

MM130 Media Design 1 Assignment 1: PostSecret

PostSecret is an ongoing community art project where people mail in their secrets anonymously on one side of a homemade postcard. Your assignment is to create a postcard ready for print and as an e-card based on a secret. The concept behind the card can come from a personal secret, a friend's secret, a fictional secret, a governmental secret, or inspired by the secrets in society. To find inspiration, listen to "This American Life" from WBEZ in Chicago at <http://www.thislife.org>. A Real Audio player is required to listen to the stories for free. Links are available on the course website and below.

Direct links:

Secret Life of Daytime

<http://207.70.82.73/pages/descriptions/00/157.html>

Secret Government

<http://207.70.82.73/pages/descriptions/03/229.html>

Details of this assignment will be presented in class.

This assignment is due for critique on August 4th. This assignment and all previous assignments must be handed in on a CD-ROM on September 15, 2006, as well as a print portfolio.

PostSecret

final file name prefix: PS

dimensions: 6" wide by 4" high at 300 dpi

ai file: PS_yourName.ai

web files*: PS_yourName.jpg, PS_yourName.swf (*We will cover web files in class and their size.)

1) Make a list of at least 10 or more observations and images that come to mind when you think about secrets. Create 15 thumbnails of compositional ideas in your Journal. Label the thumbnails and keep the dimensions in proportion. Not all thumbnails need to be a new idea, they can represent the same concept with different compositions and perspectives. Within the 15 thumbnails you create, there must be 5 different ideas represented. Bring your work and supporting images to class for critique on July 25th. Be ready to explain and support your ideas. It is imperative to complete this assignment on time!

2) Based on the class critique, take three of your best ideas and draw them to scale in your Journal. Label and date the drawings. These comps should be finished by July 28th. These sketches do not need to be excellently rendered drawings; their purpose is to map out the composition and other graphic elements you will create in Adobe Photoshop. It is imperative to complete this assignment on time!

3) Chose one of the three drawings to use as your guide when creating your Adobe Photoshop file. Only make minor changes, if necessary, to the digital art from the sketch. This process will save you time and allow you to work more efficiently. Remember to save your work often and backup all your files regularly.

4) Bring all your files and questions to class with you, especially on August 4th.

5) Bring your final files ready to hand in and present to the class on August 4th. After critique, time will be allowed for touch-ups and improvements. This assignment should be finished by September 8th and be printed. Both a print portfolio and a digital portfolio are due on September 15, 2006.

Grading: 20 points total. Concept: 1-5 points, Execution: 1-10 points, Design 1-5 points