Chapter & Verse Intern Test

Assignment

Dear Potential Chapter & Verse Design Intern,

We're happy to know you are interested in interning with Chapter & Verse! Your portfolio shows promise and we hope that we are a good fit for each other. To help us understand your capabilities we'd like you to go through a series of exercises. These exercises are either based on past projects or are fictitious. They are representative of the type of work you might be doing while interning with us. Nothing that you send us for this exercise will be billed or used. It will simply help us to determine what your strengths are and how much instruction you may need. Hint: unless you are instructed to do so, never embed images, or convert fonts to outline.

Specifications (Specs)

Intern Camp T-shirt

a. **Find the image, "Bad-Photo.jpg", and perform the following edits:**

i. Remove all of the "dirt" from the image.

ii. Rotate the image so the guy is standing straight.

iii. Using Smart Objects, comp the design, "Intern Camp Shirt Design.ai" onto the shirt. Try to make it look as real as possible using shadows, light and perspective (The design should cover the whole shirt, including the sleeves).

iv. Make sure you name your layers and keep the whole thing non-destructive. Watch this video for more on non-destructive techniques: http://www.smashingmagazine.com/2012/03/09/top-non-destructive-photoshop-techniques/

Ahnu Brand Book Update

a. **Replace the following low res images with their high-res counterparts in the exact same position (replacements are found in the "New Images" folder):**

i. Trees on page 2

ii. Headstand on page 6

iii. Mountain background on page 8

b. **The stacked stones image on page 4 can't be used and needs a replacement.**

i. Find a royalty free image online that looks as much like the stacked stone image as possible and replace it with a low res comp. Use un-watermarked images if you can.

c. **The image of the iPad with map and Golden Gate Bridge is a composite of 3 comp images. It needs to be replaced with high-res, licensed, images.**

i. Find the low res comp image in the "Links" folder.

ii. Find the 3 licensed images that make up the composite in the "New Images" folder.

Specifications (Specs) Continued..

iii. Create a new composite that matches the low res exactly (the map will be slightly different).

iv. Replace the low res image in the Illustrator file with the new high-res composite that you make, in the exact same position.

d. Save the updated document with a new filename, "Ahnu Brand Book Digital Update.ai".

e. Save an emailable pdf proof with down sampling set to 100, Jpg, Maximum, and "Preserve Illustrator Editing" unchecked.

Amtrak Cascades Print Ads

a. Resize an Amtrak Cascades print ad.

i. The file, "Amtrak Cascades Print.ai", includes 5 print ad layouts for the Amtrak Cascades campaign.

ii. Create a new full-page newspaper ad with the following dimensions: 10.54 x 22.36. Choose whichever ad works best for the layout, but make sure the visual hierarchy of the ad remains consistent. Name the new ad, "Amtrak Cascades Print 10.54 x 22.36".

1. Make sure the images are no less than 100ppi at this size.

2. If you are having trouble making all of the pieces fit, consider simplifying copy without losing important messaging.

b. Create a new Amtrak Cascades print ad

i. Using the same dimensions from the file, "Amtrak Cascades Print.ai", create a new ad using the image, "DSC_1346-Edit.jpg" located in the "Links" folder.

ii. Change the ticket info to reflect the following:

1. From: Buckled In To: Snuggled Up

2. The number of bags should be 2

3. Change the name on the ticket to a new name.

4. Change the date to May, 22, 2013

5. Name the file, "Amtrak Cascades Snuggled Up.ai"

iii. Create a print-ready pdf

1. Create CMYK images for all of the links

2. Convert all of the text to outline

3. Add .125" bleed to all edges.

4. Save the file as "Amtrak Cascades Snuggled Up _PRINT.ai"

5. Create a high res pdf and name it, "Amtrak Cascades Snuggled Up_PRINT.pdf". Remember to include crop marks.

What to turn in:

In the Dropoff folder, name the folder containing your native InDesign document layouts lastname_firstname_ex10 into the exercise>ex10 folder. Place your prepared files and Smallest File Sized PDF in that folder. Also upload PDFs for all parts of the exercise to Canvas.

This exercise is due at the beginning of class on Thursday, December 5th, 2019

If you have ANY questions please ask your instructor for help, It's always better to ask questions than to disregard them. Best wishes!