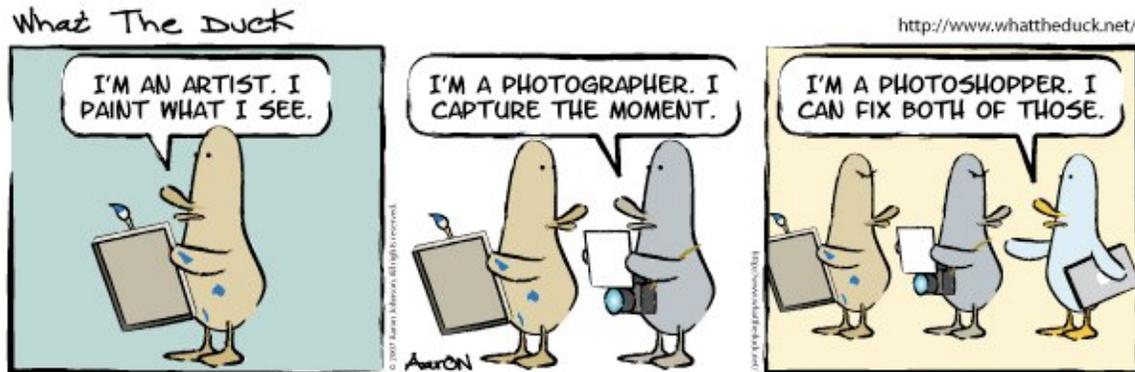


# Raw Material

Project 4. Due 5:30PM on Monday, November 28, 2011.



## Part I. Be Published! (40 points)

You might have noticed that there are numerous themes associated with the E-7 website. You can view some by going to the website and clicking on the image at the top of the page a couple of times. Alternatively, you can view all of the themes from the e7 Theme Picker:

<http://cse7.org/themes>

There are currently nine themes and you might have seen them all by now. It's time for an update! In this project, you will submit a new theme for all to see.

A theme on the E-7 website is made up of the following pieces:

- One image 898 pixels wide by 250 pixels high.
- A 4-color scheme based off of the major colors in the image.
- Some metadata including an image title, description, and author.

A theme must include **all** of these pieces to be included on the website.

You will want it to be your best submission to date since it will be a published image. Everyone will see it! The image that you submit for this portion of the project must meet these requirements:

- The image must be **898 pixels wide by 250 pixels high**. You may shrink and crop the image to fit within the constraint, but you may not disproportionately stretch the image (by altering its aspect ratio) nor resize the image greater than 100% its original size. Put another way, you can resize the image to be smaller but you shouldn't scale it larger than the original. Additionally, the only action you take to change the aspect ratio should be a crop; the aspect ratio should not change when you resize the image.

- The file must be in **JPEG** format. You may, and should, take the photo in RAW format, but you must process it as a JPEG before submission.
- You should process and submit your JPEG file in the **sRGB or sRGB IEC61966-2.1 color space**. Since most browsers will ignore the embedded color profile anyway, you may choose to remove it but be sure to process it in one of these two color spaces to ensure proper color reproduction. Remember, additionally, that most monitors are set to a gamma value of 2.2. Adjust your gamma to this value, even if it is just temporary, before processing to ensure the image's contrast will appear as expected.
- The submission should be an **original photo** taken by you for the purposes of this assignment.
- You may optionally place your name unobtrusively on the image itself.
- The only modifications you may make to your image are: processing the RAW file, shrinking the size while maintaining the aspect ratio, crop, application of the proper color space, minor enhancements (such as contrast and saturation), and placement of your name on the image. Major modifications with Photoshop (or similar) or composite images are not permitted. The idea is that you showcase your skills with a camera, not with Photoshop!
- Be sure to name your photo with the initial of your first name and your full last name. For example, if your name is "John Harvard" your image would be named jharvard.jpg.
- To submit your theme, place both your image file and your theme.doc file in your "**4-Raw Material**" folder within your Dropbox directory that we shared with you in project 1.

Once you've selected and processed your image, you should choose a color scheme. The color scheme must meet these requirements:

- The four colors for this the theme must be submitted in hexadecimal notation. You can pick any valid hexadecimal value; it does not have to be "web safe". Take a look at the following reference if you are not familiar with hexadecimal:

[http://www.w3schools.com/Html/html\\_colors.asp](http://www.w3schools.com/Html/html_colors.asp)

- The four colors should be submitted in the following format (RRGGBB is a placeholder and should be replaced by your hexadecimal color):

```
page: RRGGBB  
content: RRGGBB  
highlight: RRGGBB  
text: RRGGBB
```

- The "page" color is the background color of the page. The "content" is the background color of the main content of the page. The "highlight" is the color of the border surrounding the image and content and is the color of all links on the page. The "text" is the main content text color.
- The colors should be based on the colors represented in your image. All text and links must be legible in your color scheme. The text color should be different enough from the highlight color so that links are easily discernible from text.

- You may find the following online tools useful in the creation of your color scheme:

<http://whatsitscolor.com>

<http://www.colr.org>

<http://www.colorschemer.com/online.html>

- You may use the following tool to test how your color scheme looks on cse7.org:

<http://cse7.org/colortest>

Finally, send some information about your theme. This information will be accessible via the website, so write it as though it were for a public audience.

- Send the data in the following format:

title:  
description:  
author:

- "title" should be the title you'd like to give the photo or theme.
- "description" should be a description of the photo, no longer than one paragraph. Its content is up to you, but the description is required. You might list where the photo was taken, any interesting facts about the photo or the contents of the photo, the exposure values, or any additional relevant information about the photo.
- "author" is how you would like your name to appear with the theme.

For submission, be sure to include both the color scheme and the additional metadata in the requested format in a file called **theme.doc** (though we will also accept PDF or plain text files, as with other projects and problem sets) in your "**4-Raw Material**" folder in the Dropbox directory we shared with you in project 1. Final submission of this portion of the project, then, will include both the image and this theme document.

## **Part II. Be Exhibited! (50 points)**

As part of the final project there will be an end-of-year E-7 Exhibition, a chance for you to show off your final projects, mingle with classmates, and eat cake. This year, we are holding the exhibition at Crema Cafe, located at 27 Brattle Street in Harvard Square. Normally, the exhibition would be entirely independent of a regular term project, but we have intentionally requested the space in an off-campus cafe for a specific purpose: Crema has graciously agreed to allow us to hang photos from the class on their walls, in an exhibition in the truest sense of the word!

While the event itself (held on December 19th) will be an opportunity for you to show off the hard work on your final project, the bulk of this project is to submit exhibition-quality photos to be hung on Crema's walls for a couple of months this winter, if yours is selected.

Note that we have a limited amount of space onto which we can hang photos, so it is the unfortunate circumstance that only a subset of the photos submitted will be selected.

To that end, your task is to create **four** images that are supremely interesting, captivating, and of the utmost quality!

To be clear, here are the requirements for the images:

- At least **two** of the submitted images must be totally new and unique. The other two may, if you wish, be from previous projects, from your final project (if the image is ready before this project's due date), from Part I of this project, some image you took before the course began, or any combination. It is not a requirement that these two images be older! You should only submit images you feel are the most likely to be selected.
- The images must be very high quality **JPEG** files.
- Your image **must** contain an embedded color space. Ideally, you should process and submit your images in the **Adobe RGB** color space as they may ultimately be destined for print. There is no need to convert an older image's color space if you are submitting an older image that was not processed in Adobe RGB, but it must have a color space of some sort to ensure an accurate print.
- The aspect ratio of your image should be 3:2, 5:4, 4:3, or some other common ratio. If one of your images is selected for exhibition, we may ask you to crop the image to a more specific aspect ratio for printing.
- Any images you submit must be your own; photographed by you and, if any editing is done on the image, all modifications performed by you.
- As one of your photos might be selected for exhibition in a cafe, please be sure they are suitable for a public audience – many of whom will be eating!
- Keeping in mind the above, the subject of the images are up to you. If you find that you are having a hard time coming up with a sequence of images, you might consider a Harvard or Harvard Square theme. This does not necessarily mean that you take photos of buildings, logos, people, or scenes in an image that might be somewhat conventional or easily taken by a casual photographer. Remember that the best images will be interesting, unique, and captivating, and you should strive for this result no matter the theme!
- Your image may have as much or as little editing and modification as you wish. In fact, we encourage at least light modification to ensure that your image is as vibrant, colorful, and sharp as you would like it to be. It is in your best interest for your modifications to be tasteful, however, to increase your chances of a photo being selected! For example, modifications whose results detract from the image (say, obvious artifacts due to compositing in Photoshop) are much less likely to be selected.
- Submit your image at the highest resolution possible. You may crop if you wish, but be sure to crop sparingly: excessive cropping might make the image too small to be printed and displayed at an acceptable quality.
- If one of your images is selected that contains a recognizable or identifiable person, you will be asked to provide a model release form signed by that person so that we have their permission to exhibit that photo. Silhouettes of people or other human forms that cannot reveal the identity of a specific person do not require release forms.
- Be sure to name your photos **Exhibition1.jpg** through **Exhibition4.jpg**. The order does not matter.

As your images will be representing not only yourself but also the course, it is vital that you be sure to devote the necessary time and care to ensure your submissions are of the highest quality and distinction.

Your grade for this project does not depend on whether or not your image is selected but rather how well your images adhere to the requirements above. In other words, how well your images are "exhibition-ready".

For each of the images, include a separate document that tells us the following pieces of metadata, keeping in mind that this text will appear publicly near your image in the exhibition if your image is selected:

title:  
author:  
contact:  
description:

- "title" should be the title you'd like to give your photo.
- "author" is how you would like your name to appear next to the photo.
- "contact" is any means through which a person could contact you if they are interested in your work. For example, it might be an email address or a website URL. If you want to give out an email address, you may wish to create a separate email address for this purpose so that your personal email is not publicly known.
- "description" should be an extremely brief (maximally one or two sentences) description of your image that is both interesting and fun.

Be sure to name the description documents **Exhibition1.doc** through **Exhibition4.doc**. As with other projects and problem sets, we will also accept PDF files and plain text files, in addition to Word documents. Please be sure that the file names for these documents match the images that they describe! You do not want to accidentally have an image be labeled with an incorrect description in the exhibition.

To submit this portion of this project, then, you will be submitting 8 files total! Place all 8 files in your "**4-Raw Material**" folder in the Dropbox directory we shared with you in project 1.

### **Part III. Tumblr (10 points)**

Finally, post something to the course blog! Anything from this project or, as always, a link to some related material that you found while working on this project would be fine. Given the opportunity, this might be a great time to show off your hard work!

Of course, this is only a minimum requirement - you should feel free to contribute to the fascinating photos and links that are being accumulated on the blog even outside the scope of a project.

Once you have created your post, paste the post's permalink into text file (a Word document, PDF, or plain text file is fine) and save it as "Tumblr" in the "**4-Raw Material**" folder in the Dropbox directory we shared with you. Be sure this is done before the due date, or your entire submission will be considered late.