

1. I thought I would share my work from a free Continuing Ed class I am taking now. This Book Cover assignment was done in Photoshop. Audience is potential real estate clients. The challenge was showing dramatic photos from my collection to demonstrate experience. Giving attention to the title was warping with twist and inflate options, then bevel and emboss, and drop shadow. Photos were given clipping adjustment layers for vibrance, curves, levels, exposure, or hue/saturation. One image was adjusted separately with HDR toning. Some were rotated 10 degrees for visual offset. Text was given slight coloring and image glow.
2. In this iPod Ad assignment, my concept expresses my passion for drone photography with the silhouette of myself holding the 20 megapixel one-inch sensor camera drone and controller. I used one of 40 different reference photos that expressed the feeling with a slight angular design. Adobe Illustrator tools used were mainly the pen tool selecting different fills and strokes to apply to many layers, along with the eyedropper tool, rectangle tool, and text tool. Layers had to be stacked in a certain order for certain segments to appear above others. Numerous anchor points were converted to smooth, and other anchor points were adjusted to the reference photo. This seemed rather tedious while low on the learning curve, especially after Photoshop rather easy painting.
3. This Portraits assignment went rather quickly. I had to adjust and enhance the reference photos before doing an image trace and color selection.
4. For the Playing Card Design, at first I was thinking of doing something like a dragon; then I thought of a photo I took of Fuego spreading his wings up on some rocks at Grimes Point Seal Beach Overlook at Big Sur. (This was at 11:12 a.m. on May 22, 2018 with 400mm on a 30 megapixel camera at ISO 200 that allowed for heavy crop, but poor display image. Yet you can see this is rectified in Illustrator). I chose spades for its image shaped somewhat like motion and wings. I took my photo, cropped and cleaned up in Photoshop, to rasterize and do an Image Trace. I did Expand, and selected the head with Magic Wand. I thought I would color scheme his red head with a red king of spades. Then used Eyedropper to select the same red color as the spade. This colored more than the head, but I like the overall effect, that seems to give balance between the black and the gray. I chose Herculanum font to lend strength to “California Condor” and Braggadocio font to lend bravado to “Fuego,” the name for white-tagged 70, and which means “fire” or “hearth” – in keeping with the red, black and gray theme. I think this design may appeal to anyone from mature bird photographers and nature lovers to younger action-figure gamers. [You can see YouTube Paul Emus for videos on the Big Sur Condors.]
5. For my Logo Design assignment, my idea was to use a communication symbol for Emus Communications. So I copied a WiFi symbol off Google Images, and rotated and vectorized it as part of the “C” of “E Com.” I was going to spell out Emus Communications underneath, but there was dead space on the right, so I wrapped it around. The Pen Tool was used to trace a WiFi band for a mask after the “E.” Selection Tools adjusted and positioned the “Com” for combination cutouts. The Rounded Rectangle Tool created a shape with the Type on a Path Tool. I think freelance clients for photography or multimedia services can see this as a professional and involved business. The main advantage of Illustrator over Photoshop is that you have vector images that can be scaled up without having any pixel jagged edges.