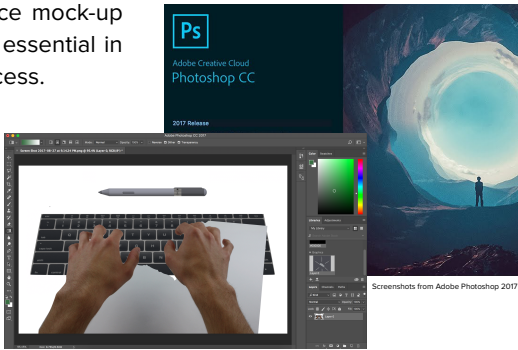




ADOBE PHOTOSHOP 2017 INCORPORATION

Graphics editor, Adobe Photoshop (2017) was implemented in order produce mock-up advertisements inspired from the sketched concepts. Using Photoshop was essential in the presentation of these concepts and a pivotal tool in the entire design process.

- Using Adobe Photoshop in my 2017 portfolio my allowed me to:
- Quickly create high-quality, realistic mock up advertisements.
 - Quickly change and alter such advertisements to better suit my cliental.
 - Visualise how the ad would look in a real life context (i.e up on a billboard).



THE HANDS

Advertising researchers have found that the skin tone of a model in advertising influences ones evaluation of the advertisement as well as evaluation and purchase intent of the brand. Often its only sub-consciously noted, however the subtle changes in the skin colour and tone of a model can directly influence the effectiveness of an ad, which inherently increases sales of the subsequent product.



The above Apple advertisements all use hands that exhibit a healthy, tanned skin tone with a warm glow. In our society, this appearance is highly desirable and is thus used as a promotional tool by companies like Apple, to position and influence their audience. In order to recreate this skin tone in my own advertisement I needed to utilise photographic experimentation and digital manipulation. In short, in order to create these healthy, 'desirably looking' hands I needed to:

- Ensure that the hands were photographed on a green screen mat.
- Ensure the hands received adequate & balanced lighting whilst being photographed.
- Ensure that several photographs were taken from different angles.
- Ensure that they were digital enhanced

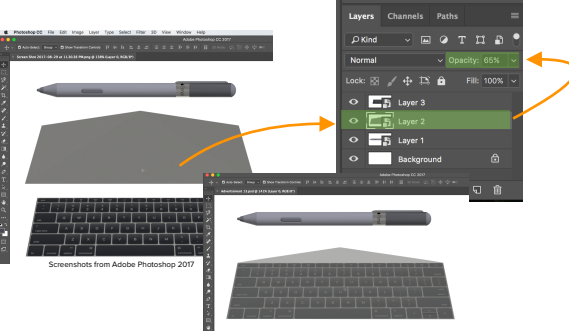


PROBLEMS AND OBSTACLES WITH PHOTOSHOP

Over the course of this lengthy production process (involving both photography and photoshop) there were numerous difficulties, problems and constraints that would arise. Constructing a transparent appearing keyboard and cropping of the model hands were two challenging aspects. These two challenges are summarised below along with how each were overcome.

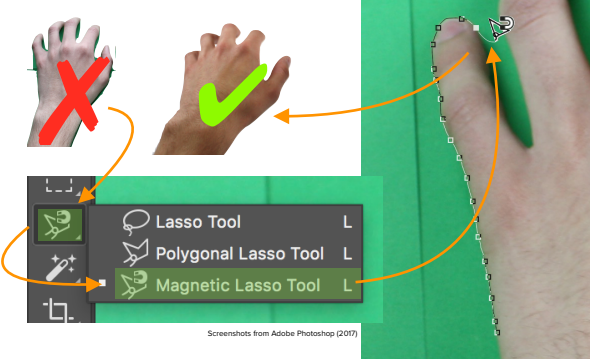
Transparency

The holographic keyboard element in this design is neither completely opaque nor completely transparent. It is, and should be shown as partially translucent. In order to effectively show this in photoshop I ensured that that each component was a seperate layer and changed the opacity of the pyramid shape.



Cropping Hands

Initially the alpha tool and polygon lasso tool were used to 'cut out' the model hands from the green backdrop, however these methods left a slight green outline around the hands. The magnetic lasso tool however worked, and a clean cropping was achieved.



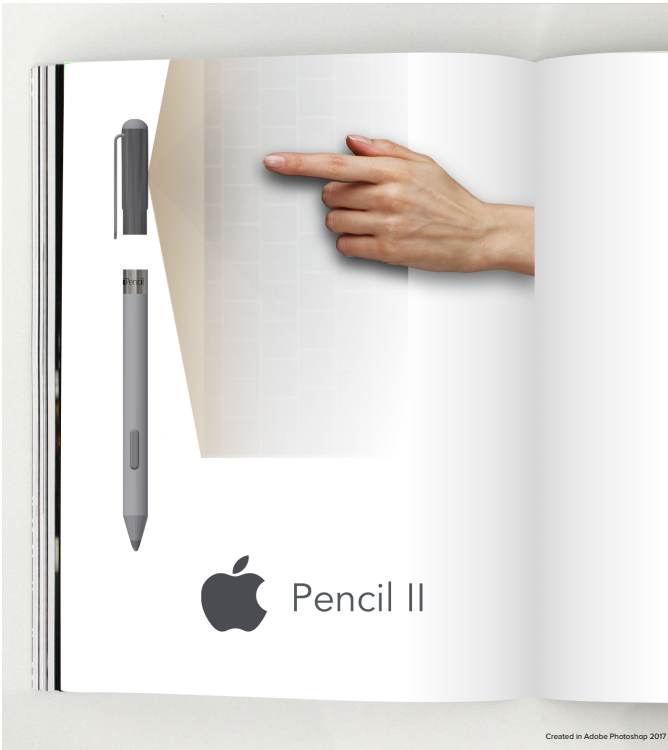
PHOTOSHOP VISUALISATION #1

The first concept to be designed and developed in photoshop was the third sketched concept. This visualisation concept was a magazine page advertisement that showed the Apple Pencil II detached into its seperate parts — shown vertically. **Space** is used in the advert to shown the detachment of parts. The holographic keyboard is active and shown and a model hand was placed on top of the keyboard.

The appealing component to this advertisement was that it:

- shows the Apple Pencil II up close & in **high quality**
- is not text heavy at all
- shows the Apple Pencil II detached into its seperate components

An Apple magazine advertisement would appear in high-grossing magazines such as National Geographic or Vogue. These magazines are extremely popular and would most likely be read by my intended market.



Portfolio 1

Intended Target Market — Middle-aged Professionals

The first portfolio discussed how the intended market group that the Apple Pencil II would be targeted towards would be middle-aged working professionals (meaning individuals between about 30 - 45 who work in a professional industry).

PHOTOSHOP VISUALISATION #2

Photoshop visualisation #2 was a billboard advertisement that doesn't show the product in situ, rather it solely shows the product in a graphical arrangement that is eye-catching. Thus, the central aim of the advertising campaign was to promote the Apple Pencil II and to spark interest around it, not to teach an audience or market about how it works or what it does exactly.

The visualisation concept shown below has a holographic keyboard surrounded by six Apple pencils pointing towards it. **Symmetry, unity** and **balance** are incorporated in this arrangement in order to create **visual interest** in the advert. In addition to this, it creates a **focal point**. This focal point draws a viewers eye to realise the new keyboard function that the Apple Pencil II offers.

Using photoshop, I then superimposed this concept onto a iconic billboard in Chicago. This process helps to visualise how the advertisement would look from the viewers point of view.

