



EVERY DIET NEEDS

A LITTLE WIGGLE ROOM.



Only 10 Calories.

Sugar free Jell-O Gelatin.

JELL-O to do list

Name: _____ Date: _____ AM/PM

- Before & After
- A to Z
- Notes
- Thumbnails (6)
- Templates (6)
- Clipping Paths (12)
- Contact Sheets (48)
- Enlargement (1)
- Depth of Field Activity (1 image per F-number)
- ~~3 Things~~

1. Make sure you follow the example Job Jacket provided by S
2. Please trim all magazine template edges and staple together
3. Do Not wait till Friday to download and print

The Anatomy of an 8-1/2 by 11 Magazine Ad



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DO-IT-YOURSELF DELICIOUS.

NEW! Sugar free! All Calorie!
JELLO SINGLES
Chocolate
6 Pkgs

got milk?

Introducing sugar free Jello Pudding Singles. An 80 calorie snack you make with fat free milk. Also available in Regular.

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Visit jello.com

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Product

DO-IT-YOURSELF DELICIOUS.

Tag Line

Prop

Drop-in Clipping Path



3rd. Party Tag Line



got milk?

Web Address

Nutrition Information

Visit jello.com

Introducing sugar free JELL-O Pudding Singles. An 80 calorie snack you make with fat free milk. Also available in Regular.

Sub Tag Line

EVERY DIET NEEDS A LITTLE WIGGLE ROOM.



Digital Imaging Design

Depth of Field

Depth of field is the range of distance within the subject that is acceptably sharp. The depth of field varies depending on camera type, aperture and focusing distance, although print size and viewing distance can influence our perception of it.



The depth of field does not abruptly change from sharp to un-sharp, but instead occurs as a gradual transition. In fact, everything immediately in front of or in back of the focusing distance begins to lose sharpness - even if this is not perceived by our eyes or by the resolution of the camera.

Although print size and viewing distance are important factors which influence how large the circle of confusion *appears* to our eyes, aperture and focal distance are the two main factors that determine how big the circle of confusion will be on your camera's sensor. Larger apertures (smaller F-stop number) and closer focal distances produce a shallower depth of field. The following depth of field test was taken with the same focus distance and a 200 mm lens (320 mm field of view on a 35 mm camera), but with various apertures:



f/8.0



f/5.6



f/2.8

Assignment:

Items Needed:

- Digital Camera
- Product Studio
- Prop 3 sets of 3
- Model
- Available Light
- Shooting Record
- Pen/Pencil

Note: you will need a model for the outdoor portion of this assignment.

1. In the product studio, setup 3 props at a 45° angle from front to back
2. Set your ISO to 200 and your Shutter Speed to s125
3. Set your camera to the lowest f-Stop and start taking your pictures increasing you f-Stop by 1.
4. Download your images, print a contact Sheet and record your findings below
5. Put assignment in your Job Jacket

Special Notes:

In order to maintain a constantly exposed image, you will need to decrease your Shutter Speed every time you increase your f-Stop.

Record your results here

Commercial Art – Before & After

Name: _____, AM/PM

Directions:

1. Before we begin our new lesson, go through the below lesson specific vocabulary and identify which words (vocabulary) you are familiar with.
2. Before handing in your Job Jacket, review the words again and identify the ones you now know.

Before Yes or No	Vocabulary	After Yes of No
	Depth of Field	
	Tag Line	
	8-1/2x11 Magazine Ad	
	Product	
	Drop-in	
	Clipping Path	
	Copyright	
	Web Address	
	Sub Tag Line	
	Shallow Depth of Field	
	3 rd . Party Tag Line	
	3 rd . Party	
	Logo	
	Mark	

Define the below Vocabulary as you learn it this week. All must be defined by deadline.

Vocabulary	Definition
Depth of Field	
Tag Line	
8-1/2x11 Magazine Ad	
Product	
Drop-in	
Clipping Path	
Copyright	
Web Address	
Sub Tag Line	
Shallow Depth of Field	
3 rd . Party Tag Line	
3 rd . Party	
Logo	
Mark	

Name: _____, Date: _____, AM/PM

Commercial Photography A-Z

Assignment: JELL-O

A		N	
B		O	
C		P	
D		Q	
E		R	
F		S	
G		T	
H		U	
I		V	
J		W	
K		X	
L		Y	
M		Z	

Thumbnails

Name: _____ Assignment: _____ Session: AM/PM

Thumbnail sketches are rough drawings, sometimes only comprehensible to the designer, used to explore layout options. These quick pen or pencil sketches allow the designer to try out several ideas and zero in on the most likely layouts before beginning a project.

Creating thumbnail sketches is a crucial part of the brainstorming aspect of your design work..

Don't discount the value of this step in the design process.