

## Hope is a four letter verb:

<http://knowyourmeme.com/memes/obama-hope-posters>

Directions:

1. **CHOOSE A VERB:** Choose a four letter verb. Here is a list:  
<http://rattanji.blogspot.ca/2011/02/verbs-frequently-used-4-letter-verbs.html>
2. **TAKE A SELFIE:** Take a self portrait using a single, direct, and strong light source. Your face should be lit well on one side, and be in shadow on the other. Ensure your image is correctly exposed: your face should show a full range of tonal variations. Your expression/pose should somehow relate to the verb you have chosen.
3. **ADJUST AND APPLY FILTERS IN PHOTOSHOP:** Open the photograph in PS. Crop your photo as necessary so your head and shoulders fill the frame. Remove the background. Adjust the brightness/contrast, and experiment with filters (blur and cutout) to begin to create 4-6 distinct values(possible only if your original photo has enough tonal variation).
1. **IMAGE TRACE YOUR FACE:** When you are satisfied, save the photo as a .jpg and open it up in AI. Use image trace (color, set to 4-6 colours) to create a simplified version of your self-portrait. Adjust areas as necessary to ensure a clean, simple, and impactful design.
2. **INCLUDE A BACKGROUND:** Find or photograph a simple background (again, it should relate to your verb somehow. Be creative!) Adjust it in the same way you did your portrait (to create 4-6 distinct, simplified value separations in PS). Use Image trace to convert the background to vector objects and combine with your face in AI. (It may be easier to combine your background with your foreground first in PS, run your filters, and then image trace them both at once in AI.)
3. **ADD YOUR VERB:** Integrate your verb into your poster design at the bottom, following (meming) Shepard Fairey's Obama HOPE image as an example.
4. **ADJUST YOUR COLOURS:** Choose 4-6 colours that work well together – use a scheme for help. You will need to ensure that the VALUES of your colours (darkness/lightness of a colour) match the values of the original photo to maintain the illusion of shadow and depth. It's a good idea to save the original version of your image (after filters/conversions have been applied) so that you can compare the two.
5. **SAVE AND SUBMIT:** Save and submit the original illustrator file (.ai) as well as a rasterized version saved as a .pdf. This is FirstLastHOPE.ai/pdf