

VSMP – MP 3 ASSESSMENT CHECKLIST

PART ONE

1. ____ Pick one of the product choices supplied by your instructor and photograph it. You will take 3 images:
 1. Standard full-length shot of the front
 2. Standard full-length shot of the back
 3. A "creative" shot of the item, for example, a close up, worms' eye, birds eye, on its side, etc.
 4. Make sure you light the product evenly and without any dark areas or hot spots.
 5. See the example to the right
2. ____ Take the images of the item you photographed and move them to your laptop
3. ____ Create a folder in your Master Folder called "MP3 Assessment" with an Assets folder in it. Your files should be JPEG files named with your first initial+last name_shot1. EX: "FMcCarthy_shot1.jpg". Do this for all 3 shots.
4. ____ Take a screenshot of your folder with the files in it and upload it to Schoology

PART TWO

1. ____ Open Adobe Photoshop and make these image corrections to the 3 images you photographed
 2. ____ Color correct to match the product
 3. ____ Adjust brightness and darkness
 4. ____ Remove any dust or marks on the item
 5. ____ Using the Pen Tool, trace out the image and create a path. Name the path by the image you took, EX: front, back
 - a. Any tool other than the Pen tool will result in a ZERO for this part of the assessment.
Your files will be inspected by your instructor to see your Paths.
6. ____ Turn the path you made into a selection and create a new layer out of it
7. ____ Place your image on a colored background that compliments the color(s) of your product.
8. ____ Save your image to your Master folder. Your files should be PSD files named with your first initial+last name_shot1. EX: "FMcCarthy_shot1.psd". Do this for all 3 shots.
9. ____ Take a screenshot of your folder with the files in it and upload it to Schoology

10. _____ **UPLOAD YOUR THREE IMAGES AS LAYERED PSD FILES SO I CAN CHECK YOUR PEN TOOL PATHS**

PART THREE

1. _____ Take your 3 images and create a product advertisement
2. _____ Create a new file 11"X17 @ 150DPI and name it with your first initial+last name_final.
EX: "FMcCarthy_final"
3. _____ Find the logo of the product on Google and use it in your final design. You can also use the product "tagline" if it has one
4. _____ Save your image to your Master folder. Your file should be a JPEG file named with your first initial+last name_FINAL. EX: "FMcCarthy_FINAL.jpg".
5. _____ Take a screenshot of your folder with the files in it and upload it to Schoology
6. _____ **UPLOAD YOUR FINAL DESIGN POSTER TO SCHOLOGY**