

# HOW TO MANAGE FILES

By Prof. Christine Shanks

## FOLDER:

- Create a folder named: **your LAST name–FIRST name (example: shanks-chris)**  
[https://support.apple.com/kb/PH18762?locale=en\\_US](https://support.apple.com/kb/PH18762?locale=en_US)
- Use ALL lower case, no spaces, use a – instead of a space
- Inside the folder you will create a folder for each week of class, weeks 1-15. These are called subfolders. Put a red label on the weeks something is due based on the list below. The other weeks are for progress.
- A copy of your folder will exist on your own storage device and also on the PUBLIC drive in classroom.
- You will update both your own weekly folder on your drive and the PUBLIC drive folder with new assignment files each class period.
- **Failure to update your folder in the SHARE Drive with work by the due date will result in grade reductions.**

## FILES:

- ALMOST ALL files in class will be named: **your LAST name–FIRST name-project #-project name. file format**
- Some files have special naming, all project descriptions below have a how to name section and what files are required section to help you.
- **TYPICAL EXAMPLE: shanks-chris-2-cd.psd** (layered Photoshop file) and **shanks-chris-2-cd.jpeg** (flat on-screen viewing file)
- You will **hand in** each file as **both a JPEG** (on-screen viewing only) **and also as a PSD (Photoshop) or Ai (Illustrator) file** (shows work in layers and can be revised)
- **WHEN NAMING FILES:**
  1. Use ALL lower case characters
  2. No spaces, use a – (dash) instead of a space
  3. Always keep the file format in the file name

**BACKUPS:**

- You must have your own duplicate copy of ALL assignments!!!!!!!!!!!!!!
- The PUBLIC drive in class is not permanent storage. The PUBLIC drive in class is only accessible in our classroom, it is not linked to any other computer lab!
- Back your files up on a second drive, a cloud storage system like Google Drive, or on your own computer. You must have 2 copies of each assignment file on separate devices to ensure your work is safe.
- If you lose a file because you did not Save it, or did not Back It Up, then you must recreate the assignment. If a file goes missing from the PUBLIC drive you must be able to hand that file in on demand. Back up your work, it is insurance.

**WISDOM:**

Naming Files Correctly and understanding how to Organize your files will benefit you throughout your college and professional careers.

The naming requirements and organization I outlined above mimic the practice required in the professional field.

The use of lower case and no spaces is important to get accustomed to, files for the web should be named this way, so just make it a habit now.

**GENERAL GRADE CRITERIA for all Projects in the course:** (Presentations and Exercises grading are specified in their instructions below)

**BRAINSTORMING:**

Brainstorming & Research and/or Sketching

**CONCEPT:**

How do all of the elements in the piece (composition, content/subject, color, and type if included) communicate your idea visually using symbolism, research, and effective problem solving?

**PROBLEM SOLVING:**

How well did you work through ideas visually and logically during your process? Did you try new directions, experiment, and create variations for consideration based on class feedback?

**REQUIREMENTS:**

Did you meet the specific objectives of the assignment? Did you show mastery of each skill the assignment requires? Did you name files/prints correctly and submit them to the proper location?

**PROFESSIONALISM:**

Did you meet assignment deadlines, including Brainstorming? Did you complete homework and progress during each class based on feedback? Did you utilize in-class time to make progress on the assignment and explore. Did you work outside of class to revise and problem solve?

**QUALITY:**

Is the piece portfolio quality? Did you spend time on refining details, mastering the medium, and finishing touches? Construction is executed without imperfections, attention is paid to craft, and digital file structure has proper hierarchy.

**CREATIVITY**

Does your visual solution to the problem show depth and ingenuity?

# Week 1:

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## PROJECT 1 PHOTOGRAPHING FUNDAMENTALS:

Shoot at least 2 photographs for each of the Lessons from this list:

- Value
- Contrast
- Shape
- Repetition
- Balance: Symmetry
- Balance: Asymmetry
- Scale
- Texture
- Color
- Line

Use a DSLR, Point and Shoot, or Smart Phone/Tablet. If you don't have a camera borrow someone's or get together with a classmate. Bring the photos to class.

BE BOLD, Fill the frame with the subject! Use the slideshow for inspiration: <https://drive.google.com/file/d/0B2KaqMTC5rZQRENoOUV2TGdYVVE/view?usp=sharing>

Ensure each photograph clearly represents the compositional fundamental you are isolating and illustrating. It is inevitable that each photograph may use more than one fundamental in it, but choose the one it most strongly represents.

GO OUTSIDE to shoot. Use daylight.

Do not set up still lifes, find subjects and compose them in-camera to create BOLD compositions.

GET OUT OF THE SCHOOL BUILDING AND DORMS!

• **NAME: last-first-1-name of lesson#.jpeg**

**EXAMPLE: shanks-chris-1-scale-1.jpeg & shanks-chris-1-scale-2.jpeg**

Since you have to hand in 2 photographs for each of the 10 lessons above you must name each

with a 1 or 2 at the end to differentiate them. Use 1 for your best and 2 for your second best example.

TOTAL: 20 jpegs files named correctly

# Week 2:

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## EXERCISE CD:

Instructions here: <http://www.profshanks.com/cd-exercise.html>

- Hand in a JPEG and PSD file
- NAME: last-first-cd-exer.jpeg & last-first-cd-exer.psd (layered Photoshop file)
- HAND IN BOTH THE JPEG AND PSD files

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## PROJECT 2 CD CONCEPT: *Use your own photograph*

- Use one of your photographs from Project 1.
- Choose a Band you like and an album from them. You must have a band and album name!
- Create Hierarchy in your text, the BAND name should always be read before the ALBUM name. USE C.R.A.P. in your design



### CONTRAST

Make elements different to increase understanding.

### REPETITION

Repeat visual elements to create strong unity.

### ALIGNMENT

Place elements purposefully to improve clarity.

### PROXIMITY

Place related items together to convey relationships.

## Manipulate the photograph and text based on these Requirements:

Create 5 different PSD files

1. **GRAPHIC:** close crop abstraction  
**TYPE:** bottom weight, all lower case letters
2. **GRAPHIC:** duplication grid (crops or pop art)  
**TYPE:** top weight, upper & lower case
3. **GRAPHIC:** monochromatic warm color  
**TYPE:** complimentary cool color, diagonal, upper case
4. **GRAPHIC:** original color and scale  
**TYPE:** left or right align with side weighted placement, use eyedropper for color from photo
5. **Reverse color scheme of #3, change dominant and subordinate.**

- Choose typefaces that work with the band's style and lay them out in an interesting way, maybe breaking some rules. KEEP THE TYPE SIMPLE, nothing too decorative
- Write a short summary (2 paragraphs) in Word about what you learned completing the variations.
- Hand in a Jpeg and PSD file for your CD. Don't forget the explanation as a Word Document. -
- **NAME: last-first-2-number 1-5-cd.jpeg & last-first-2-number 1-5-cd.psd**  
**NAME: last-first-2-summary.docx**

# Week 3:

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## PROJECT 3: Grid Color

- Choose a pantone swatch from the book
- You will create a grid of images using cut out images from magazines. The images should all contain the color of your swatch and should all come together to create a mood.
- You must use one person (this person's portrait will help create the mood). The image will go next to the Pantone swatch.
- You then must find other images that will add to the mood and that utilize the color.
- Use Illustrator.
- Turn the GRID feature and Rulers on
- Create 2 layers, one for shapes and one for photographs. The photograph layer will go under the shapes layer. THE SHAPES LAYER MUST BE ON TOP!
- Create black rectangle and square shapes on the Shape layer. Lay them out in a balanced grid.
- Your Pantone Swatch color should be added in your Swatches Palette. You should create a box in the grid, that is a focal point in the design, for your swatch. The box should be 1.5 x 1.5 inches.
- Put them name of your swatch in the box, Group them.
- Break the grid by using various sizes of images, but use the grid to align them all.
- Utilize EVEN margins/whitespace between all boxes and the sides of the canvas.
- Create a dynamic grid pattern using your black boxes. When the grid is done begin looking for images (see criteria above).
- Use the outline view to clearly see your grid and boxes.
- Using Clipping Paths clip the photos into your black Shapes. Remember the Shape should be on top of the photo, paste it into your Photographs layer. You must select both the shape and photo, then create the Clipping Path. Tutorial Here: <https://helpx.adobe.com/illustrator/how-to/illustrator-creating-basic-clipping-mask.html>
- NAME: last-first-35-grid.jpeg & last-first-3-grid.ai

# Week 4:

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## PROJECT 4: Illustrating Gestalt

- Create and Illustrator document with 10 Artboards.
- Now Save the file as a new name lastname-first-4-creative.ai
- Name each Artboard according to the this list:
  - Symmetry
  - Asymmetry
  - Proximity
    - One group
    - Two groups
    - Several creative groups
  - Scale
  - Rhythm
  - Emphasis
  - Positive & Negative Space
  - Unified Chaos (Visual Unity)
- Create 11 black shapes in Illustrator: (you may vary size but don't over complicate it)
  - 5 squares, 5 circles, and 1 triangle
  - Copy and paste this group of shapes onto each artboard, these black shapes are all you can use for your compositions.
- Arrange these objects to create dynamic designs the illustrate the name of each Principle of Design in the List above.
- You must use all of the objects to create your designs but you may vary size and even allow them to go off the edge of your artboard (just ensure they do not mingle with the artboard next door)
- SAVE OFTEN!!!!
- You may choose to use the color red or orange or you may choose to add line patterns (like stripes) to only a select amount of shape/s on each canvas to create a strong focal point in each design.
- Break the grid by using various sizes of images, but use the grid to align them all.
- Ensure good object alignment and look out the "boogers" in your piece such as irregular overlapping, tiny white spaces, and other craft mistakes.
- Utilize margins/whitespace.
- **NAME: lastname-first-4-gestlat.ai**
- **JPEGS: Save a JPEG for each Artboard, ensure you check USE ARTBOARDS when you export, the name of your Artboard will be added to the file name to define it.**  
**lastname-first-4-gestalt-artboard name.jpeg**



# Week 5:

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## PROJECT 5: Grid Near Far Crops

- Choose a subject such as a sunflower, leaf, specific bird, or a specific make/style of motorcycle
- Create a horizontal and diagonal grid using near crops and far crops of your subject.
- Use each photo you find as a near and far. Ensure
- your images use a similar color palette. Create a
- focal point in the grid.
- Leave 2 adjacent boxes in the grid open.
- Break your grid with type aligned to your images in the open boxes.
- Use a horizontal 8.5 x 11 Letter sized page in Illustrator. You can use digital photographs.
- Turn the GRID feature and Rulers on
- Create 2 layers, one for shapes and one for photographs. The photograph layer will go under the
- shapes layer. THE SHAPES LAYER MUST BE ON TOP!
- Create black rectangle and square shapes on the Shape layer. Lay them out in a balanced grid.
- All of your boxes should touch, there will be no margins.
- Create a dynamic grid pattern using your black boxes. When the grid is done begin looking for
- images (see criteria above).
- Use the outline view to clearly see your grid and boxes.
- Using Clipping Paths clip the photos into your black Shapes. Remember the Shape should be on
- top of the photo, paste it into your Photographs layer. You must select both the shape and photo, then create the Clipping Path. Tutorial Here: <https://helpx.adobe.com/illustrator/how-to/illustrator-creating-basic-clipping-mask.html>
- NAME: last-first-5-crop.jpeg & last-first-5-crop.ai

# Week 6:

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## PROJECT 6: LINE & POSITIVE AND NEGATIVE SPACE

### Lowercase and Capitol letter studies (2 Ai files, 8 JPEGS)

- In Illustrator create a 5x5 document.
- Type a lowercase black letter in any font.
- Click on the black arrow (Direct Selection Tool). Then go to Type menu and choose Create Outlines so the Letter is now Paths.
- Copy and Paste the letter onto 2 New Layers.
- Turn off Visibility to all Layers except the first one.
- Enlarge the Letter on the canvas so it becomes an interesting Crop.
- **\*\*Don't worry about the parts of the letter that extend into the gray area of Illustrator,**

they will not show up in your final version. That is a work area. To Preview your image trimmed go to Save for Web and check out the Preview, don't save though. Also you can create a Clipping Path.

- Continue to turn off layers you have completed and move up the layer hierarchy until

each letter has a unique crop. You can turn and scale the letter. **SCALE BY HOLDING SHIFT AND PULLING FROM CORNERS.**

- Get Creative. Think about the active positive space (the black letter) and the white negative space of the canvas. If you like you can create a black background and use white letters.
- Look for "boogers" in your design. ZOOM in.
- Save your Ai file and a JPEG for each layer (repetitive process) by going to Save For Web. See Naming Below. You must click on the layer to save and ensure only its Visibility is on, then go to Save for Web. Repeat for all layers!
- Repeat the whole process in a new document with a capital letter, see naming below, that does not look like its lowercase counterpart (such as an Aa, do not use the likes of an Ss). Also use a different typeface.
- When it is complete Save as above see naming below.
- **Now create a layer for both the upper and lower case to do a reverse, make your letter white and add a black background square.**
- **NAME 8 jpegs: last-first-letter-1to8.jpeg**
- **NAME 1 Ai FILE: last-first-lowercase.ai & last-first-uppercase.ai**

## PROJECT 7: TYPE Grid Patterns

### (1 Ai file, 5 JPEGS)

#### **SINGLE Upper or Lowercase Letter Pattern:**

- 1 FORMAL PATTERN using a single repeated black letter on white canvas
- 1 reverse of the design, white on black

#### **3 LETTER WORDS Patterns:**

- 1 FORMAL PATTERN
- 1 ORGANIC FREE FLOWING PATTERN

## 1 Reverse of either 3 letter word designs, your choice

- In Illustrator create a 5x5 document.
- Create 3 layers
- Type a black letter, lower case or capital. Create Outlines so the Letter is now Paths.
- GOAL: Create a square of a SYMMETRIC pattern unit using the Letter. Then repeat and vary that square unit to create a pattern that extends off the canvas.
- Once you have created your pattern square, GROUP the Letters and repeat to form a pattern. To Group go to the Object Menu with all items to be grouped selected and choose Group.
- Once you have copied, pasted, and aligned a duplicate of the original (OPTION and Move Tool with SMART GUIDES) you can GROUP the 2 versions and repeat, once you have a row, GROUP again, repeat.
- Use Grid and Rulers for Guides.
- Use the Align tools to ensure your rows and columns are aligned. The pattern should be perfect. No one unit should fall out of place.
- Look for boogers and inconsistencies. ZOOM IN.
- Duplicate the design's layer and create your reverse.
- Save a JPEG for both the white and black letter versions.

### **3 LETTER WORD PATTERNS (Same concept as above, different requirement)**

- Repeat the entire process and use a 3-letter word to create a formal pattern and an organic free-flowing pattern.
- Your 3 letter word should be made into Outlines, but ungroup the word, so you can play with the letters to form your pattern unit.
- Create a reverse of one 3-letter word pattern.
- Create a jpeg for the 3-letter word pattern in formal, organic and the reverse design.
- **NAME 5 jpegs: last-first-8-pattern-1to5.jpeg**
- **NAME Ai FILE: last-first-8-pattern.ai**

# Week 7:

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## PROJECT 8: LINE Exploration

Complete by hand and scan or use a tablet (Photoshop with Brush Tool)

### PART 1 OBJECT:

Choose something like a horse, motorcycle, or pineapple

Find a 2MP photograph of it online

Print it out

Trace it using only the most important lines

Create:

- **Continuation**
- **Varied Line Width and Minimalism**
- **Single Line (Monoline)**
- **Sketchy Line**
- **Simplified Outline with Severe Line Thickness Contrast**

### PART 2 EMOTION DOODLES:

Draw expressive LINE doodles to represent the following emotions, do not draw objects or characters:

*(Just create the line like a doodle, do not focus on drawing an object)*

- Calm
- Anxious
- Joyful
- Depressed

### SCAN IN (150dpi) OR SAVE:

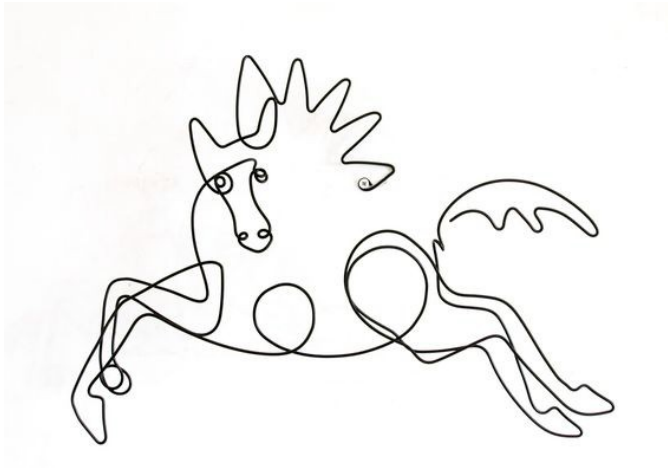
- Arrange drawings in a nice grid, large enough to see on a Letter size canvas, a new document for Part 1 and Part 2.
- Label each drawing for what they are (see lists above)
- NAME FILES: last-first-8-line-1.jpeg and last-first-8-line-2.jpeg



**Continuation** – do not outline everything, allow implied line to fill in the information, use implied line



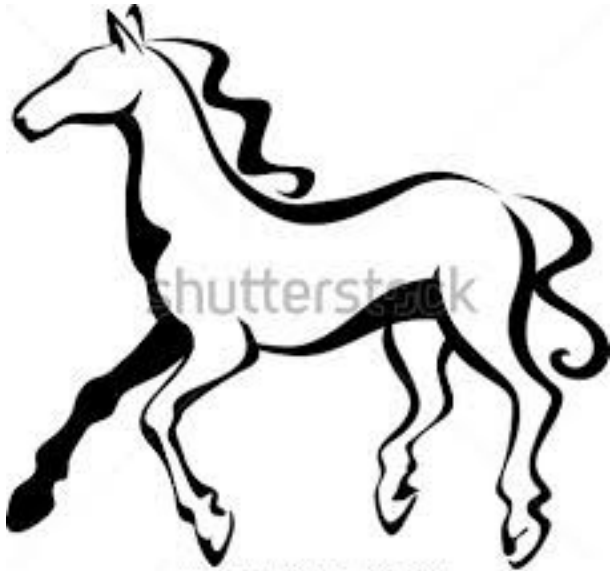
**Varied Line Width and Minimalism**- Only use the most important details to create the shape and vary the width of your line



**Single Line-** Draw the object using a single line, you cannot pick up your pencil, monoline drawing should have interest, use squiggles and loops to create minimal detail



**Sketchy Line-** Create mood and movement by using sketchy line



[www.shutterstock.com](http://www.shutterstock.com) · 46651624

**Simplified Outline with Severe Line Thickness Contrast** - Use very contrasting varied line width to create an elegant outline of your subject

# Week 8:

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## EXERCISE 3: LEARNING THE PEN TOOL

Complete the provided Pen Tool Exercises

- NAME Ai FILES: last-first-pen-exer.ai (1-3)

## PROJECT 9: Color Patterns

- Using the Shape Tools and PEN TOOL SHAPES create a pattern in black and white
- Use the Pathfinder to make new shapes
- Once your pattern is complete copy it and Paste it In Place on 3 more artboards
- Name each artboard for the following Color Schemes:
  - Complementary
  - Split-Complementary
  - Triadic
  - Analogous
- Use <http://paletton.com/> to help with your color schemes
- Turn off the layers to see the photo and vice versa while you work
- NAME: last-first-9-pattern-color.jpeg & all artboard as JPEGS

# Week 9:

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## PROJECT 10: Minimal Image in 4 Color Schemes

- Choose a simple photograph using Google Images that is HIGH RESOLUTION
- Create layers for the main parts of the image, name appropriately
- Trace and simplify the image, think flat design
- Once traced copy the design onto 3 more art boards
- Name each artboard for the following Color Schemes:
  - Complementary
  - Split-Complementary
  - Triadic
  - Analogous
- Use <http://paletton.com/> to help with your color schemes
- Turn off the layers to see the photo and vice versa while you work
- NAME: last-first-10-color.jpeg & all artboard as JPEGS



# Week 10:

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## PROJECT 11: Celebrity Vector Portrait

- Choose a black and white photograph of a celebrity using Google Images that is HIGH RESOLUTION. Also it must have great areas of shadow and highlight
- Create named layers for the various parts of the face and the shadows, midtones and highlights, name appropriately
- Trace the large shapes such as hair, face, neck, and shoulders
- Begin tracing and simplifying, USING AS FEW POINTS AS POSSIBLE AND GOOD CURVES, the shadows midtones and highlights
- Turn off the layers to see the photo and vice versa while you work.
- Once traced copy the design onto 3 more art boards
- Name each artboard for the following Color Schemes:
  - Monochromatic
  - Warm
  - Cool
  - Color Scheme of choice, choose from: Complementary, Split-Complementary, Analogous, or Triadic
- Use <http://paletton.com/> to help with your color schemes
- **NAME: last-first-11-portrait.jpeg & all artboard as JPEGS**

# Week 12:

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## PROJECT 12: TYPE EMOTION

- Use the Word Document provided and follow instructions
- The Expressive word will be in the typeface chosen the names of the fonts should all be Helvetica
- Save Word document as a PDF
- Create the Illustrator choices, design Expressive word and font name using hierarchy
- Use Artboards for all 4 compositions
- **NAME: last-first-12-type-emotion.pdf & last-first-11-type-emotion.ai and all artboards as JPEGs named appropriately**

## PROJECT 13: TYPE OVER PHOTO

- Use your own photographs from Project 1, choose 3
- Choose a typeface that works for the photograph in PHOTOSHOP
- Create a composition using the photograph, a quote you found to work with the photograph, and design with type on your image
- Use transparency/blending modes
- **NAME: last-first-13-type-image.psd (1-3) and all as JPEGs named appropriately**

## PROJECT 14: MIXING EMOTION

- Create compositions using type for the following Mixing Type Combinations:
  - Big and Small
  - Light and Heavy
  - Machined and Organic
  - Serif and Sans Serif
  - Ornate and Simple
  - A Contrasting Combination of your own, for example Classical and Heavy Metal or Mac and PC
- Use only black and white
- Now create at least 2 that have color, remember your color schemes, try using the Color Libraries in Illustrator, use color for emotion
- Use Artboards for all compositions and name appropriately
- **NAME: last-first-14-type-mix.ai and all artboards as JPEGs named appropriately**