

## The Food Wranglers

You have just been brought on as the Graphic Designer to help create a 4" x 7" promotional for a new startup called "The Food Wranglers". The Food Wranglers is a California based restaurant consulting team, which offers their consulting services to improve existing restaurants and help in the creation and development of new restaurants. From menu design, to recipe enhancement, to kitchen layout, to personal management — they do it all. They desire a bold, yet classic, yet modern / cutting edge professional identity, but they want to keep it fun as well – yet not tacky.

A design sketch had been drawn up calling for a prawn seated on a fork. A lemon zest then balances on top the prawn. These photographic elements were then photographed and have been passed on to you. Now it is your job to create the promotional and further develop the identity of The Food Wranglers. Good Luck!

The purpose of this project is to:

Gain more experience using all the tools that you have learned

Using Layers

Using Layer Masks

Using Selections and Masks and refining them

Having to use multiple canvases

The Clone Stamp tool

Layer Styles

Gradients

And Text

### Setup, Layout, and Technique

- The promotional must be 4" x 7" at 300 dpi – RGB
- Save your file as a .PSD with a file name that includes "Proj\_1\_" then your first initial then an underscore (\_) and then your last name. In example: Proj\_1\_S\_Hussein.PSD
- Your final comp must include the Prawn w/ Zest seated on the Fork and look as photo real as possible.
- You must clean up the Prawn and Zest, removing the pins holding it together.
- You must include the text "The Food Wranglers". Spend time choosing the font you feel appropriate for their identity. Go to <http://www.1001freefonts.com> to view and download free fonts if you are capable. (I do not know if you can load them onto the school's computers.)
- You must use a layer style (i.e. Drop Shadow, Stroke, Outer Glow, etc.)

- You must include a gradient background. The client has mailed you some paint chips of colors they like – but then again they are only the client. Many times they don't know what's best for them. You do have some creative license.
- You do not need to create a solid bar along the side as I have.
- You must use Layer Masks. If you destroy the image by using the eraser or selecting and deleting you will be marked down heavily.
- You must name your layers and manage them appropriately. Keep different elements on different layers to ensure flexibility. Delete unnecessary layers.
- You must make good, clean, appropriately feathered selections. One of the primary critiques of this project is the smooth transitions between the different images. Pay attention to details and to the detail of your work. This is Photoshop not PhotoSlop!

### **Project File Submission**

- Make sure your project file is named correctly. (Proj\_1\_S\_Hussein.PSD)
- Submit your un-flattened Photoshop file (.PDS) to Black Board.

You will have two weeks to complete this project. Late projects will drop a full grade (an A will become a B). All projects are absolutely due by the end of class on the last day of classes before finals week.

Do not waste my time with a really crummy project – one in which you did not put an honest attempt into. I will give you a negative grade, which is worse than if you never submitted it in the first place.

**Upon finishing, review the Grader and ask yourself if you accomplished all these tasks.**

**Be creative, experiment, and go above and beyond.**