

**VISUAL  
COMPOSITION**  
(REQUIRED FIRST MODULE)

**COM 1005**

The purpose of this first module is to give you an overview of some of the areas of Communication Technology. This module is a prerequisite for ALL other Comm Tech modules.

**Save all assignments for this module in a folder called COM1005 in your media server student folder (Start > Computer > Comm. Tech Media Server > COM1005 folder)**

### **Assignment 1 - Elements of Design**

All forms of visual communication are based on the understanding and proper utilization of the elements and principles of design in order to effectively convey a message. In this assignment you will define and identify the elements of design through the use of examples of visual communication.

You will create a **PowerPoint presentation** with a **minimum of 7 slides** (including a title slide). There will be **3 parts to each slide**. 1) Provide a definition of the term. 2) Provide a visual example of the term. i.e. advertisement, poster, business card, etc. 3) Describe the impact that the element has on helping **to convey the message** of the example you have provided.

Terms:

- line (how does it convey the overall message?)
- shape
- colour
- texture
- tone (sometimes called 'value')
- space (positive and negative)

Name of Term	
Visual example showing how the term can be used	Definition of term.
	Explain how visual example you chose uses the term

**Save your PowerPoint as Assignment 1 in your COM1005 folder.**

### **Assignment 2 - Video**

There are **2 parts** to this assignment:

#### **A. Storyboard**

1. Go to YouTube and search for "The Force: Volkswagen Commercial".
2. Using the storyboard paper provided on the following pages, draw the storyboard for this commercial.

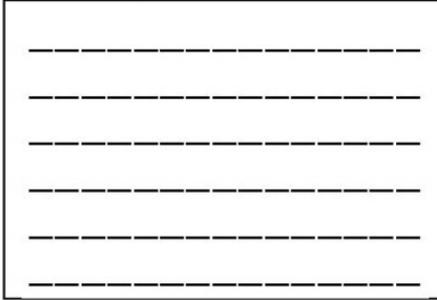
**A storyboard is a graphic, sequential depiction of a narrative. Recall major events of the story, then illustrate the events in the squares provided. Each diagram consists of: a sketch or description of the video image; notes for the camera operator; the details of the desired music, lighting, position of characters, emotions, etc. that will accompany the visual.**

3. There are no spoken words in this commercial, so for the purpose of this assignment you do not need to include the script.
4. Hand in the completed storyboard to your instructor *when you have finished all of the assignments in this module.*

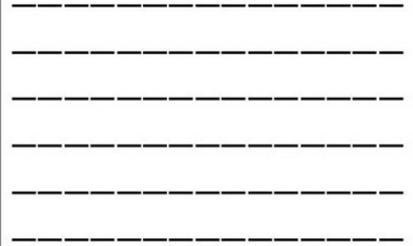
Describe or Sketch  
Video Scene # \_\_\_\_\_



Describe movement  
of Camera



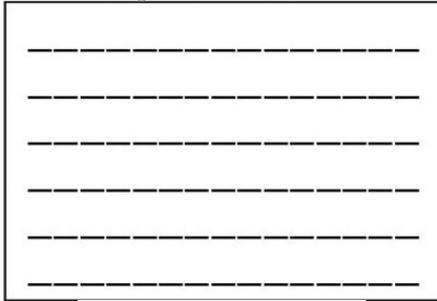
Production  
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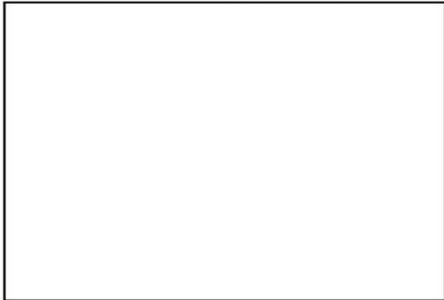
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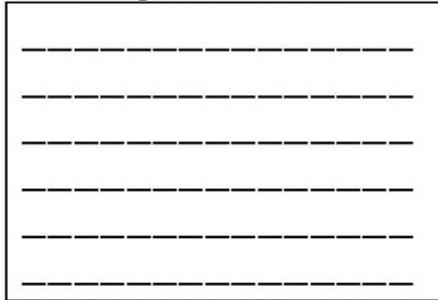
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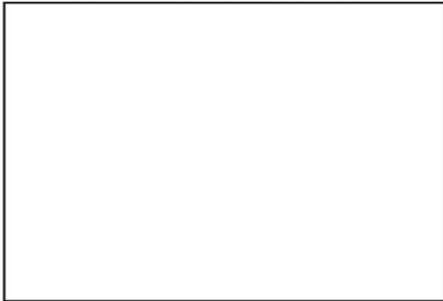
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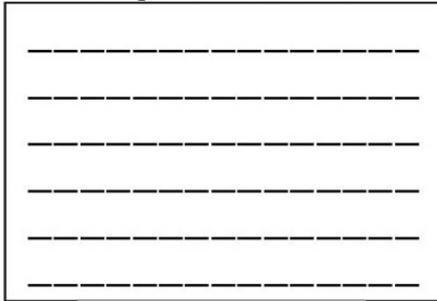
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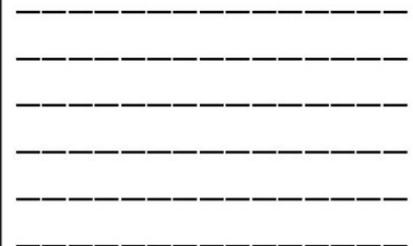
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Describe movement  
of Camera



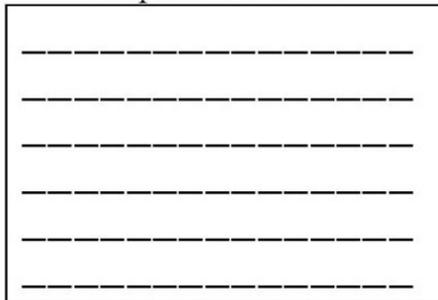
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Describe or Sketch  
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Describe movement  
of Camera



Production  
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Describe or Sketch  
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\_\_\_\_\_ of Camera \_\_\_\_\_

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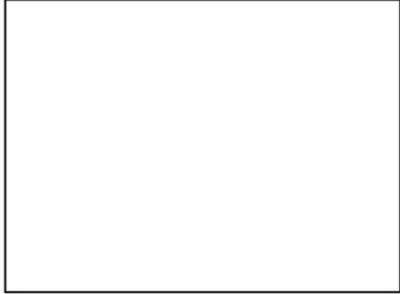
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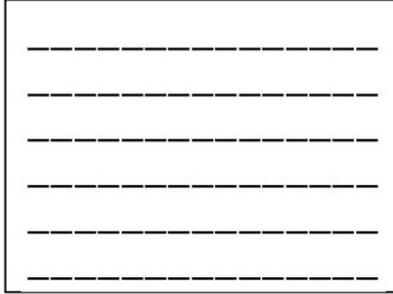
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Describe or Sketch  
Video Scene # \_\_\_\_\_



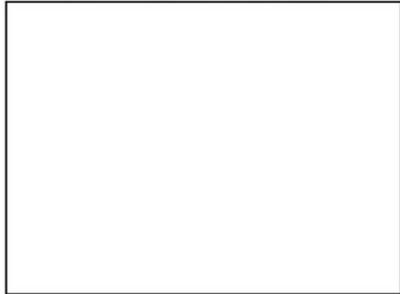
Describe movement  
\_\_\_\_\_, of Camera \_\_\_\_



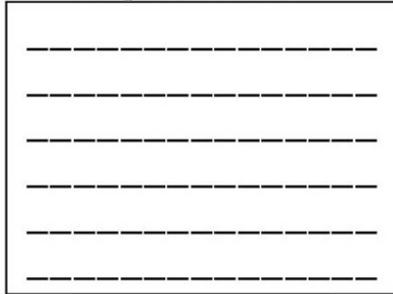
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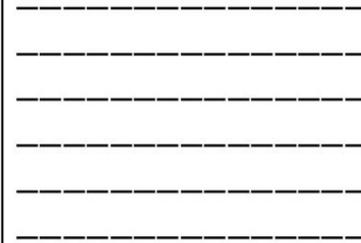
Describe or Sketch  
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Describe movement  
of Camera



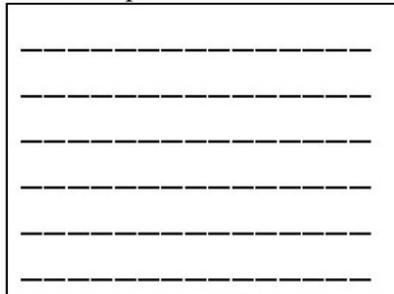
Production  
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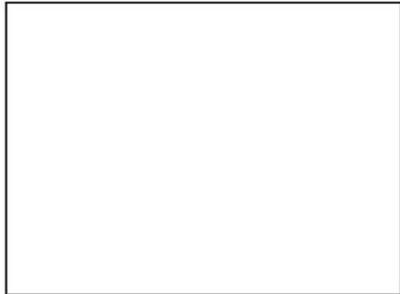
Describe movement  
of Camera



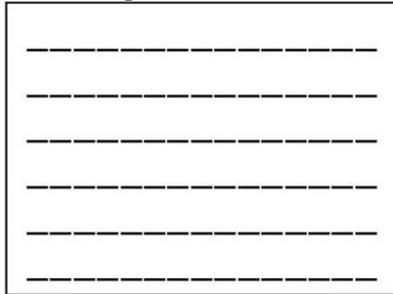
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Describe movement  
of Camera



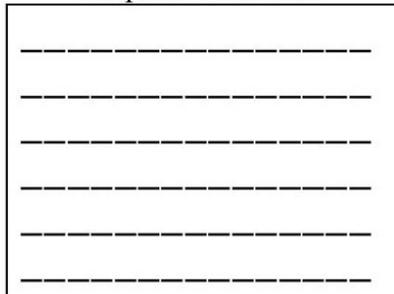
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Describe movement  
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Production  
Notes



## B. Video Project

You are going to make a 30 second video with music. This video does NOT have to make sense. You will be marked on how well you follow the instructions and your mastery of the technique needed for this program, not content.

Follow these steps:

1. Open Windows Movie Maker 2.6 (Start > All Programs > Windows Movie Maker 2.6).
2. Make sure that on the left side of your screen you have a window named Movie Tasks. If you do not, click on the button that says Tasks at the top of the screen.
3. Click Show Timeline near the bottom of the screen.
4. In the Movie Tasks pane, click on Make titles or credits.
5. Choose "Title at the beginning of the movie"
6. Type in the desired title. You may also choose to change the title animation or change the font or colour. When you are happy with your title, click Done, add title to movie.
7. From the Movie Tasks window, choose Import Video.
8. To find the movie files go to the **Student Data** folder, the **Assignments** folder, the **Comm Tech** folder and open the **Media** folder. In the **Media** folder there will be a **Video** folder which contains the video clips you may choose for your assignment. Choose a video clip and double click it.
9. You may repeat Step 7 to get different video clips for your movie.
10. Click on one of the movie clips shown and drag it down to the timeline, placing it after the title.
11. Fill the timeline with video clips until the time amounts to about 25 seconds. To get clips from other movies that you imported you will need to use the drop down menu next to the word Collections on the toolbar.
12. You can cut the clips down by dragging the handle after you have placed them on the timeline.
13. From the Movie Tasks window, click on Make titles or credits.
14. Choose "Add credits at the end of the movie"
15. Enter your credits in the same way that you did for your title. When you are finished, click Done, add title to movie.
16. Click on **Show Storyboard** near the bottom of the screen.
17. In the Movie Tasks pane, click on View Video effects.
18. Choose **1 video effect** and drag it on top of the star in the clip on the timeline you want to apply it to.
19. From the Movie Tasks window, click on View Video Transitions.
20. Choose at least **2 different transitions** and drag them onto the box between the movie clips where you want them to appear.
21. Click on **Show Timeline** near the bottom of the screen.
22. At this time trim any clips necessary to ensure that your movie is exactly 30 seconds.
23. To add music, click on Import audio or music from the Movie Tasks window.
  1. To find the music files go to the **Student Data** folder, the **Assignments** folder, the **Comm Tech** folder and open the **Media** folder. In the **Media** folder there will be a **Music** folder which contains the songs you may choose for your assignment. Choose a song and double click it.
  2. Drag your music clip on to the timeline in the line for Audio/Music and drag in the handle until it is 30 seconds long.
  3. In the next to the timeline, click on the + next to the video clips line. In the line for Audio, right click on each of the boxes and choose Mute to ensure that you cannot hear the audio from the video clips.
  4. Click at the beginning of the timeline and hit play to watch your video. Please note: you will need headphones to hear your music.
5. **Save your video as "Assignment 2" in your COM1005 Communications folder.**

## Assignment 3 - Photography

### Photographic Principles:

1. Using the Internet, find a definition and an example of each principle of photographic composition.
2. Insert the example you have found below your typed definition.
3. Below your example, type a description of how that example demonstrates the principle of composition.

The following are the 8 principles of composition you must use for your assignment:

- Rule of Thirds (including a diagram)
- Balance (Formal or Informal)
- Simplicity
- Framing (in terms of photographic composition, not the actual picture frame)
- Background
- Emphasis
- Depth of field
- Leading lines

This is what your page should look like!

Name of Principle
Typed definition of principle.
Picture from Internet which is an example of the principle.
Typed explanation of why you chose the picture above as an example of the principle.

Save your work as "Assignment 3 in your COM1005 folder.

## Assignment 4 - Print Media

Here is some information that you will need to read and understand before you begin the assignments.

<b>Principles of Design</b>	<b>Definition</b>
<b>Balance</b>	When objects are of equal visual weight, they are in balance. If you have several small items on one side, they can be balanced by a large object on the other side. Balance can be affected not only by the size of objects, but also their lightness or darkness.
<b>Proximity</b>	The Principle of Proximity tells you to put related items close together physically. Things that aren't related should be farther apart. The amount of separation between items or groups tells your reader how the material is organized.
<b>Alignment</b>	The principle of alignment tells us that every item on a page must be aligned with another item. The alignment of items creates cohesion. Ways to align material include: centered, left edges lined up or right edges lined up.
<b>Consistency</b>	Consistency in design is about making elements uniform — having them look and behave the same way. The font for various types of elements (eg. titles, body text) would all be the same.
<b>Contrast</b>	Contrast draws in your reader's attention and creates gives importance to objects based on how much they stand out. Create contrast by using type, textures, and elements like lines, boxes, or graphics, that are very different from one another.
<b>White space</b>	The portion of a page left unmarked: the space between graphics, margins, gutters, space between columns, space between lines of type or figures and objects drawn or depicted. the balance between positive (or none-white) and the use of negative spaces is key to aesthetic composition. A page crammed full of text or graphics with very little white space runs the risk of appearing busy, cluttered, and is typically difficult to read.

There are **2 parts** to this assignment:

### **A. Analysis of Print Advertisement**

Choose one advertisement to analyze from this website.

<http://www.myprofessionaladvertising.com/Sample%20Ads.htm>

Or...

Go online and find an advertisement of your choice!

Copy and paste the advertisement onto your page so that the teacher can refer to it when marking. Create a chart similar to the one below and fill in the right hand column by explaining how the advertisement you chose demonstrates each of the principles of design.

**Save this assignment as “Assignment 4 Print Analysis” in your COM 1005 folder.**

<b>Principles of Design</b>	<b>How this is shown in the advertisement I chose</b>
<b>Balance</b>	
<b>Proximity</b>	
<b>Alignment</b>	
<b>Consistency</b>	
<b>Contrast</b>	
<b>White space</b>	

## B. Your Own Project

You are to **create** a sample of the print media of your choice. Some ideas may include such things as:

- Music CD Cover (front and back)
- Poster (i.e. movie, upcoming concert; stop smoking; don't drink and drive; etc.)
- Advertisement
- Brochure
- Flyer
- Movie poster

Your project must be **computer generated** by any software that you feel comfortable using.

***Your mark will be determined based on the following:***

- Layout follows the elements and principles of design (**creativity and imagination** of final product are also considered here).
- How well you explain how you have demonstrated the principles of design.

To view a variety of different advertisements, type in "sample advertisements" in the Google search field, and click on images.

**Save this assignment as "Assignment 4 Project" in your COM 1005 folder.**

You must also create and hand in a chart similar to the one below on which you explain how you demonstrated the principles of design. Save your work as **Assignment 4 Project chart**.

<b>Principles of Design</b>	<b>How I demonstrated the principle in my project</b>
<b>Balance</b>	
<b>Proximity</b>	
<b>Alignment</b>	
<b>Consistency</b>	
<b>Contrast</b>	
<b>White space</b>	

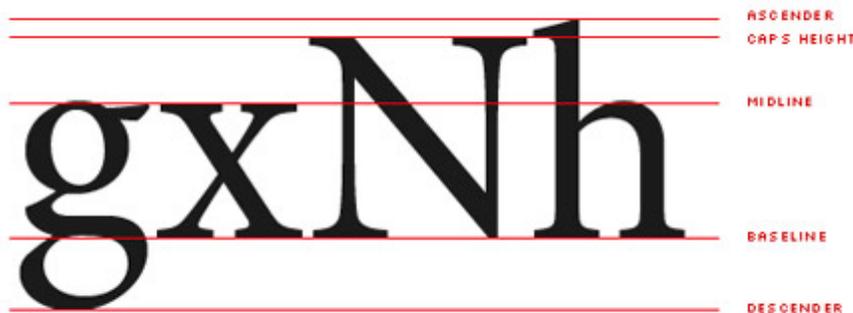
## Assignment 5 – Typography (2 parts)

Typography can best be defined as the arrangement and appearance of printed matter. The font, size, colour, modified effects (i.e. italics) and mobility (i.e. vertical, curved) of the text you create are all directly related to the visual impact of the message you are trying to convey.

**Part A** - Review the following typography terms.

There are generally five vertical measures of note in type design (from bottom to top): descender, baseline, midline, capline, and ascender.

- **descender** - That portion of a letter that falls below the baseline, as in 'j'.
- **baseline** - The line on which letter forms rest. Round letters like 'e' and 'o' normally dent it, pointed letters like 'v' normally pierce it, and letters with foot serifs like 'h' and 'l' usually rest precisely upon it.
- **midline** - the line that determines where non-ascending lower case letters terminate, as in 'c', 'g' and 'n'.
- **capline** - An imaginary line which runs across the top of capital letters. The distance from the cap line to the base line is the caps height.
- **ascender** - That part of a lowercase letter that rises above the midline, as in letters 'b'



- **serif** - Small decorative strokes that are added to the end of a letter's main strokes. Serifs improve readability by leading the eye along the line of type. i.e. Times New Roman, Cambria (with 'feet')
- **sans serif** - A type face that does not have serifs. Sans-Serif faces lend a clean, simple appearance to documents. i.e. Arial, Verdana (without 'feet')



You may want to use the following resources IF you are using **Photoshop** to create your design:

**Tutorials for this Project:** View these before you ask any questions about "How do I?"

- [Attaching Text to Path in Photoshop](#)
- [Modifying Text in Photoshop: The Character Panel, Warp Text, Rasterizing Text and Text Pattern Overlays](#)

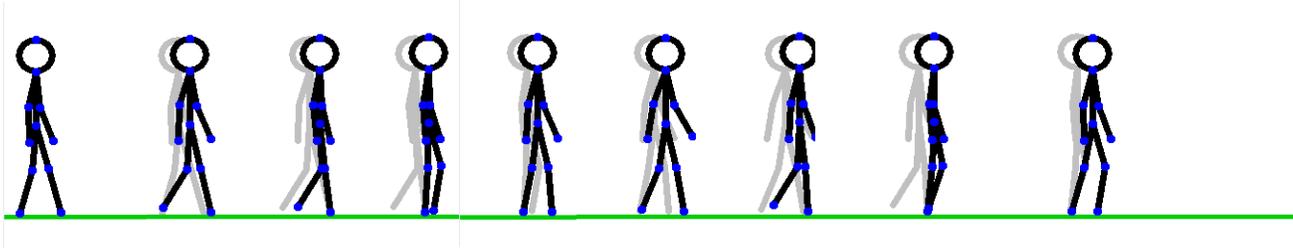
**Instructions if you are doing a Self Portrait:**

1. Open the picture in Photoshop. Resize or Trim your picture as needed. Your picture should be very large. Leave it this way, larger images are much easier to work with!
2. You will again create a New Layer and fill the background of this layer with WHITE (You can also use BLACK, if you are inclined to do your portrait in reverse or a COLOR, if you are attempting a portrait that includes the elements of Typography and Color.) Double-Click on the words LAYER 1 in the Layer Panel and change the name of your layer to BACKGROUND. CLICK THE LOCK ICON AT THE TOP OF THE LAYER PANEL TO LOCK YOUR LAYER SO THAT YOU DO NOT MERGE INTO IT BY ACCIDENT. Set this Layer above your photograph.
3. Use the EYEBALL icon to TURN OFF the BACKGROUND layer. You will be turning on and off the BACKGROUND Layer as you go to see the progress of your typography portrait.
4. Create a new layer, above your BACKGROUND layer and begin "drawing" your portrait. You will use your photograph layer as your guideline. You will be adding words and sentences in any fashion that appeals to you, with the goal being to represent the shapes and contours of your face with your words. I recommend the techniques below as a good starting point:
  - Attaching text (sentences and phrases) to paths to show facial outlines.
  - Creating word or sentence blocks, then erasing them to fit the contours of your face.
  - Creating word patterns and overlaying them on shapes that cover the contours of your face.
  - Using Text Warp and the Character Panel to fit words to the contours of your face.
6. When you have completed a section of your portrait that you like, MERGE YOUR LAYERS, but make sure you DO NOT MERGE THEM INTO THE BACKGROUND! SAVE EARLY, SAVE OFTEN!

## Assignment 6 - Animation: Walking Motion

Basically, animating a walk simply means producing two extremes (key drawings) and inbetweening them in a logical way. Unfortunately the human body is complex and the arms, legs, body and head all seem to move independently. The main action in a walk stems from the legs and lower body so we will begin by concentrating on these parts. Basically a walk is a continuous series of steps.

You will be completing this assignment using Pivot Stickfigure Animator. To complete this assignment you will need to make your stickman walk from one side of the screen to the other. Remember that the stickfigure should make small changes in position in each frame. The smaller the changes, the smoother the finished product will be. **You will probably need to use between 30 and 40 frames to complete this project.**



## Employability Skills and Personal Inventory

You must complete an Employability Skills Self-Assessment and a Personal Inventory once you have completed all of the assignments in this module. Please ask your instructor for copies of these.

## Handing in Your Work

Your completed assignments for this module must be saved in your COM1005 folder within your student media server folder.

Your completed module must consist of a Title page (cover page), all of the assignments (except the 30 second video assignment and animation project), a filled out Employability Skills Self-Assessment and a filled out Personal Inventory.

Follow these steps to bind your module portfolio.

## **Punching (DO NOT PUNCH MORE THAN 5 PAGES AT A TIME)**

1. With the handle in the upright position, insert sheets into the machine, making sure they are flush with the guide on the left side.
2. Pull the handle down to punch.
3. Return the handle to its original position.

## **Binding**

1. Place binding coil open side up behind the metal fingers.
2. Push the handle to the rear to open the rings.
3. Insert the paper, vertically, front cover facing you.
4. Lay paper down, horizontally.
5. Return handle to upright position to close rings.
6. Lift vertically to remove bound document.