

General Instructions:

Since you've already completed the first four Digital Photo Projects, you should be familiar with the elements you'll find in this fifth Project. There are five Comprehension tests as well as five Exercises.

General Objectives:

In your Unit Five lessons we have continued to develop your Photoshop techniques and broadened the horizons of the program's versatility and usefulness. The Exercises in this Photo Project are designed to provide you with further practical applications of the material covered in Unit Five. You'll be required to perform some specific image modifications as well as apply learned skills to add more subjective alterations as you see fit. All of these Photoshop exercises as well as your shooting assignment will need to be edited and delivered to the school.

If you have basic questions about how to complete your Photo Projects, we urge you to review the Unit One Study Guide.

Specific Objectives:

1.) Identifying Your Images.

Learning ways to identify, caption and share copyright information is an important skill for every photographer. In this exercise we want you to put into use the **File Info** command you learned about in Lesson 23 with one of your images.

2.) Embed Color Profiles.

Embedding color profiles in your images helps to maintain consistent image input into your digital color workflow to increase your chances of yielding consistent predictable output.

3.) Optimize Images for the Web.

The **Save for Web** command is one of Photoshop's most convenient and comprehensive commands for creating images and graphics for the Web. In this exercise you will practice the concepts you learned in Lesson 26.

4.) Create a Grayscale.

Creating and using a grayscale as a tool for better printing is a good habit to form. By having you complete and submit this grayscale we want to encourage you to use this process.

5.) Shooting Exercise.

Black and white is a beautiful and timeless medium. Lesson 27 explored Photoshop's abilities to convert color images to black and white as well as its abilities to enhance a grayscale image through duotones, etc. In this exercise challenge yourself to shoot subjects or subject matter that is enhanced by the black and white medium.

Exercise One: Identify Your Images.

In Lesson 23, we showed you how to identify your images using the **File Info** command. For this exercise, we'd like you to choose a photo you've made and using the **File Info** command identify it as yours. You don't need to fill in all of the categories, just enough to see that you understand the concept.

1. Complete the General category to the best of your ability.
2. Add five keywords to the Keyword category.

Here's a tip: In the General category's owner section you can enter the URL of your Web site. If you don't have a Web site you can enter your e-mail address instead. Type in "mailto:" and then your address (eg. *mailto:jim@nyi.com*). Now when a prospective client clicks on the Go to URL button his or her default e-mail program will launch with your e-mail address already entered.

When you're done, save the file with the name "File_Info.psd" and send it to us on a Zip disk or CD.

Exercise Two: Embed Color Profiles.

In Lesson 24, we showed you how to embed a color profile in a digital file. By embedding color profiles, image quality can be maintained across systems and peripherals. We've supplied you with an image named 'color_profile.psd.' It currently has no color profile embedded. Using the skills you learned in Lesson 24 embed two different color profiles and send them back to the school.

Name them:

'Color_profile_01.psd'
'Color_profile_02.psd'

Send them to us here at the school on a Zip disk or CD.

Exercise Three: Optimize Images for the Web.

In Lesson 26, we showed you why file and image size is so important when you are optimizing images for the Web or e-mail.

For this exercise, we'd like you to create three different 'Web-optimized' versions of the file named 'compress.psd,' and fill out the top portion of the Photo Data Sheet.

Using the **Save for Web** command, create three separate files according to the specifications listed below.

Hint: Make sure your files are in the correct color mode for the Web before you start.

Version 1:

Format: JPEG

File Size: No greater than 25K

Image Size: 300 x 225 pixels

Quality: ?

Transmission time 56K modem: ?

New York Institute of Photography

Version 2:

Format: JPEG

File Size: No greater than 10K

Image Size: 300 x 225 pixels

Quality: ?

Transmission time 56K modem: ?

Version 3:

Format: PNG-8

File Size: No greater than 50K

Image Size: 300 x 225 pixels

Quality: ?

Transmission time 56K modem: ?

Save the files with the name 'Web_version_1,' 'Web_version_2,' 'Web_version_3,' and send them to us on a Zip disk or CD. Don't forget to fill out the top portion of the Photo Data Sheet for this exercise.

Exercise Four: Create a Grayscale.

In Lesson 27 we taught you how you can create your own grayscale using Photoshop. A grayscale can be used to calibrate a scanner, digital camera, and even film. For this exercise we'd like you to make a gray scale and send it to us at the school as a Photoshop (.psd) file. You don't need to print it out; a digital file will do. Name the file 'grayscale.psd' and send it to us on a Zip disk or CD.

Exercise Five: Shooting Exercise.

In Lesson 27 we show many ways to convert images to black and white in Photoshop and how to optimize tonal range and values. The Study Hall piece 'Why Do We Love Black-and-White Images?' explores why we are drawn to black and white and the aesthetic and emotional impact it can have on a viewer. If you haven't already, take a moment to read this piece before completing this exercise.

For this Unit's shooting assignment we want you to submit 3 black-and-white images. It is not enough to simply take an existing color photo you've made and simply convert it to grayscale through one of the techniques learned in Lesson 27. Instead, challenge yourself to shoot subjects that will be enhanced by a black-and-white medium.

Here are some ideas of how you could affectively use black and white to enhance an image:

- to simplify the image to focus image on the subject
- try your hand a journalistic piece or story
- for a portrait to draw viewer into your subject's personality
- to create a timeless effect for a landscape or portrait
- add a duotone to create an antique or sepia feel.

Be inventive and really make the black-and-white medium work for and enhance your images. Be sure and explain your intentions on the Photo Data Sheet to help your instructor understand your goals and give you feedback. You can submit either prints or digital files for this Exercise.

Extra Credit #1

Use some type. Incorporate type into an image to create a photo illustration or make a greeting card. Get creative and explore, but don't get so carried away with aesthetics as to forget some of the basic rules of type legibility and user-friendliness covered in Lesson 30. Have fun! You can submit either prints or digital files for this Exercise.

Mail to the School:

Now you are ready to mail your work to the School. Here's what to do.

1. If you haven't already done so, fill in the Personal Data Survey on the back of the Photo Project Folder.
2. Submit Exercise one through four in digital form. Remember we can only accept these types of storage media; ZIP or high capacity disks, and CDs. Be sure that the image files are named exactly as we ask in the assignment. Accuracy is essential. For Exercise Five, submit prints or digital files and make sure your name and Student Number are written on a label on the back of each picture.

Do NOT e-mail your photos to the school.

We also recommend that you use the padded shipping envelope we have included when sending any disks. Put the padded envelope inside the large photo project envelope. We recommend shipping CDs and Zips in their jewel cases for further protection. No matter what format you use to submit your image, make sure that you save either the film or print, or a digital file of each image that you send to the School. The reason for this is that in the unlikely event there is a problem with the post office, or computer problem, you'll still have copies of the material you sent to the School. Don't forget to put your name and student number on every item you send to the School.

3. If you have not sent in your Comprehension Tests separately, place them in the Folder.
4. Slip the entire Folder into the Project Kit envelope along with your photos and any disks.
5. To protect your pictures, insert the cardboard filler board that we have supplied.
6. Mail the package to the School. Fill out the return address information on the envelope and be sure to affix sufficient Postage.

We look forward to receiving your fifth Project Kit in the near future, and we'll do our best to get it back to you quickly. As soon as your Instructor has had a chance to review it, we'll rush it back to you with your Instructor's personal comments on cassette tape. Despite our good intentions, however, realize that postal service in each direction takes time, so please be patient.

Enjoy doing this Project, and...

Get Ready to go Digital!

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DIRECTIONS

There are five tests for this Unit covering the material you learned in Lessons Twenty Three, Twenty Four, Twenty Six, Twenty Seven and Twenty Eight. There are no tests for Lesson *Twenty Five*, *Photoshop 11: Tricks and Shortcuts*; *Lesson Twenty Nine*, *Photo Business 3: The Photographer's Portfolio*; or *Lesson Thirty*, *Digital Eye 5: Type Styles and Lighting Tips*.

After finishing each Lesson, complete the Comprehension Test for that Lesson where applicable. Read each question, and then

darken either the "True" or False" box depending on whether you think the statement is true or false.

Remember, you can take your Comprehension Tests online and receive your grade immediately. In addition, our online version provides explanations to any questions you may answer incorrectly. Visit the Unit 1 WebCenter and click on the Comprehension Test link.

LESSON TWENTY THREE

- 1. Image distribution has changed little over the past 150 years. True / False
- 2. Before the computer, photographic images were distributed primarily as prints and slides. True / False
- 3. The digital darkroom allows the photographer to have complete control over printed output. True / False
- 4. One way for photographers to protect film originals is to have duplicates made. True / False
- 5. One of the most popular ways to submit digital images to an art director or buyer is the compact disc. True / False
- 6. When delivering images to an art director for submission, it's a good idea to deliver two high-quality versions, one for reproduction and the other for archiving. True / False
- 7. One way to tag your digital images with personal identification information is to use Photoshop's File Info command. True / False
- 8. Watermarks are used to protect distributed digital images through "scarring." True / False
- 9. Converting an image from RGB to CMYK is a simple, error-free process. True / False
- 10. When it comes to types of digital printed output, photographers have many more choices today. True / False

LESSON TWENTY FOUR

- 1. Graphic designers who produce images for the Web should always utilize color management. True / False
- 2. Embedding a common color profile in all of your images can help towards the goal of color management. True / False
- 3. "Color correction" and "color management" mean exactly the same thing. True / False
- 4. Every photograph should possess neutral grays. True / False
- 5. All file formats support embedded color profiles. True / False
- 6. Pre-defined color management settings can be found in the Color Settings dialog box. True / False
- 7. A color warning dialog alerts you when an image with a profile other than your working space is opened in Photoshop. True / False
- 8. The Color Management Module is the portion of the Color Management System that translates the color values between devices. True / False
- 9. One way to increase the amount of color information in a scan is to scan at a higher bit depth. True / False
- 10. Many photo-quality ink-jet printers ship with pre-defined color profiles. True / False

LESSON TWENTY SIX

- 1. Large files are no longer a problem, since today's Internet connections speeds are much faster. True / False
- 2. An HTML file tells a browser how to display images and text. True / False
- 3. HTML files can only be created using Web design software, such as Macromedia Dreamweaver or Adobe GoLive. True / False
- 4. When sizing images for the Web, you will never need to change the Document Size of the image in Photoshop's Image Dialog box. True / False

Unit Five Comprehension Tests

5. Image resolution for the Web should be based on the output resolution of your monitor, which is around 72 dpi. True / False
6. If you design your Web site to be 640 pixels wide, the total number of pixels of all your Web graphics and photos combined cannot exceed 610 pixels. True / False
7. You should always create grayscale black and white images for the Web. True / False
8. Most Web sites use images saved using either JPEG or GIF file compression. True / False
9. Any specific color represented with a numerical RGB value in the Color Picker does not have a equivalent numerical value in CMYK, HEX, LAB or HSB color modes. True / False
10. Web Safe colors are always identical to whatever color you choose in the Color Picker. True / False

LESSON TWENTY SEVEN

1. In order to produce a black and white image with a digital camera, you must shoot in Grayscale mode. True / False
2. In Photoshop, the Color Mode of an image is displayed in the title bar next to the image's name. True / False
3. B&W conversions can be accomplished non-destructively through the use of Adjustment Layers. True / False
4. Increasing the Saturation in the Hue-Saturation dialog box removes color information, thus producing a black and white image. True / False
5. Increasing contrast is the best way to sharpen an image. True / False
6. A grayscale is a good way to analyze how your printer outputs B&W image tones. True / False
7. When printing B&W images, it's best to use your printers Black Ink Only option. True / False
8. You can reduce the contrast of an image by using the Output sliders in the Levels dialog box. True / False
9. In Photoshop any image in RGB mode can be converted to a Duotone. True / False
10. A Quadtone is comprised of black ink plus four different color inks. True / False

LESSON TWENTY EIGHT

1. Photoshop filters work by changing image pixel structure via mathematical formulas known as "algorithms." True / False
2. A filter can only be applied to a layer. True / False
3. All filters can be applied to an image that is in Index Color mode. True / False
4. The Purge command is a function that cannot be undone. True / False
5. Despite its deceptive name, the Unsharp Mask filter sharpens the pixels in an image. True / False
6. It is difficult to control depth of field with most digital cameras. True / False
7. Applying a filter to a small portion of an image is the only way to preview a filter's effect. True / False
8. It is impossible to edit a filter once it has been applied to an image. True / False
9. It is not possible to navigate within the filter's preview window. True / False
10. Closing other software programs will improve the speed in filter processes. True / False

DIRECTIONS

After you have completed all four tests, you may mail them to the School, fax them, or save them and mail them along with your Digital Photo Project Kit.

NEW YORK INSTITUTE OF PHOTOGRAPHY
211 EAST 43 STREET NEW YORK, NEW YORK 10017
TELEPHONE (212) 867-8260 FAX (212) 867-8122

Please fill in so we can mail this test back to you:

Name: _____

Student Number: _____

Address: _____

City: _____ State: _____ Zip: _____

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DPC_USCompTests

NAME: _____

STUDENT NUMBER: _____

Optimize Images for the Web Exercise.

Fill in the **Quality** and **Transmission** time data for the each of the Web versions you create of 'compress.psd.'

Web version 1:

Format: JPEG
File Size: No greater than 25K
Image Size: 300 x 225 pixels
Quality: _____
Transmission time
56K modem: _____

Web version 2:

Format: JPEG
File Size: No greater than 10K
Image Size: 300 x 225 pixels
Quality: _____
Transmission time
56K modem: _____

Web version 3:

Format: PNG-8
File Size: No greater than 50K
Image Size: 300 x 225 pixels
Quality: _____
Transmission time
56K modem: _____

Shooting Exercise.

Photograph 1

The purpose of listing this information is to help us help you. Please complete the following form to the best of your ability where applicable.

Subject: _____

Time & Location: _____

Camera: _____ Digital Film _____ ISO: _____

Lens: _____ f-stop: _____ Shutter Speed: _____

Was the image scanned? No Yes – Scanner Used: _____

Output	<input type="checkbox"/> Lab Print	<input type="checkbox"/> Computer Printout
Platform	<input type="checkbox"/> PC File	<input type="checkbox"/> Mac File
Disk Type	<input type="checkbox"/> Zip	<input type="checkbox"/> CD

Notes:

New York Institute of Photography

NAME: _____

STUDENT NUMBER: _____

Photograph 2

The purpose of listing this information is to help us help you. Please complete the following form to the best of your ability where applicable.

Subject: _____

Time & Location: _____

Camera: _____ Digital Film _____ ISO: _____

Lens: _____ *f*-stop: _____ Shutter Speed: _____

Was the image scanned? No Yes – Scanner Used: _____

Output	<input type="checkbox"/> Lab Print	<input type="checkbox"/> Computer Printout
Platform	<input type="checkbox"/> PC File	<input type="checkbox"/> Mac File
Disk Type	<input type="checkbox"/> Zip	<input type="checkbox"/> CD

Notes:

Photograph 3

The purpose of listing this information is to help us help you. Please complete the following form to the best of your ability where applicable.

Subject: _____

Time & Location: _____

Camera: _____ Digital Film _____ ISO: _____

Lens: _____ *f*-stop: _____ Shutter Speed: _____

Was the image scanned? No Yes – Scanner Used: _____

Output	<input type="checkbox"/> Lab Print	<input type="checkbox"/> Computer Printout
Platform	<input type="checkbox"/> PC File	<input type="checkbox"/> Mac File
Disk Type	<input type="checkbox"/> Zip	<input type="checkbox"/> CD

Notes:

