

# CS 2033

## Multimedia and Communications II

# Assignment 1

## DVD Cover

## Overview

Your assignment is to design the DVD cover for a brand new (made-up) movie! You will be choosing a title from a provided list and then creating most of the relevant details about the movie on your own. There are specific technical requirements, like the layout, size, and resolution of the cover file, and several other required elements to be included in the design of your movie's cover. However, there is also a lot of room for using your imagination so let your creative juices flow as you design the DVD cover for this new film!

The title for your movie **must** be one of the titles listed below exactly as it is given (i.e. do not add extra words or change any of the words in the chosen title).

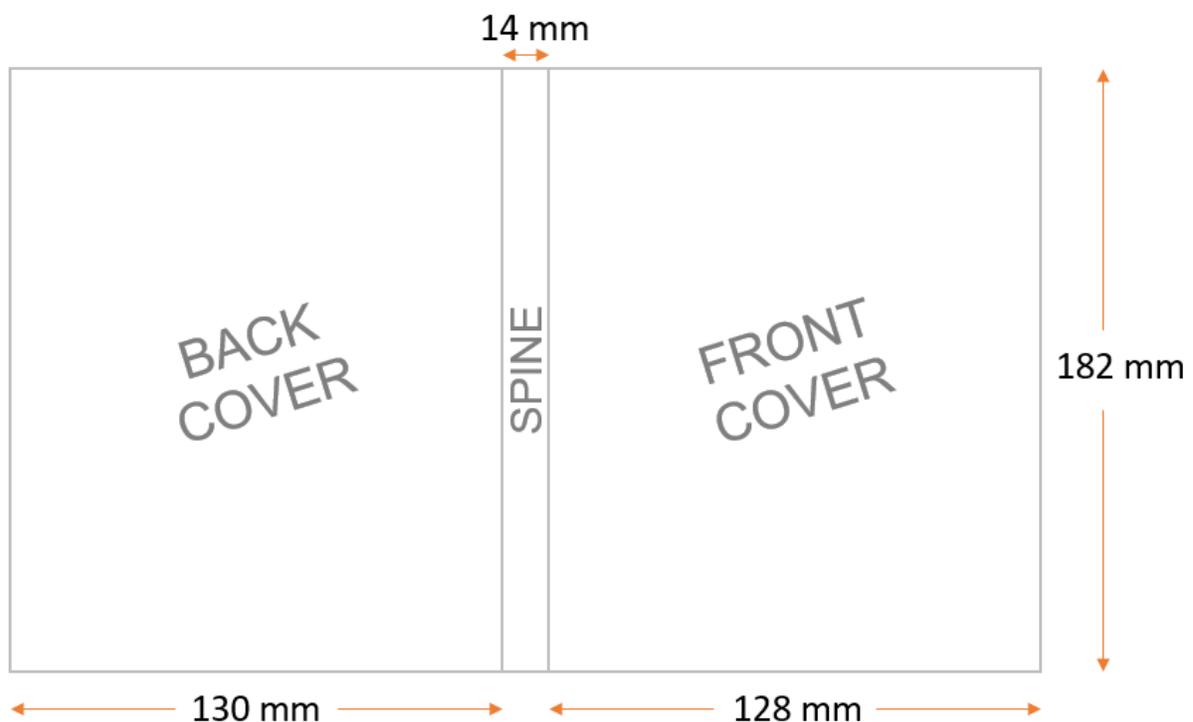
It is up to you to decide the genre of the film and write a short summary (about 3 to 6 sentences – but quality is more important than quantity) about the film based on the title you choose. This part is completely up to your imagination and interpretation, so be creative with it. You are also required to select a famous movie star who will act in the film, and you (yes, you!) will also be a star of the film. More information is provided below about how and where to include the movie summary and actor/actress names and the other requirements.

Movie title choices:

- The Magician's Dream
- Wish Upon A Star
- Twelve Hours
- Sahara
- An Evening In Barcelona
- Our Time
- Deep Cavern
- Pharaoh

DVD covers are designed as one large document that includes all 3 panels of the cover: the front, the back, and the spine. These panels have to be laid out in a particular format so that they can properly fit into the DVD case and so that each of the panels is displayed in the correct location of the DVD case. The figure below shows the layout and dimensions of the cover. These dimensions are in mm, so you may have to do some math to convert these numbers to inches and/or pixels (based on a resolution of 300 PPI).

Note that you do not actually have to print out your DVD cover, but you must follow this layout and dimensions.



When creating the document in Affinity Photo, it may help to use the Gridlines (View > Show Grid) and/or Rulers (View > Show Rulers) to help locate where each of the panels will start and end. You may also want to add a vertical line or rectangle shape to indicate the dividers between the panels. However, this line or rectangle should later be hidden or deleted unless it seamlessly blends in with the design of the cover. Lines or shapes that look obtrusive or do not fit with the overall cover design will result in deducted marks.

## Overall Requirements

- An Affinity Photo file (.afphoto) **must** be provided.
  - If you prefer to use Photoshop, you may do so as long as you convert the .psd file to an .afphoto file when you are finished. PSD files will **not** be marked.
- Save your work early on and continue saving regularly so you don't lose any work! Make backups on other drives/email to be safe.
- Create a single Affinity Photo file that contains all 3 panels of the DVD cover in the same document, laid out exactly as shown and described above
- The Affinity Photo file must be named with the format:
  - dvdcover\_*username*.afphoto (*username* is your UWO username)
- Export the Affinity file as a JPG, and name it with the format:
  - dvdcover\_*username*.jpg (*username* is your UWO username)
- Create a folder in your Panther server space called **dvd** and upload both files (.afphoto and .jpg) into this dvd folder.
- Keep all layers separated and give them appropriate names. Do not merge layers or add multiple elements within the same layer.
- It is recommended, but not required, that you create folders/groups in Affinity to hold the layers of each panel. For example, have a folder for back panel layers, a folder for spine layers, and a folder for front panel layers.
- You **must** use copyright-free pictures. Marks will be deducted if you use copyrighted images. See the References section below for more information.
- Keep track of the URLs of any images you take (from these copyright-free image sites) so that you can easily reference them in the submission.
- Use the sizes as shown in the diagram above, and as listed here:
  - Back Cover panel is 130 mm wide
  - Spine panel is 14 mm wide
  - Front Cover panel is 128 mm wide
  - Entire canvas is 182 mm tall
- DVD covers are intended to be printed (but you don't have to actually print it) so use a resolution of 300 PPI.
- Choose colours, fonts, and other design styles that are appropriate for the movie title associated with your DVD cover.

## References

For this course, you are **required** to use copyright-free images only. This means you will no longer be allowed to do a simple Google Image search and use any image that comes up on there. Marks will be taken off if you use images that are copyrighted.

The following websites are acceptable and encouraged as they have many copyright-free images that are high definition and free to use!

- Pexels <https://www.pexels.com/>
- Unsplash <https://unsplash.com/>
- StockSnap.io <https://stocksnap.io/>
- Negative Space <http://negativespace.co/>
- Life of Pix <http://www.lifeofpix.com/>
- Cupcake <http://cupcake.nilssonlee.se/>
- Foodiesfeed <https://foodiesfeed.com/>

If you find an image on a *different* website that you think is copyright-free, it is **your responsibility** to find the terms and conditions regarding copyright. Sites will usually have a page that explains their copyright policies. If you use an image from a site other than those provided in the list above, you will have to find the site's copyright policy and keep track of the link to that policy. This link will have to be included in your submission on OWL so the TAs can determine whether or not your image is indeed copyright-free. Do not ask the instructor or TA to find this copyright policy for you. Failing to find a copyright policy will result in deducted marks. The best option is to just use images from the sites above so that you won't have to look up their policies!

Example: The Pexels policy is found here: <https://www.pexels.com/photo-license/>  
Note that Pexels is one of the acceptable sites listed above so you don't have to provide this license link, but this is an example of what most stock photo sites will have somewhere on their website, but often with different policies.

## Page Requirements

### *Back panel*

The back panel's requirements are:

- Include 2 or 3 critical acclaim quotes/ratings
- Include your movie summary (3-6 sentences)
- Include a picture that could be taken from the movie (must be relevant)
- At the bottom, provide a summarized list of credits for actors, producers, directors, etc. (make up names for this)
- Include the anticipated rating for the movie (i.e. E, PG-13, R, etc.)

### *Spine panel*

The only requirements for the spine panel are:

- Include the full title text rotated 90° so that it reads sideways when looking straight on at the entire cover document
- Include a small image or symbol related to the film on the spine

### *Front panel*

The requirements on the front panel are:

- Include a large picture that could be taken from the movie (must be relevant)
- Include the 2 primary movie stars' names at the top – one of which must be your own name!
- Include the movie title in large, emphasized font
- Include a short tagline or slogan that relates to the theme or story of the movie

## Technical Requirements

In the design and development of your DVD cover, you are required to include specific elements and apply certain effects as outlined in this section. The location and usage of these technical requirements is up to you, as long as they are noticeable upon looking (i.e. do not make them so tiny that they are only seen when zoomed way in). You will have to provide notes in the OWL Submission box about where you applied each of these effects (more information and an example is provided in the Submission section below).

- Apply one or more of the following colour Adjustments:
  - Selective Color
  - HSL
  - Lens Filter
  - Black and White
  - Brightness and Contrast
- Create a Mask Layer and apply a Gradient within the mask
- Create a Clipping Mask with one or more foreground layers

## Inspiration

Here are some actual movie DVD covers (click the link below to view them). These were likely made by teams of professionals in graphic design so don't feel that yours have to be at the same level as these. However, it's still good to aim high and be inspired by them!

<http://www.csd.uwo.ca/~bsarlo/cs2033b/assignments/dvd/examples/>

## Submission

1. Go through this document again and verify that you completed the assignment exactly as instructed.
2. You **must** upload the 2 completed files to panther.uwo.ca via FTP.
  - a. Use WinSCP, FileZilla, or another FTP program.

- b. Login to your web space on Panther using your UWO login information. Refer to Lab 1 if you need a reminder.
  - c. When logged in, click into **cs2033** (should have been set up in Lab 1)
  - d. Create a subfolder in cs2033 called **dvd**
  - e. Transfer the 2 required files (.afphoto and .jpg) into this dvd folder.
3. Verify that all the files uploaded properly.
  - a. Open the following link (replacing **username** with your Western username): <http://publish.uwo.ca/~username/cs2033/dvd/>
  - b. You should see the 2 files listed there. If you don't, retry the previous step to upload them.
  - c. Click on each file listed there to make sure they open properly. The JPG should open in the browser and the Affinity file should download to your computer. If that works for both your files, then you can proceed to the final step! If not, check the file permissions in the FTP program and check that all your files are still openable from your computer. If something went wrong during the rendering process, you may have to re-save and re-upload them.
4. Submit the link on OWL.
  - a. Navigate into the CS2033 Assignment 1 page in OWL.
  - b. In the first line of the submission textbox, type in the name of the movie you chose from the list above and make it **bold**.
  - c. Copy and paste your movie synopsis (the same text as used on the back cover) into the textbox below the movie title.
  - d. Insert the link of your Panther dvd folder into the submission text box on a new line (replacing **username** with your Western username):  
<http://publish.uwo.ca/~username/cs2033/dvd/>
  - e. Under the link, write the words "Affinity Notes:" and then provide bullet point notes to explain where you included each of the technical requirements (colour adjustment, mask layer, and clipping mask).
  - f. Hit Enter a couple times to create empty lines after the link.
  - g. Write the word REFERENCES:
  - h. Add each of the image references below that for all images used in the dvd cover (remember they all have to be copyright-free AND you have to cite them).
  - i. IF you chose to use any images from sites other than the ones listed as acceptable resources, then beside/below these images' references, include the link that points to the license policy for the website from

which you downloaded that image (failing to do this will result in deductions).

- j. Submit the assignment on OWL. Do not just save it and leave. Ensure that it is submitted! Check your email right away and look for the automatic OWL email verifying your submission. Keep this email in case of any discrepancy.

An example of the submission textbox on OWL for Step 4 of the submission process is shown here

\*\* Reminder that you do not have to include a link to the license page for Pexels since it is an accepted site but the bottom part of this example is to show you how you would show the licensing if you take images from non-accepted sites.

**An Evening In Barcelona**

Two brothers, Don and Brennan, travel to Barcelona to investigate what had happened to their parents many years before. Their journey brought them across interesting characters around the Spanish city who helped shine a light on the young men's family history. Through their haunting discoveries, they were left to question their own moral code and wondering who they could actually trust. Follow Don (Michael Cera) and Brennan (Bryan Sarlo) in their trek as they spend an evening in Barcelona.

<http://publish.uwo.ca/~bsarlo/cs2033/dvd/>

Affinity Notes:

- Clipping Mask is applied to the movie title on the front panel
- Lens Filter effect applied to picture of [citybus](#) on the back panel
- Mask Layer with gradient is in the main picture on the front panel

REFERENCES:

Image of man: obtained from <https://www.pexels.com/photo/shallow-focus-photography-of-man-1300402/> \*\*

Image of me: taken by my parents

Image of [Sagrada Familia](#) church: obtained from <https://www.pexels.com/photo/brown-painted-infrastructure-beside-trees-819764/> \*\*

\*\* Pexels license: <https://www.pexels.com/photo-license>

body p Words: 151, Characters (with HTML): 1539/100000