

Group Members

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Adobe Creative Suite Project

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Topic	Points Earned	Points Possible
Product cleared		50
Session 1		50
Session 2		50
Session 3		50
Session 4		50
Website Requirements		100
Website Features		150
Commercial Requirements		175
Web Ad Requirements		100
Logo Requirements		250
Flyer Requirements		225
Dreamweaver Rubric		50
Photoshop Rubric		50
Flash Rubric		50
Group Involvement 1		100
Group Involvement 2		100
Total		1600

For this project, you will use Adobe Dreamweaver, Flash, Fireworks and Photoshop. For each program, you will create various parts of the project that will all work together upon completion. First, create ONE product to sell, or use something already sold in stores. Must be available in various forms (size, price, color, features, etc). Example:

Product = Star Wars Movies

Forms = DVD, Blu-ray, Digital Download, Boxed Set

Price = \$19.99, \$24.99, \$59.99, \$109.99

Features = Deleted Scenes, Boxed set includes Digital Download Code, Movie Tickets, etc

After product is agreed on and approved, you will begin using the attached rubrics to create a website, logos, flyer, web ad, and commercial. Check Moodle regularly for timelines, changes, and other helpful information and resources regarding the project.

## 1) Dreamweaver

Create a Website from scratch or use a template with the following pages (must be consistent)

- Home (25 pts)
- About / History (25 pts)
- Product (25 pts)
- Contact (25 pts)
- Any other page you wish to add

Throughout website, must include:

- CSS Form for tags – inline or external (includes text, paragraphs, etc) (25 pts)
- Table - minimum of 4 columns, 4 rows (10 pts)
- List (ordered or unordered) (10pts)
- 3 Different size of text (10 pts)
- Either 2 or 3 types of fonts used (10 pts)
- ALT text on Images (at least 2 pictures linked) (10 pts)
- The 4 types of Links (anchors, within site, external site – new window, and e-mail) (10 pts)
- Commercial in Flash format (10 pts)
- Rollover images and or buttons (use Fireworks) (10 pts)
- At least 1 image map (with ALT and/or link) (10 pts)
- Form
  - o Radio Button (5 pts)
  - o Checkbox (5 pts)
  - o Select Dropdown (5 pts)
  - o Text field (5 pts)
  - o Text area (5 pts)
  - o Password Field (5 pts)
  - o Submit Button (5 pts)

## 2) Flash

Create a 10-30 second commercial for your product. Must include:

- Text, images, and sound (75 pts)
- Shape Tween (morphing) (25 pts)
- Motion Tween (Moving) (25 pts)
- Implement a "Mask" (25 pts)
- Recorded film (25 pts)

Create a Web Ad

- Must have 3 or more "slides" (75 pts)
- Must be animated (25 pts)

## 3) Photoshop

Create a Logo

- 3 colors minimum (can include white and/or black) (75 pts)
- Text (no more than 2 different types of fonts) (50 pts)
- Must have either some sort of image or symbol (75 pts)
- 2 Variations of a logo (smaller and larger) (50 pts)

Create a Product Flyer

- Minimum 3 pictures (not including Logo) (75 pts)
- Specifications of Product (50 pts)
- Features / Various types and colors offered (50 pts)
- Price (25 pts)
- Contact info (website) (25 pts)

## Adobe Creative Suite Project - Photoshop

Name \_\_\_\_\_

Product \_\_\_\_\_

For this project, you will use Adobe Photoshop. Using your “business” from the Dreamweaver Project, you will create two Logos – large and small. Each should use the same company name, colors, text, fonts, etc. Once completing the logos, you will create a Product Poster. This should include various information about your business and could be used to advertise on other’s sites.

### Large Logo (250 pts)

- 3 colors minimum, 5 Maximum (can include white and/or black) (50 pts)
- Must include Text (no more than 2 different types of fonts) (50 pts)
- Must have some sort of image/symbol/modified text (75 pts)
- Everything must be on its own layer (text, colors, image, etc) (75 pts)

### Small Logo (150 pts)

- 2 colors minimum, 4 Maximum (can include white and/or black) (25 pts)
- Must be some variation of the Large Logo (50 pts)
- Does not have to include text or image/symbol/etc
- Must fit “Brand” of business (50 pts)
- Everything must be on its own layer (text, colors, image, etc) (25 pts)

### Product Poster (300 pts)

- Must be 24” wide x 36” tall (25 pts)
- Minimum 3 pictures (not including Logo) (75 pts)
- Specifications of Product (50 pts)
- Features / Various types and colors offered (50 pts)
- Price / Contact info (25 pts)
- Everything must be on its own layer (75 pts)

\_\_\_\_\_ Total /700

## Adobe Creative Suite Project - Flash

Name \_\_\_\_\_

Product \_\_\_\_\_

For this project, you will use Adobe Flash. Using your Product Poster, import it from a PSD file. Your logo must be somewhere on your poster as well – either small or large. Make sure the text comes in as an editable text area and everything is on its own layer – not frame.

### Animated Product Poster (400 pts)

- Everything is layered appropriately (25 pts)
  - o Similar objects can be grouped
- Minimum of 3 classic tweens (75 pts)
- Minimum of 3 motion tweens (75 pts)
- Minimum of 2 shape tweens (50 pts)
- Minimum of 2 rotations (50 pts)
- Minimum of 60 frames at 24 fps (25 pts)
- Animation stops when completed using Actionscript – not loops (25 pts)
- Clicking on the logo restarts the animation (25 pts)
- Website and email is hyperlinked and active (25 pts)
- Implements and audio file (25 pts)

\_\_\_\_\_ Total /400

## Digital Portfolio

Name \_\_\_\_\_

For this project, you will use Adobe Dreamweaver with a Template, or create your site from scratch. Either way, your page will only consist of a minimum of 4 pages and maximum of 10.

The first page will be your Digital Resume – including all education, work experience, certifications, awards, etc. Only professional information with links to PDFs when possible. (50 pts)

The second page will be your Digital Portfolio. Images, thumbnails, and links to your work whether from this class or any other. May include all previous sites and HTML codes, PhotoShop projects (may need to save down as JPG or PNG as PSD will not show on a site. You can still link the PSD file though), Flash Trailer, and anything else you can show you've done. Senior project pictures, other school projects, and things you may have done at work – literally ANYTHING! This is your 'bragging' page. (50 pts)

The third page is your hobby page. Anything you do in your spare time. Sports, video games, hunting/fishing (be careful with what pictures you include though), books/movies/music you like – again, anything that is your hobby. This page can include pictures, videos, audio files, etc. (50 pts)

The last page is your contact page. A picture would be nice, but not mandatory. E-mail, a form, phone number, links to any other sites, etc. Some way for someone to get in touch with you. (50 pts)

Any other pages you wish to create can be subsets of any of the above mentioned pages. For example: If your hobby page is really long because you have extensive gameplay and awards for a sports team, you may create a whole new page for it.

Throughout website, you must include:

- CSS Form for tags – inline or external (includes text, paragraphs, etc) (50 pts)
- Table - minimum of 2 columns, 2 rows, 1 colspan or rowspan (25 pts)
- List with minimum of 3 options (ordered or unordered) (25 pts)
- 3-5 different size of text (25 pts)
- 2-5 different types of fonts (25 pts)
- Images linked when appropriate and contain ALT text (25 pts)
- Minimum of 1 embedded video (YouTube, Flash, Vimeo, etc) (25 pts)
- All links are working properly (25 pts)
- Form – minimum of 3 features (25 pts)
- Spry Asset – Menu, Tabbed, Accordion, or Collapsible Panel (50 pts)

\_\_\_\_\_ Total /500

Name \_\_\_\_\_

For this project, you will use Adobe Photoshop. You will use various Font Families to create an image of a Face. There are thousands of typefaces, some great and some not so great. One of the most important aspects in understanding the selection and integration of letterforms and type styles is just looking at different font families. If you do not wish to “create” one, search the web for a face and try to copy it.

- Must include minimum of 5 types of Fonts (50 pts)
  - o No Wingdings and/or other symbol fonts
- Must include minimum of 5 listed features (50 pts)
  - o Face outline
  - o Eyes
  - o Eyebrow
  - o Nose
  - o Ears
  - o Mouth
  - o Chin
  - o Hair
- May add other characteristics/props to your caricature
- Must include minimum of 6/26 different letters of the English alphabet
- May change size/properties
- Must be Black/white (no color)
- Each letter/character/number must be on its own layer (50 pts)
  - o Must be named appropriately
  - o FontName – exact representation of letter (i.e. lower case g)
    - Tahoma – g



## Movie Mashup Project - Photoshop

Name \_\_\_\_\_

Actor/Actress \_\_\_\_\_

For this project, you will use Adobe Photoshop. You will choose one Actor/Actress Poster. This should show them in their role of a minimum of 5 movies, using props, costumes, background location, etc. \*\* 5 movies minimum – No maximum \*\* The background, 2 props, and 2 costumes must be from different movies. Extra backgrounds/props/costumes may be from the same movie.

### Movie Mashup (200 pts)

- Must include minimum of 2 costumes – shirt, pants, jacket, etc (50 pts)
- Must include minimum of 2 props – hat, glasses, mask, shoes, etc (50 pts)
- Must include minimum of 1 background (50 pts)
- Everything must be on its own layer (each costume/prop/background) (50 pts)
  - o Layer must be named appropriately
  - o Costume/Prop/Background - Movie

Robert Downey Jr.

Layer name example:

Hat – Chaplin  
Ammo belt – Tropic Thunder  
Jacket – Sherlock Holmes  
Vest – Sherlock Holmes  
Pipe – Sherlock Holmes  
Shoes – Chaplin  
Pants – Chaplin  
Mask – Iron Man



\_\_\_\_\_ Total /300



## Adobe Creative Suite Project – Movie Trailer

Name \_\_\_\_\_

Movie \_\_\_\_\_

For this project, you will use Adobe Flash. Using a movie of your choice (school appropriate), you will animate a still poster, add effects, and import video. You may use the original poster and/or the original or pieces from the trailer. If possible, find the font of the movie title and add the font yourself with [www.dafont.com](http://www.dafont.com). You may use Photoshop to recreate the poster in layers if it makes the process easier when animating in Flash.

### Movie Trailer (200 pts)

- Everything is layered appropriately (25 pts)
  - o Similar objects can be grouped
- Minimum of 1 imported video (trailer) – between 5-30 seconds (50 pts)
- Minimum of 3 tweens – 1 shape, 1 motion, 1 classic (75 pts)
- Minimum of 1 Deco Tool effect (25 pts)
- Minimum of 1 flash effect – not including tweens (25 pts)
  - o Color, brightness, transparency, 3D rotation, etc.

\_\_\_\_\_ Total /200