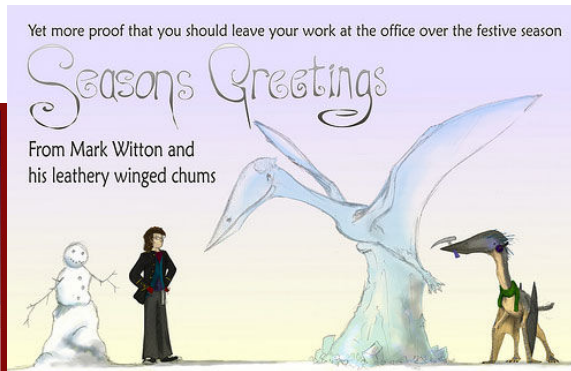


# Graphic Design: GREETING CARDS-

## Photoshop/Digital Painting



**Design Problem:** You have been hired to design a unique, creative holiday greeting card that: Has fresh perspective, creative use of imagery that connects to the Holidays, or winter season, and an illustrative style that includes digital painting techniques.

### Visual Journal Assignment:

- Doodle imagery that comes to mind when you think of the holidays- Consider your audience and your perspective. Will the design be religious in nature? Will it use traditional holiday imagery? How do you celebrate the holidays? What is your favorite part of the Holidays?
- Collect visual inspiration! Look at examples of greeting cards you find inspiring, collect and print and connect to your visual journal- What do you like about the particular design in each? How can you take some ideas to inspire your own unique design?
- Create at least 4 thumbnail studies of design ideas

### Process:

Create line sketches of the images you would like to work with (on the computer or scan them into photoshop from sketchbook)

Arrange your composition/design- Put different images on separate layers for ease of editing

Select base colors for each shape and the background

Develop a range of values, textures, and details, using 'digital painting' techniques from the tutorial

Use the opacity and flow check boxes to blend colors and develop depth in your digital painting

Select a particular 'Greeting' or 'phrase' to add to your card with the type tool.

### **Photoshop Tools and Techniques you will be practicing:**

- Paint Brush
- Flow and Opacity tool bar settings
- Type Tool
- Selection tools