Technical Tutorial

After you've identified your character or historical figure and created a quick sketch, follow these steps to create your social media profile:

Step 1: Find and select images

Use search engines to find images related to your person. Here are some suggested places to look:

- Google Images: Use the Tools dropdown to look for images that are licensed for reuse.
- Flickr: Use Advanced Search to set your search criteria.
- Adobe Stock: Use the Filter button to set your search criteria.

When searching for images, be sure to:

- Find images that are licensed under Creative Commons for your use, or make note of the source of the image so you can add it to your Works Cited page later.
- Save the images to your working folder, and give them a name you'll remember so you can find them later.

Step 2: Lay out a rough draft of your collage

Open the Instagram Photo template in Photoshop. Then, place each image in template. Use the Crop tool to straighten, resize, and re-shape your images so they'll fit in the template. For example, if you've chosen an image that you want to be your cover photo, it will need to be a long, skinny rectangle. If you've chosen an image that you want to be your profile picture, it will need to be square. Save each image as a PNG so you can use it in your template later, and be sure to give it a name you'll remember.

Here are some Photoshop tutorial videos that will help you as you work:

- Transform objects in Photoshop
- Using the Crop tool

Step 3: Add your images and text to the template to create your profile.

Once your images are properly shaped and sized, you're ready to add them to your template.

Open the Instagram Profile template in Photoshop and begin placing your images. Play with the layout of your images until you're happy with the basic layout. You'll also need to use the Text tool to edit your character's username, bio, and other text on the page.

> *Pro Tip: As you're placing images and editing text in Photoshop, you'll be adding layers to your design. Make sure you always have the correct layer selected when you're trying to edit and move things around. It's a good idea to give your layers names so you can easily tell them apart as you work. You can learn more about layers by watching this tutorial video.*

Try these Photoshop tutorial videos to learn more about the different tools you can use to do this:

- Creating, opening, and importing images
- Layer basics
- Using the Text tool

Step 4: Save and export your final collage

When you're satisfied with your work, save the Photoshop file to your device. Then, go to "File > Export as" and select PNG to save your final project.

Rubric for: Social Media Profiles

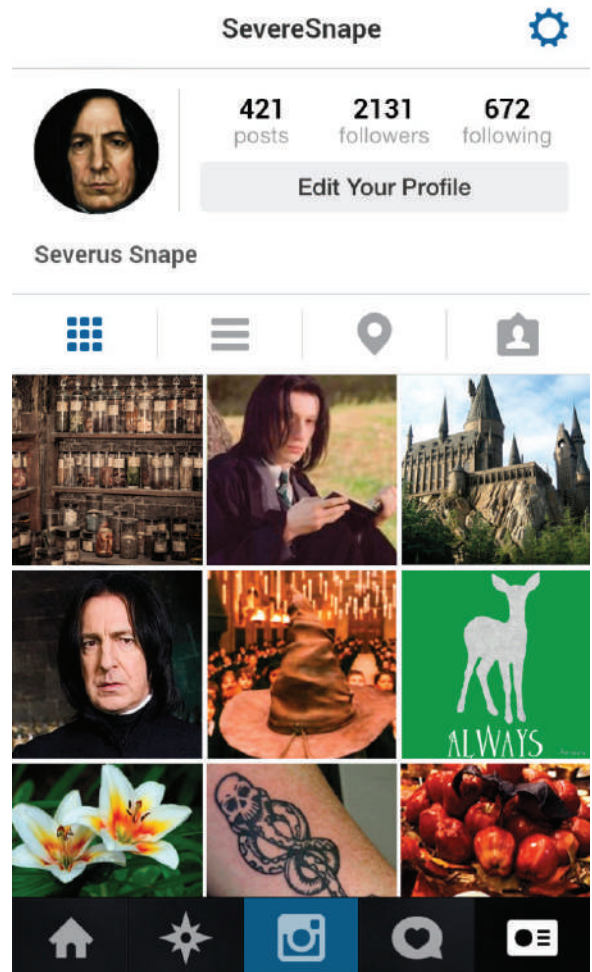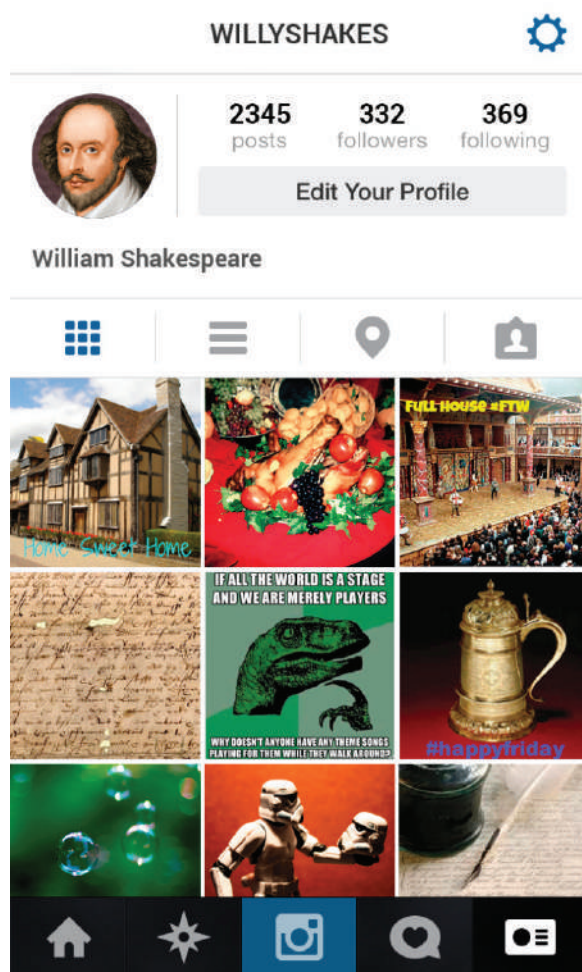| Assignment + Criteria	Points	Comments
Content *10 pts each* • Images chosen are school-appropriate and clearly align with the chosen person's character and persona. • All images and text help to convey the intended message.	_____/20	
Communication *10 pts each* • Project successfully communicates the intended message about the chosen person's character and persona. • Intended message reflects an understanding of the chosen person's motivations and beliefs about himself/herself.	_____/20	
Written Work *10 pts each* • Completed a short (3–4 paragraph) summary about the project. • Summary explains how the profile created conveys an intended message about the chosen person.	_____/20	
Work Ethic/Effort *5 pts each* • Used class time effectively and came to class prepared. Actively participated in class. • Demonstrated perseverance and problem solving throughout project. • All work handed in on time.	_____/15	
Works Cited • A Works Cited page, in MLA format, has been submitted and includes citations for all images. ***This is exempt if the student is using ALL images licensed for reuse by Creative Commons.*	_____/10	
Technical Skills *5 pts each* • Finished profile delivered in the proper file format. • Photos are sharp (not pixelated/blurry). • Used all tools proficiently and purposefully, knowing which tools to use to create desired effects.	_____/15	
TOTAL	_____/100	

Peer Review Form

Remember - your feedback should not be critical of the person. Your goal is to provide information/ideas/suggestions that could improve their artwork.

Artist:

- Who was your character? How do your chosen images and text reflect on your character's personality? Beliefs? Motivations?

- How do you think your character would want to be perceived online? What would he/she share on a social media profile? What would he/she exclude?

- Do you feel you were successful, how?

- What would you like to rethink or change?

Peer Reviewers:

- Describe how your peer was successful with this project. What is great about his/her project?

- What would you suggest to add/change to further strengthen/enhance the project?

Design Guidelines: Wireframes and Mock-Ups

Creating a fake social media profile is fun, but the skills you learn are similar to those used by professional web and UX designers when they create wireframes and mock-ups for the websites you use everyday. Here are some tips for creating more professional-looking wireframes:

Start with good source images

Your wireframe is only as strong as the material you have to work with. As you're searching for material, look for high-quality images you can easily manipulate. If the images you want to combine are pixelated, too dark, or poorly cropped, spend some time editing them in Photoshop before bringing them into your collage layout. Not sure how? Try these tips for basic photo editing in Photoshop.

Want it to look real? Steal.

If you really want to make your wireframe look like a real Instagram or Facebook page, the best thing to do is to copy the basic elements of those pages like the colors, fonts, and labels. Take a screenshot of the page you want to copy on the real website. Then, open that screenshot in Photoshop. You can use the Eyedropper tool to select colors and save them to your Swatches so you can use them later. You can use this technique to figure out which fonts are used. Finally, you can crop the screenshot to just include the top navigation bar or other elements of the page layout you want to include in your fake profile. Now, all you have to do is change the information that pertains to your character.

Use white space to balance your layout.

Ever wonder why most websites and apps these days look so plain and simple? Designers use white space — the space between images and text — to reduce visual clutter and make it easier for users to focus on the content that matters. As you're laying out the images you want to include on your fake social media profile, pay attention to how much space you're leaving between images and text. Don't crowd things too close together or allow layers to overlap too much. When in doubt, use the Photoshop Grid feature to make sure everything is even and lined up properly.