resolution image** from **Google Images**.
- The chosen image must be of a suitable resolution (at least 800x600)
- The teacher must approve the student's cover selection before further work can continue.
- You should choose a cover that presents some technical challenges:
 - e.g. **text over clothing** that has to be removed;
 - A face that requires extra work with lighting and skin tone; multiple faces, etc.
- Although students may discuss ideas as a group, this is an individual project.
- Each student will submit their own magazine cover

Materials:

You will be provided with the following materials:

- magazines, we have a limited supply and variety so feel free to use your own from home
- a digital camera
- various lighting apparatus
- scanner
- any other materials must be approved by the teacher and supplied by the student

Cover Samples:

- *Rolling Stone*
- *Sports Illustrated*
- *People*
- *Cosmopolitan*
- *GQ*
- *Vogue*
- *TV Guide*
- *Time*
- *Macleans*
- *Entertainment Weekly*

Steps:

Once a cover has been selected each student will:

1. Scan or download the cover of a magazine (your choice) containing the photo of a person or persons (keep the hardcopy).
2. Make a copy of the original image and **keep the original scan** file for comparison during marking.
3. Working with **Photoshop**, the first challenge is to remove all the copy (text) from the existing magazine cover except the title.
4. Next, you will add new copy for your version of the magazine.
5. Then you will take a digital photo of yourself (or a friend) and replace the original magazine face with yours.
6. Only after you have added the new copy and had it approved by your teacher, can you move on to the digital photo stage.
7. Finally you will need to create a **new bar code**, issue number and date for the cover.

Deliverables, Due Dates and Marking Scheme:

Deliverable	Description	Due Date	Marks
Proposal	A written description of the chosen magazine cover, rationale and direction (see handout).	Tuesday, September 27	/10
Rough Sketch	One rough sketch of final magazine cover layout.	Thursday, September 29	/10
Final Portfolio Due	Final Project marked with attached Rubric.	Friday, October 14	/80
Screening Day	We will view each student's magazine cover on this day.	Friday, October 14	Total /100

Hints and Tips:

- Special care must be taken when capturing the digital photo.
- Consider the lighting and angle of the original photograph and try to replicate that look with the camera.
- You'll use **Photoshop** tools and filters to blend the new photo into the background.
- You will create 300dpi colour scans.
- Be sure to make a copy of your scan before starting work in **Photoshop** in case you need to restart.
- Upon completion you will maintain your final **Photoshop** file **WITH LAYERS**.
- You'll make a copy of this file and merge the layers for a printable version of the file.
- Your teacher will help you print out a final version on our colour laser printer.

Website Resources:

<http://www.jcarron.com/Site/Courses/TGJ4M/PhotoshopTutorial/photoshop.html>

<http://tv.adobe.com/product/photoshop/>

<http://www.tutorialized.com/tutorials/Photoshop/1>

<http://www.photoshopbuddy.net/faceoff.html>

<http://www.myjanee.com/tuts/headrep/headrep.htm>

Magazine Cover Project Marking Rubric

Name:					
CATEGORY	4	3	2	1	Score
Initial Proposal (Communication)					
Content	Demonstrates extensive ability when describing ideas and scope of project.	Demonstrates considerable ability when describing ideas and scope of project.	Demonstrates some ability when describing ideas and scope of project.	Demonstrates limited ability when describing ideas and scope of project.	/5
Spelling & Grammar	No spelling or grammar errors in the proposal.	No more than a 1-2 spelling/grammar errors in the proposal.	No more than 3 spelling/grammar errors in the proposal.	Several spelling or grammar errors in the proposal.	/5
Communication Total					/10
Rough Sketch (Thinking and Inquiry)					
Content	Demonstrates extensive ability when developing rough sketch.	Demonstrates considerable ability when developing rough sketch.	Demonstrates some ability when developing rough sketch.	Demonstrates limited ability when developing rough sketch.	/5
Completeness	Rough sketch depicts the finished product with thorough accuracy.	Rough sketch depicts the finished product with considerable accuracy.	Rough sketch depicts the finished product with some accuracy.	Rough sketch depicts the finished product with limited accuracy.	/5
Thinking and Inquiry Total					/10
Theory (Knowledge and Understanding)					
Photography Knowledge	Demonstrates extensive ability to properly setup on lighting and angle.	Demonstrates considerable ability to properly setup on lighting and angle.	Demonstrates some ability to properly setup on lighting and angle.	Demonstrates limited ability to properly setup on lighting and angle.	/10
Principles of Design (good colour scheme, font, etc.)	Demonstrates extensive knowledge in using the Principles of Design.	Demonstrates considerable knowledge in using the Principles of Design.	Demonstrates some knowledge in using the Principles of Design.	Demonstrates limited knowledge in using the Principles of Design.	/10
Photoshop Editing	Production depicts thorough understanding of audio/video editing skills.	Production depicts considerable understanding of audio/video editing skills.	Production depicts some understanding of audio/video editing skills.	Production depicts limited understanding of audio/video editing skills.	/10
Knowledge and Understanding Total					/30

Final Photoshop File		(Application)			
Setup (8.5" x 11", 300DPI, barcode?)	Demonstrates extensive ability to setup initial Photoshop document correctly.	Demonstrates considerable ability to setup initial Photoshop document correctly.	Demonstrates some ability to setup initial Photoshop document correctly.	Demonstrates limited ability to setup initial Photoshop document correctly.	/10
Cloning	Demonstrates extensive ability to clone over out the copy from the original image.	Demonstrates considerable ability to clone over out the copy from the original image.	Demonstrates some ability to clone over out the copy from the original image.	Demonstrates limited ability to clone over out the copy from the original image.	/10
Face Replace	Demonstrates extensive ability in creating a realistic looking face replace.	Demonstrates considerable ability in creating a realistic looking face replace.	Demonstrates some ability in creating a realistic looking face replace.	Demonstrates limited ability in creating a realistic looking face replace.	/10
Difficulty	Student chose a project that was thoroughly challenging for their ability.	Student chose a project that was considerably challenging for their ability.	Student chose a project that was somewhat challenging for their ability.	Student chose a project that was not very challenging for their ability.	/10
Work Ethic	Routinely uses time well throughout the project to ensure things get done on time.	Usually uses time well throughout the project, but may have procrastinated on one thing.	Tends to procrastinate, but always gets things done by the deadlines.	Rarely gets things done by the deadlines because of inadequate time management.	/10
Application Total					/50
Project Total					<input type="text"/> /100
Comments:					

