

Newsletter Design

Objectives

Research a contemporary or historical artist to investigate his or her artistic style, work habits, and training. Use a desktop publishing program to create a newsletter that includes images of the artist's artworks and text about the artist. Create a masthead for the newsletter that includes the artist's name and states his or her significance.

SUPPLIES

- Computer with desktop publishing program and Internet connection
- Printer

Special Note: For an interesting design, try creating a line drawing that reflects the style of the artist's work. Scan your drawing and import it into the newsletter. It could be used to decorate the masthead.

Step 1 Research an artist's life and works using online or print resources at your school's library or media center.

Step 2 Record facts about the artist. What media does he or she prefer? What subject matter is seen most frequently in his or her work? Did the artist study formally or was he or she self-taught? Most importantly, what are the strongest and most celebrated characteristics of the artist's work? How do these works inspire you? How will your design be similar to and different than the artist's works? Save these facts and sample images in a computer folder. You may need to scan images if they were found in print resources. If so, save to a Zip disk or CD to transfer to your computer.

Step 3 Open a new 8½-by-11-inch document in a desktop publishing program. Format the page with one, two, or three columns by selecting Columns from the Format menu. Type in the number of columns desired.

Step 4 Organize your facts and begin drafting the newsletter text in this new document. Copy and paste your images onto this new page. Separate sections with headings in large bold fonts that describe the content. For example, a section titled "Background of the Artist" might describe the artist's training or experience.

Step 5 Arrange the text and images so that the newsletter is easy to read and the design is balanced. For example, the text should support the images with facts or descriptions pertaining to that image. End the text with a concluding statement.

Step 6 Use a large font size for the masthead across the top of the page so that it looks similar to ones seen at the top of the front pages of newspapers. Print your final work.

Examining Your Work

1. Who was the subject of your newsletter? What did you find interesting about this artist?
2. How did you lay out your page to make it look like a newsletter?
3. Are all parts of the newsletter easily read and understood?
4. Do the images and text correspond or relate to one another?
5. How did you balance your design?

Art Show Poster

Objectives

Create a poster to advertise the opening of a class art show. The poster must include images and text that provide information on the date, time, and place of the event.

SUPPLIES

- Computer with image editing program
- Digital file with photos of all seniors exhibiting in the Senior Art Show
- Photographs and scanner, or digital camera (optional)
- Printer



Figure 15 Student work.

Step 1 Brainstorm design ideas with senior classmates for a poster advertising a Senior Art Show. Jot down possible themes or catchy slogans. Try to come up with a theme or slogan that communicates something about who these senior classmates are as individuals and artists.

Step 2 Open a new 8½-by-11-inch document in an image editing program.

Step 3 Open the file of senior photos. (Note: If you do not have a digital file, you will need to create one by taking photos of the artists with a traditional or digital camera

and scanning or importing them into the computer.) Paste each photo into the layout of the poster. Each photo needs to be on its own layer. You will need to select the layer of each photo in order to move or manipulate that image.

Step 4 Go to the Swatches palette and choose a color. Then select the Text tool to add the date, time, place, and any other information to the poster. The most important information, such as the title of the show, should be set in a larger font size than the other information. The least important information will be in the smallest font size.

Step 5 Continue adding layers of text. You may want to include the names of the artists next to their photographs.

Step 6 Arrange all the layers of text and photos using asymmetrical or symmetrical balance. You can move the text around with the Move tool. The text should be easy to read. Try to use a repetition of colors or fonts to help move the viewer's eye around the composition.

Step 7 Create a simple background to provide contrast to the other elements of the poster. A poster is similar to a billboard and should be read and understood in six to ten seconds. If information is missed, the viewer can stop to read the smaller print, but the goal is to get as much information across at first glance as is possible.

Step 8 Print out your final work.

Examining Your Work

1. Did you choose a theme or create a slogan for the poster? If so, what was it and how did you use it?
2. How did you change the sizes of the text fonts to emphasize certain information?
3. How did you make your poster easy to read?
4. Did you use asymmetrical or symmetrical balance in your design?

Portfolio Flyer

For use with Chapter 9

Objective

Create a one-page flyer that combines samples of your best artworks with an artist's statement.

SUPPLIES

- Computer with image editing program
- Photographs of your artwork and scanner, or digital camera
- Zip disk or CD
- Printer

Special Note: Using the layer options in an image editing program allows you to isolate and move one part of an artwork without disturbing the other elements. For example, type can be placed on top of images, and it can be edited and deleted without affecting the image underneath.



Figure 16 Student work.

Understanding the Tools

- **Changing the opacity of a layer:** Select the layer that you want to work with, then adjust the Opacity slider on the top right side of the Layers palette. As you drag the Opacity slider, that layer becomes more transparent (less opaque) as the percentage decreases. Note the percentage of opacity; this is helpful when wanting to obtain the same percentage of opacity in other layers.
- **Rearranging the order of layers:** You can rearrange the order of the layers by clicking on a layer and moving it (drag and drop) to the top of the Layers palette. By doing this you have placed that layer on top of the others. Moving a layer to the bottom places all the other layers on top of that layer.
- **Deleting a layer:** Select the layer you want to delete, then drag it to the trashcan icon in the lower right corner of the Layers palette.

Step 1 Select eight of your best artworks from your portfolio. Scan these images and save them as JPEG files on a Zip disk or CD. The image resolution should be between 266 and 300 dpi (dots per inch). You can also use a digital camera to record the images.

Step 2 Open a new 8½-by-11-inch document in an image editing program.

Step 3 Select Open from the File menu to access your scanned images from the Zip disk or CD. Create a folder with these images and place it on your desktop.

Step 4 Open one artwork file at a time, then copy and paste it on the new document page. Each time you copy and paste an artwork file onto the new page, a new layer will be added to the Layers palette. Continue adding artwork files until you have eight new layers in addition to a background layer.

Step 5 Add your artist's statement and name to the document. The artist's statement should be a short description of your

intentions as an artist or of your artworks. This statement should appear in a smaller font than your name. Click on the Text tool to change the font size.

Step 6 As you place the text, hit the Return (Mac OS) or Enter (Windows) key after each part of the sentence to determine where the line will break. If the spacing is difficult to control, you can type in each line of the statement in a separate layer and arrange each individually until you are satisfied. Add contact information to the document such as your address, phone number, and E-mail address. This portfolio flyer can be left behind after a meeting or interview.

Step 7 Arrange all the artwork files and text to create a balanced composition. You can use any type of balance to organize your composition. Your goal is to highlight your best artworks and make the flyer attractive and appealing.

Step 8 Print out your final work

Examining Your Work

1. How did using the Layers palette help you compose your flyer?
2. How many different font sizes did you use when formatting the text?
3. Does the background contrast enough with the artworks and images so that it is easy to see them?
4. Are the images and text arranged in the most pleasing manner?
5. How do your artist's statement and the artworks you selected exemplify your capabilities as an artist?

Photography

Imagination is the key to our own self-examination and it is our duty as artist to portray these images to the world not only for amusement but, so that people can gain a better understanding of our world.



Film
Print

Focus
Expose

