



Commercial II Photography Student Planner Cover Project

Due Date:

Client: Your target audience for this magazine are: PHS administration, parents of the students, and PHS students. You have to come up with something that will please all of these. KEEP IT POSITIVE!

Objective: We have been “hired” by the PHS Career Center to photograph and make the layout for a cover for the 2008/09 student handbook. Your job is to choose a magazine to use as type of layout (ie... National Geographic, Readers Digest,...) and design the Handbook cover to be similar to the magazine. You are to take the photos and do the layout for the client. I would like to see your best effort in this as I hope to convince the administration to use one of these for the student handbook cover for next year.

Requirements:

1. Layout to actual size of the cover and similar to an actual magazine cover.
2. Photo images may be shot with any camera you may use B&W, , or Digital.
3. Download or scan the images into the computer and use Photoshop to create the magazine layout.
4. Mat the image for presentation to the client.
5. Client wants the cover to represent a recognized magazine, such as National Geographic, Time,
6. Client wants the cover to be in full color, but can use B&W images as well.
7. The size for the cover is 5x8". Resolution 300.

Grading Criteria

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| 1. Fulfillment of the Project Requirements- | 10 pts. |
| 2. Effort- | 5 pts. |
| 3. Exposure quality- | 10 pts. |
| 4. Image quality- | 10 pts. |
| 5. Presentation- | 5 pts. |
| 6. Creative and Composition- | 10 pts. |
| Total Points Possible- 50 pts. | |