

## Digital Photo Imaging Pho 127

### Assignment 4 - Replication of Style

*“A portrait is not a likeness. The moment an emotion or fact is transformed into a photograph it is no longer a fact but an opinion. There is no such thing as inaccuracy in a photograph. All photographs are accurate. None of them is the truth.” - Richard Avedon*

Newspaper and magazine advertising depends on images. Can you image a popular magazine without photos? Many ads combine photos and Photoshop to create new worlds and deliver emotional messages.

Find an advertisement you would like to re-create in Photoshop. Shoot the images you will need and put them together to replicate the style of the ad you chose. Try and match the lighting and effects as well as duplicating the text and text effects.

Your work should look as much like the original as possible.

Make a print on an 8.5” x11“ of ink jet photo paper for your portfolio. Also, save a copy as a .psd for yourself and turn in a .jpg copy in the Assignment 4 Folder for critique Name the file “ass4-yourname.jpg.”

Have fun.