

GMD101 Introduction to Digital Media

Fall 2012

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Assignment #2: More than Meets the Eye Expanded (200 points)

Student Learning Outcomes:

- Translate visual ideas into written form
- Create various images on a single theme
- Translate written ideas into images
- Match aspect ratio to output
- Match resolution to output
- Using Photoshop, prepare digital images for video by adjusting levels, sharpening and formatting
- Clean up digital photographs in terms of contrast, crop, blemishes, and rotation
- Appropriately organize and present digital media

Assignment:

Step 1: Select one image from your *More than Meets the Eye* series and develop its “story” into a larger narrative. Use the critique to help flush out ideas. I suggest working with the image which has the highest potential for character and visual development. This may not be your favorite image. With regard to narrative, you have some leeway, both aesthetically and conceptually, but try to keep the storyline as close to the original image as possible.

Step 2: Write a short “treatment,” around 400–600 words. Your treatment should outline a simple plot and include written visualization: *explain what the viewer will actually see*. This part of the assignment is due at your assigned individual meeting. If you miss your meeting, you will have to make a new appointment with me before you start your project. I will not accept a project if we didn’t have an individual meeting beforehand. Once we’ve agreed upon a project narrative, you will not be permitted to drastically change it later. See formatting requirements on the evaluation sheet.

Step 3: Create a very simple storyboard before shooting, that plots some, if not all, of the shots that you’ll be collecting during your shoot (at least 25). The storyboard should indicate the objects, characters, and scenery you’re looking for, as well as the basic idea for the composition of each shot. Completing a storyboard does not mean that you cannot improvise or experiment while on the shoot; rather, a storyboard will a) help you connect the dots between your plot points while writing your story, b) help you figure out your pacing, and c) help you make sure you get all the shots you need. Begin perhaps by drawing the major plot points, and then start filling in the shots that need to occur in between.

Step 4: With a digital camera, create at least 50 pictures attempting to illustrate the narrative you outlined in your treatment. You can produce more than 50 images, but 50 is the minimum.

Step 5: Download your images to the computer. Within Photoshop, convert all images to the .psd format, and adjust your 50 digital images in terms of: aspect ratio (16:9 - 1920 x 1080), resolution (72 ppi), levels and sharpness. As needed, adjust/remove contrast, crop, blemishes, colorcast and rotation. Then save each as a .jpg with Maximum Quality in a folder “Video Ready”. (Do not turn in the .PSD’s)

You will turn in:

- Your story’s written treatment, and a simple storyboard
- 50 .jpg images on a CD-R, void of superfluous media
- A manila envelope with your name and assignment number, and a pre-filled evaluation sheet

Due dates:

Treatment Due: At your assigned individual meeting, **Tuesday 10/2** and **Thursday 10/4**, top of class

Simple Storyboard / Treatment Revisions Due: **Tuesday 10/9** and **Thursday 10/11**, top of class

50 Pictures Due: **Tuesday 10/16** but no later than **Thursday 10/18**, top of class

Date: _____ **Fall 2012**

Student Name: _____

Assignment #2: More Than Meets the Eye Expanded

Overall Grade: _____ / **200 points**

Treatment: _____ /**40**

Clear outline of plot

Plot was clearly drawn from ideas intrinsic to a single photograph

The treatment is logically broken up into paragraphs, one for each Plot-Point

Treatment uses descriptive, visual language to paint a picture of what the viewer will see

Treatment is roughly 400–600 words

Treatment was successfully revised based on feedback from instructor

Format: single-spaced; empty lines between paragraphs; no indented paragraphs

Storyboard: _____ /**40**

Major plot points and connecting shots are illustrated via simple, clear drawings

Shots are composed aesthetically, and don't use stick figures

Shots are numbered, and dialogue and sound is indicated underneath each frame

Type of shot is indicated: LS, MS, CU, ECU, Insert, Establishing

The overall arc of your film is made clear from the storyboard (at least 25 frames)

Photographs: _____ /**50**

At least 50 digital images

All images are 6 megapixel or larger

All images appear to fit the intent of the project

Aspect Ratio and Resolution: _____ /**25**

All images are at the proper HD aspect ratio of 16:9

All images are at a proper HD screen resolution of 1920 x 1080

All images have been cropped without distortion

All vertical images use letterbox effect

Digital Adjustments: _____ /**25**

Images have been adjusted for levels, sharpness, and format

As needed, images have been corrected for contrast, crop, blemishes, and rotation

Presentation: _____ /**20**

All files are burned to a CD-R

All files are .jpg's, located in a folder named "VideoReady" (no .psd's!)

All files are numbered AND descriptively named so that they list in the order they should appear something like: "001_UglyCatWithSmile.jpg"

All materials have been handed in, inside a manila envelope with the student's name, assignment name and date

The grade-sheet is included, with your own self-evaluation already filled in

Comments: