**2.01 Selective Saturation Ecotourism Poster**

**Objective:** The student will successfully create a tourism poster that utilizes selective saturation, while effectively incorporating the elements and principles of design.

**Key Concepts Utilized:** The students will demonstrate the ability to work layers, selections, masking, color corrections, and type. The students will also utilize the Principles of Design when creating this project.

**Procedures:**

The United Nations is sponsoring a poster contest to raise awareness of ecotourism in developing countries. The contest asks for a poster that uses selective saturation to highlight the natural beauty of the local environment. This poster will be distributed through the United Nations to raise awareness of global environmental issues.

Conduct a brief amount of research on countries with ecotourism industries to select a developing country you would like to work on. Avoid developed countries such as Canada, Australia, parts of the United States, etc…

1. Collect Information:
   1. Who is your target audience?
   2. What is the name the country you will promote?
   3. What colors are relevant for your country?
   4. What natural resources are most important to ecotourism in your country?
2. Brainstorm:
   1. Using the internet, identify out what makes the country special (wildlife, flora, landscape).
   2. Using the internet, search for three strong images that will have a focal point that will stay in color, while the rest of the image is converted to black and white. The more dramatic the color the better,
3. Experiment:
   1. Using available raster graphics software, develop a poster design to be submitted. You may use the technical guide below to guide your design.
   2. Parts to be included on the poster: One main image (selectively saturated), the name of the country, an appealing slogan, and contact information. View the sample poster provided by United Nations.
4. Proofread and Critique: Have a fellow classmate proofread your work and offer any suggestions to improve the design. Make corrections based on their feedback.
5. Revise: Make revisions based on your classmates feedback. Submit the poster.

**Technical Guide:**

* 1. Create a document that has dimensions of 8.5” x 11” wide or tall, based off the orientation of the image you selected. Choose an appropriate resolution based on storage space available and output options.
  2. Create the frame for the poster by making a new layer with a black border (approximately .5 in on top and sides and 2 inches on the bottom). Use selections to create each part of the border and then fill the selections with black.
  3. Insert you image on a new layer below the border layer. Scale and position the image to enhance the appearance. Remember the rule of thirds. It is important that you get the image place exactly where you want before continuing.
  4. Duplicate your image layer, so you will now have two image layers, one on top of the other. Ctrl-click the two image layers to select them and click the link layers icon on the bottom of the layers panel. The layers should now be linked.
  5. Turn off the visibility icon for the top image layer. Remove the color on the bottom image layer by converting it to black and white. A Black and White Adjustment Layer is recommended.
  6. Select the top image layer and make sure it is visible. Apply a layer mask to the top image layer. Use masking techniques to hide all of the parts of the top layer that you would like to lack color. Zoom in when working on the edges of the important parts of the image.
  7. On the top (color) layer, use a Hue/Saturation Adjustment Layer to enhance the visible colors by slightly increasing saturation. Do not over saturate the image, enhance the color.
  8. Use the text tool to create the name of the country. Choose and appropriate font, font size, color (perhaps a sample from the image), and effects (stroke, drop shadow, overlay) to enhance the name. A gradient overlay with colors similar to those in the image works well. Position the text in the top third of the canvas.
  9. On the bottom border of the poster, use the text tool to create a slogan that would be appropriate to ecotourism in that country. A white or bright color text is suggested to create contrast.
  10. Use the text tool to create a website (real or fictional) and use the same color as the slogan above, but choose a different font. A small san serif font is recommended. Position the contact information appropriately.
  11. If you are using Adobe Photoshop, save the file as [LastName]EcoPoster.psd. If you are using GIMP, save the file as [LastName]EcoPoster.xcf . Save the project as a JPEG with the filename [LastName]EcoPoster.jpg.

**Optional:**

Add a small flag of the country toward the bottom corner of the page.

Add small social media icons/information toward the bottom portion of the page.

**Extension Activity:**

Return to your Cropping project and put a Hue/Saturation Adjustment Layer as the top layer. Play with the Hue and/or Saturation to create a more dynamic design. Remember, the adjustment layer is nondestructive, so you can turn off the visibility at any time.