Homework 02: Course Banners for UMBS

Goal: Develop conceptual color palette, master Layers order and organization (groups), gradients, color modes (RGB); understand designing for serial products. Use conceptual approach to the images selection (crop, shot, message). Master analogous and monochromatic harmonies and use of tints, shades, and tones. Experiment with gradations and quaternary colors.

Software: Photoshop for image adjustments and editing. Photoshop or Figma for banners layout.

Elements: Background images (that you prepared during step 1), U-M logo, foreground text. Use the courses titles provided in the assignment description on Canvas. Don't remove, distort, or modify the size, font, or position of the logo, button, backgrounds blocks. Do not change the text color.

Deliverables
Page 1: submission checklist
Page 2: eight mockups ("place" on the template provided)
Page 3-4: color palette, and color harmony mapped to RYB color wheel; image credits, shots types and composition comments provided. Sketches (Rule for Thirds placement).

Digital submission only (Canvas).

Concept & Ideation:	%
Your design supports the message. Visuals used are relevant for the season and **Michigan** environment	10
The visuals provide insight in the word of nature: use close-ups, medium close ups, and medium shots only	10
Design principles:	
Unity: images and color palette are in harmonious agreement and form conceptual color theme	10
Composition: the Rule of Thirds is applied comprehensively	5
Color: Color harmony is used comprehensively (analogous for the entire set; monochromatic for each banner).	10
Technical skills:	
Layers' order maintained. Foreground elements are not modified.	5
Images, text, and other layout elements are free of distortion and skewing	5
Text content is updated with relevant information for the number and course titles	5
Color, brightness, and other images adjustments are applied if needed	5
Free space and contrast for text / logo and background is allowed	10
Simultaneous contrast used comprehensively to support the text and UI (buttons). Drop shadow effect is applied.	5
Color blocks have uniform saturation; tints, shades, tones have consistent intensity. HEX values provided.	10
Images credits included. Labels for the shoots types are provided. Comments on composition provided	10
	100

Incomplete submission (points are reduced based on the number of deliverables missed).
Assignments completed by less than 50% will be marked "Late"
Discussion comments are missed or are not meaningful (-5%) or Late submission (-10%)

LSA BIOLOGICAL STATION — University of Michigan
ENGLISH 221
The Art of Observation
Discover the magic of the natural world at the University of Michigan Biological Station (UMBS)
SUMMER SPRING '24
Register Now

LSA BIOLOGICAL STATION — University of Michigan
EEB 443
Biology of Insects
Discover the magic of the natural world at the University of Michigan Biological Station (UMBS)
SUMMER SPRING '24
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LSA BIOLOGICAL STATION — University of Michigan
EEB 455
Ethnobotany
Discover the magic of the natural world at the University of Michigan Biological Station (UMBS)
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LSA BIOLOGICAL STATION — University of Michigan
EEB 405
Agroecology
Discover the magic of the natural world at the University of Michigan Biological Station (UMBS)
SUMMER SPRING '24
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LSA BIOLOGICAL STATION — University of Michigan
EEB 405
Insights from Trees
Discover the magic of the natural world at the University of Michigan Biological Station (UMBS)
SUMMER SPRING '24
Register Now

LSA BIOLOGICAL STATION — University of Michigan
EEB 453
Field Mammalogy
Discover the magic of the natural world at the University of Michigan Biological Station (UMBS)
SUMMER SPRING '24
Register Now

LSA BIOLOGICAL STATION — University of Michigan
EEB 321
Rivers, Lakes, & Wetlands
Discover the magic of the natural world at the University of Michigan Biological Station (UMBS)
SUMMER SPRING '24
Register Now

LSA BIOLOGICAL STATION — University of Michigan
EEB 330
Biology of Birds
Discover the magic of the natural world at the University of Michigan Biological Station (UMBS)
SUMMER SPRING '24
Register Now

#A884E5	#8C75EE	#7086E6	#627EC8	#5882C7	#5280BE	#448BC0	#1081A6
#5A3C8D	#433997	#263782	#233A79	#1D3D73	#173967	#133C5B	#0A4559

Color Harmony for the whole set: Analogous Colors
Color Harmony for each banner: Monochromatic

Images Credits & Shots Types

English 221: The Art of Observation, Close-up, Eye level, Dynamic, Photo by Gabrielle Hensch on Unsplash
EEB 443: Biology of Insects, Close-up, 45 Degree angle, Dynamic, Photo by Kat Kelley on Unsplash
EEB 455: Ethnobotany, Close-up, Eye level, Static, Photo by P Mantha on Unsplash
EEB 405: Agroecology, Extreme close-up, Eye level, Static, Photo by József Szabó on Unsplash
EEB 405: Insights from Trees, Close-up, Eye level, Static, Photo by Chandler Cruttenden on Unsplash
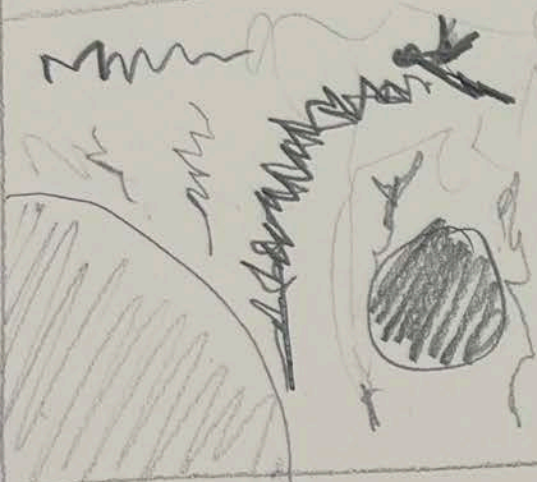EEB 453: Field Mammalogy, Medium close-up, Eye level, Dynamic, Photo by Gena Okami on Unsplash
EEB 321: Rivers, Lakes, & Wetlands, Medium close-up, Eye level, Static, Photo by Josie Weiss on Unsplash
EEB 330: Biology of Birds, Medium close-up, Eye level, Dynamic, Photo by Bruno Guerrero on Unsplash
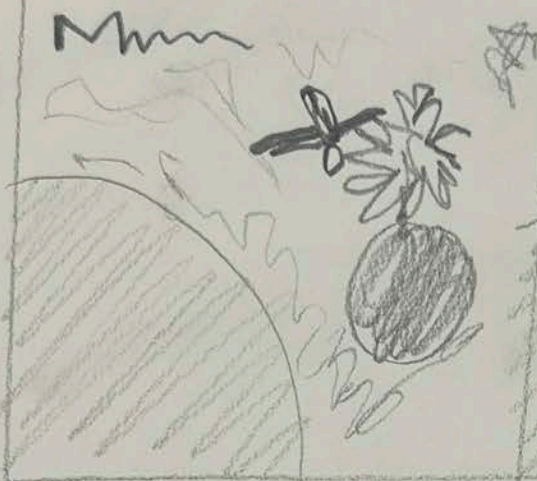
Tones
Shades
Purple
Red
Blue
Tints
Orange
Green
Yellow
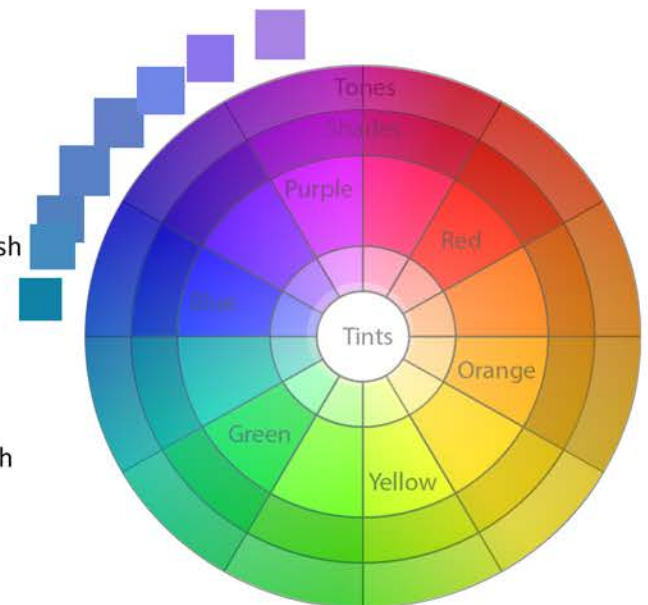
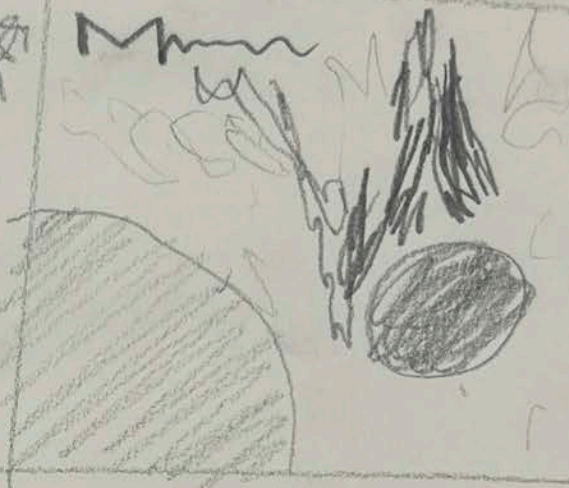Map your colors on the Color Wheel.

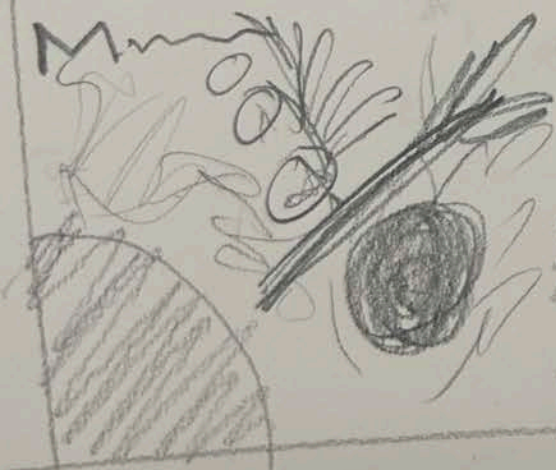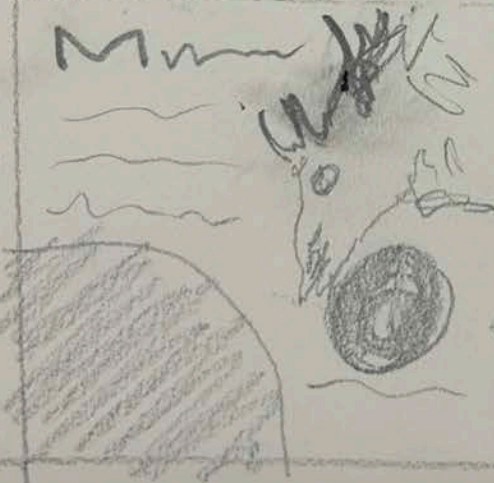| A884E58 5A3C8D OBSERVATION | 8C75EE & 453997 INSECTS | 7086F6 263782 ETHNOBOTANY | 627EC8 233A7 AGROELOLOGY |
| 5882C7 1D3D73 TREES | 5280BE 173967 MAMMALS | 448BC0 133C5B WATER | 7081A6 0A4559 BIRDS |