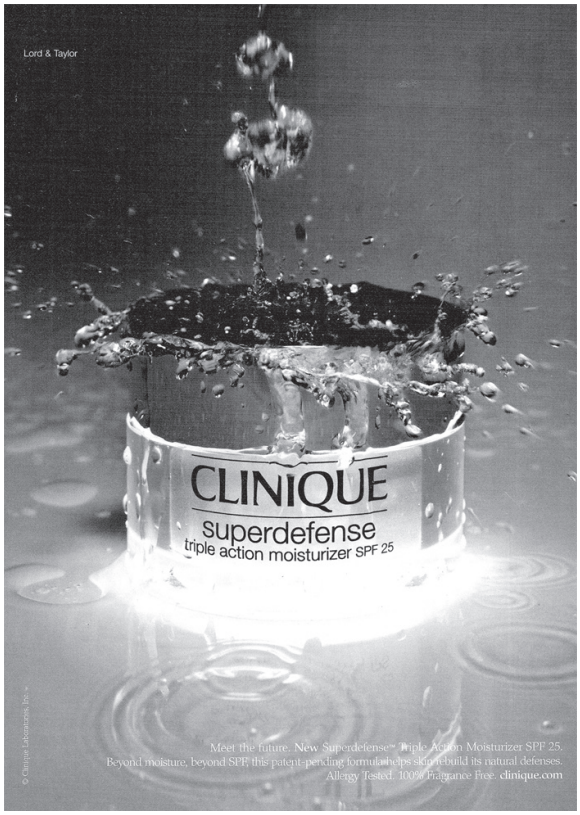
DM 112 Photoshop Techniques

CLIENT 1

Client 1, who owns an advertising company, would like to see how perceptive you are at identifying images that have been altered in Photoshop.

1. Find one advertisement image that you think has been altered in Photoshop.
2. In writing describe what portions of the image you think have been altered.
3. What tools or techniques in Photoshop do you think were used to alter the final image.
4. Describe what you think they intended to convey with this advertisement and why they altered it.
5. Attach, scan or copy the original image. Make comments, circles or marks around what you think was altered.
6. Fill out the form below or attach a print out and staple the marked image and turn in at the next class meeting.

This assignment is worth 10 points.



Your Name Rich Simms

1) Harry Potter movie poster

2) I think the the whole image may have been assembled from individual images with a lightning storm background. It looks like each actor has had their faces touched up, lighting adjusted, color matched but drained out. At the bottom it looks like they are some of the actors are obscured by a dark cloud. Text and logo were added to complete it.

3) Each actor was probably selected and extracted from individual photographs to get the right facial expressions. The layout was probably then done with moving and sizing each actor on a layer. Faces were probably altered with blurs, dodges, burns to get get the smooth appearances. Hue/saturation adjustments were probably done to get the dark clothes and pale faces. Opacity adjustments could explain nice transition from dark cloud to clothing. The actors in the back may have had some addtional filtering done to lose some of the clarity.

4) The artist wanted to convey a serious, dark, and magical aspect of the Harry Potter story. It is clear who the main characters are by their size (Harry, Hermione, and Ron) and that they are now a little older than the last time you saw them. The text added indicates clearly the launch date (first showing in theaters), the studio making the movie (Warner Brothers) and the legal statements.