

notes on working with copy and copywriters. A designer usually receives “copy” or text from a copywriter. It is the designer’s responsibility to use the copy exactly as it comes from the writer. That said, a designer’s job is to work with the copy and images creatively, as well as in a manner that attracts an audience, and leads them through the text. So there are requirements (using the text in the designated format), and lots of creative freedom (typstyles and sizes, placement, organization and composition). In the headline, you can take liberties with capitalization. You can create your own “paragraph” signals. This is the problem-solving a professional designer deals with every day! The “copy” for this exercise is below.

head Selfies:

sub-head Why We Love Taking and Viewing Photos of Faces

body (text) How many photos of you are on your phone right now? These days, humans take almost 1 trillion photos a year. (To put that into context, that’s more photos every few minutes than in the entire 19th century.) And lots of these photos are selfies—self-portraits, usually taken with a smartphone. Nearly 300 million Instagram photos have been tagged with the selfie label. So self-portraits are about self-image—how we define ourselves.

On Instagram, pictures with human faces are 38 percent more likely to receive likes and 32 percent more likely to attract comments than photos with no faces. Faces not only compel us, they can drive us to action. Online, we follow the eyes of the people we see on screen. Looking directly into the camera can help make a direct connection with someone.

So are selfies great for us or bad for us? It all depends on how—and how often—we turn to them. It depends on how you use it. If you’re using it as a tool to document feeling good about yourself and you’re just taking mementos of living a great life, that’s fine.

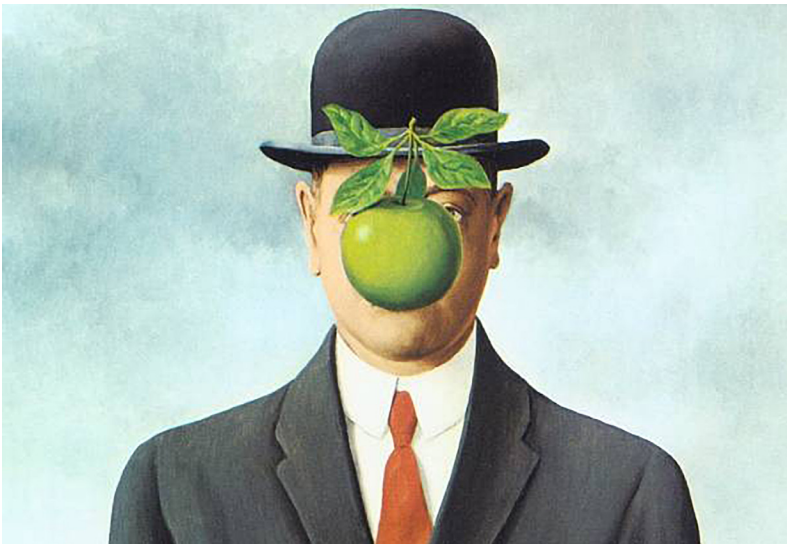
sidebar selfie tips

1. use good lighting
2. get the best angle
3. crop the shot
4. take time to edit
5. break the rules!!!

Doing additional subject research can often help you develop a conceptual strategy in your layout.

There are many articles on the history and rise of the selfie, this is an interesting article.

<http://www.salon.com/2017/01/08/this-is-your-brain-on-selfies-the-science-of-self-portraits-faces-art-and-the-mind/>



imagery

You must use one image in your layout.

You may choose one of the images at left (I will provide the image tiff file), or use your own photograph.

Although you must choose one photograph to work with, you may alter the image in any way by changing the scale of the image, cropping the image, using a clipping path to extract the subject, repeating the image, or changing the nature of the image in Photoshop or Illustrator.