

ANM 328 Project 4 Critique

The objectives of the WIRED Cover Project were to demonstrate blending skills, learn how to select compatible images and make adjustments in the overall composition to establish visual hierarchy and to communicate a clear message. If you think about a magazine cover it's meant to be attention-getting so you'll buy it or pick it up and read it (along with all the advertisements). WIRED is a tech news magazine so I expect the cover to establish an editorial tone about an issue. Any added text should help clarify the message but not be required to communicate the theme. As usual, if late I dock you points and 5 points if you choose not to critique your group member's work. Here we go.... Grading Criteria:

95-100 Combination of images is creative, blends are flawless, shadows and highlights are consistent.

Demonstrates clear message and excellent skill with Photoshop

90-94 Combination of images is creative, blending techniques are good with slight flaws in lighting consistency or quality of images Composition is strong with clear hierarchy and message

85-89 Composition is creative but blending has faults or lighting or composition not well refined. Message could be clearer.

80-85 Composition has less creativity in focus or scale, lighting not adequately considered, blending techniques need improvement or composition lacks visual hierarchy

70-79 Lacks Creativity, blending has major flaws or omissions, lighting not considered

Below 70 Low quality work in all aspects of the project

Late work: -10 pts

No Group Critique: -5

Mutter Group

Marchia Bond-At a glance your cover topic is quite clear. The vehicle is nicely blended over the green highlighted road with wireless (transmitter) signals to reinforce the link between the foreground and background. I would expect the green "lane" to be smoother. The best way to do this is to use the pen tool in Photoshop to make a very smooth vector selection that you can then fill with color. If you aren't familiar with the pen (previous Illustrator experience) then just clean-up the corner points with the eraser or use a masking layer. Type looks very good with perspective on the side of the bus...the word CHARGING could use the same treatment to make it align with the angle of the front of the bus.

Faith Hess-The science of yoga is a great topic for WIRED since it's demographic would likely be familiar or participate in it. Your blending of sky and trees looks great with the model posed on the rope. To me the rope is a little "heavy" and isn't compatible with the other soothing images. Since you used a rope, I would expect it to give slightly with the weight on it...this might relieve the tension that the stiff rope projects. Type is very readable and stencil style seems to fit.

Bibiana Lopez-I get the message that the kids have become technically savvy and connected and I assume the dates are communicating that this will become a reality in 2018? Thing is, I see this already with my little nephews and nieces who are playing with ipads and phones if parents let them. Maybe it's something more you are trying to communicate? This is where a tagline or small title would clarify. Your selections are quite rough with white space showing around the arms of kids overlapping the wireless signal in background.

Catherine Serou-This could definitely be a reality as we already know that Amazon is wanting to deliver our online orders by drones. Why not our daily Starbucks fix? The combination of images along with the phone message do communicate the concept. For a very dynamic process, the images are quite static...did you consider showing motion on the props or perhaps the cup itself? Photoshop has some great blur filters that add visual motion to an image. Best way to make the cup blur with motion is to duplicate the layer it's on (assuming it's selected with no background) so you have two cups exactly overlapping. Then select the bottom cup layer and apply the filter>blur>motion blur to get the degree of motion that you wish. Give it a try.

Dawn Zylema-Several students focused their covers on the potential in 3D printing, which is an amazing technology and a good fit for WIRED. At first glance I get the idea that it's a 3D printer and these are some examples of what can be done with it. Not sure what's innovative or if you wanted to look into the future of this technology? From a design perspective, the printer itself should be larger to establish the visual hierarchy of it being the most important image..as is the images have similar visual weight and viewer's eyes will tend to wander. Blends are good but the 3DIY is very pixelated...This might be better communicated with plain text and could be used to communicate the concept of everybody having access to 3D printing for everyday use? Just a thought. Like your wired title and the added barcode and date info!

Kelsey Garrett-I just read an article about how relationships and traditional families are being harmed by our addiction to digital devices and social media. So the topic is perfect for WIRED. The message is clearly communicated with the couple focusing on their phones rather than each other in a social (bar) type environment. To me, the added text and symbology, as is, doesn't help with the communication and the split screen reduces visual hierarchy that should be established with the couple. The type over the couple is quite dark and affects readability. I do like the heavy cast shadow on the text which darkens the theme. I think the couple could be larger and you could use a gradient mask over two images..one in color the other in b/w where masking could make a transition from color to grayscale indication the negativity of social media. The symbols could also be grayscale to further show negativity. The quote is good to include.

Monroy Group

Kathern Bond-Your cover was one of the most creative in class! You've used excellent selections, layering and text styling to communicate the threats to and from the internet. The dark clouds in the background set the ominous tone. My only suggestion is to use a different color on the Net Neutrality. Readability is slightly compromised on the lowercase t over clouds where tone is similar. I do appreciate the distortion to the type which creates the mouth of this internet creature!

Danielle Korotkin-This is definitely a topic that I would expect on the cover of WIRED. You've incorporated a variety of images which speak for themselves as we peer through a magnifying glass and see potential threats to privacy. The images inside the glass are quite small. I would consider removing computer or camera and enlarging the others. The

black silhouette is especially strong. The type works well and is very readable...the image “speaks” clearly and text further amplifies. Nice work!

Amanda Rodman-Your play on the word “wired” serves as a strong link between title, technology and Ivanka’s possible predestination for public office. We could all debate the wisdom of this but it is certainly a possibility. I suspect this cover, if really published, would get lots of attention. Technically your selections and layering work well. The typography is technical too, with the stencil font and is very readable with high contrast and color. Very well done!

Oscar Varela-Several students focused on the revolution of 3D printing. Your idea that ultra large printers could create basic housing for targeted groups like the homeless is very creative. My only concern is that the image collage along would not communicate the link between homeless and housing. The text is necessary to fully understand the concept. This may sound too literal but maybe a person, in what we perceive as homeless situation, could be added or just a homeless cardboard sign. Your selections and blends look good..but the scene through the windows is not really visible. Maybe this is where a handmade sign could be partially in view? Great idea...I read recently where they are using large concrete “printers” to try this building concept.

Adams Group

Rudy Carson-Trump’s policies towards coal and environment are certainly related to technology and appropriate for a WIRED cover. To me, the main theme is “Trumptinction”, which is represented by the billowing smoke and industrial illustration in the background. The addition of the solar and wind somewhat confuses the issue...is it supposed to be a contrast to his favorable position on coal and environment? What if you made those (solar/wind) images in grayscale to show a stronger contrast between his negative and positive agenda? Just a thought. The tagline about Elon Musk would be a likely article within WIRED but the position on the page creates some confusion...I’d suggest letting the images speak for themselves. Missing group crit.

Jolaine Huss-If I had an opportunity to provide feedback on your concept I would have suggested a closer tie to technology, since WIRED is more focused on that link with current events. Your cover might be more appropriate for a news magazine. I do like your bending of the layers with the background showing through transparent areas of the room. The hands add a personal connection to the tragedy and results of war. The text almost looks like tattoos which could give the illusion of a permanent situation. You could make these more tattoo-like with an embossed layer style. The script font letter I is, for me, hard to read at first glance.

Noah Martin-The topic of social media professions is definitely a WIRED topic. Without all the text explanations, I wouldn’t understand this at first glance. I would think of this guy as a social media guru of some sort with the overlap of icons and his image. Viewers aren’t going to take a long time reading all the text..keep it to a minimum. Another way of depicting the relationship of social media and marketing might be to add imagery to the right of the man that illustrates the outcome. Maybe it’s \$\$\$? This would add a cause

and effect relationship and more fully communicate your theme without the need for as much text.

Stephanie Sutter-I don't fully understand your cover. I see the WIRED logo and the image has some very interesting additions to hair with added robotic elements to her face and body. Is it about artificial reality or artificial intelligence? This is a situation where a simple added tagline would help us get the message. Your blending is very creative but I would like to see the small images of what you had to work with to better appreciate the skills involved.

Taylor Group

Brian Coffman-You've incorporated a great combination of images to show both government and business interests in gathering personal information. The "matrix" background established the digital world and the contrasting characters reflect the major players. I think you could have used icons or imagery to show government vs business rather than having to add the names in the headbands. Perhaps an illustration of the Capitol rather than "Bill" which could be misinterpreted. The screen at the bottom is a great way to further communicate the computer vulnerability. Technically, your blending and layering looks very good.

Taylor Johnston-The graphics you've used are excellent and very eye-catching but I'm not entirely sure of the message. I assume it's about the fires in the Samsung phone caused by a flaw with the lithium battery. This is probably a situation where a brief tagline would help clarify the message. Good job creating a very realistic fuse with the rope and fire. Just a thought...what if you used the screen for text such as "Why is my Phone On Fire?" or you could have a corner of the phone on fire. Just a thought.

Heather Merrifield-You chose an interesting topic for your cover, which does have a link to technology. To me, the main issue is that most viewers may not understand what Indy Wrestling is, so it's important to clarify on your cover. I think the image viewing the match on a mobile device, like the tablet, is the best way to make this connection. Giving this image visual hierarchy (larger) would help your viewers focus. I think you've depended too much on text-Keep it simple. The statement about YouTube and hand held cameras is excellent. I just use that as the main title. Your blends and layering are basic but they look good.

Vicky Vang-Your cover looks great! The images are very effective in showing how 3D printing might be used to build and repair body parts. This is probably very realistic and technology we'll have available in the near future. I especially like the scale of your main image, which establishes a strong visual hierarchy. I also appreciate your use of rules to lead readers to your text elements. This helps viewers quickly read and understand the topics. Your layering and blends are excellent!