

Conceptual Design:

Magnum Photos is a book that I am reading and I decided to redesign the cover of the book because I found it motionless. A book about photography should include visual creativity from cover to cover, as a personal belief. The current cover of "Magnum Photos" is lacking the skills of creative design and principles of graphic design. In the current cover there is no strong point of eye attention, no color contrast besides it does not add curiosity to go through the book. So, my first attempt is to make the new cover more attractive as well as more prestigious. I can do that simply by adding some mysterious glimpse to grab the reader to Magnum photos which are symbolic photos and represent a certain thought from the photographer's view. Second, to choose a color which is common and a friend of the photo, from my perspective, such as black because it is the most common color used to view photos.

"Magnum Photos" is for audience from all ages and from all cultures. So, I did not refer the cover to a certain culture such as the Asian, Arabian or Western culture and I make it cultural free.

Design Process:

Because my design needs lots of work on the images I choose CS4 to design the cover book. The first step for this design was to get images so I used Google website to get some portraits.

a. Gathering images

For my cover design, I did my search in Google images for black and white portrait and I choose a female face because it has the facial features of mystery and matches the main idea of my cover unlike other portraits in the website. Then I start searching for different image faces and I found one colored image which includes many faces. The faces are smiling unlike the main female portrait which represents silence. However, I liked that contradiction in which also represent a personal thought about life and that happiness is born when ever silence or sadness exists and vice versa. Then I start cropping the smiley pictures and change the colors into gray scale. Besides all, before starting connecting pictures together I start adjusting the brightness of pictures and have them with the same brightness to make sure they go smoothly together.

b. Organizing images:

First I had a basic white background on which I have to organize the pictures and color it into black. Then I had the female portrait and I did some cropping to get more zooming to the face and so I cropped the back ground and some of the head. Then I adjusted the brightness of the photo to make the face brighter and on the opposite I had the hair less bright. Next I adjust its size in the black background and make it

smaller. Then I start importing the smiley faces and changed them into grayscale and then adjust the brightness. Before organizing them I have changed their size and made them smaller according to where I will put them on the portrait. Then I changed the opacity of the images depending on the degree of brightness in the portrait. For example, if I will locate them on the right of the portrait which is brighter than the left I will decrease the opacity of the smiley image. Whenever I import a smiley picture I make sure to import it in a separate layer to be able to adjust it without affecting the main portrait. When I finished adding all the pictures I added a new layer and I used the gradient tool to have the black shadow on the left part of the design. Later I added the title "Magnum Photo" and choose some graphic features to the font. Latter I added the phrase "Thomas & Hudson Profile at the bottom. After all I had to create a unity in the whole design through the golden frame to have the eye focus to what is inside the design.

c. Design elements:

Through my design I had these elements into consideration:

***Color:** I did not choose lots of colors in my design and focused on the black background, grey photos, silver and white texts, and the golden frame.

***Contrast:** I tried to have the contrast in colors through choosing the black background and grey photos beside the gold frame.

***Clarity:** I did not add many texts in the design because I believe the images and the book title are enough to reflect the goal of the design.

***Repetition:** I did repeat the same font style.

***Layout design:** I have aligned the texts to the left so to be appropriate for printing.

***Motivation:** I made sure that the images with the black shadow create certain curiosity to go through the whole book after all.

***Visuals:** I used images which reflect that the content of the book is about photography.

***Technical Quality and Usability:** I tried to make the design simple especially in using texts and focused only on the title and the images.

***Typography:** I choose the title font "Magnum Photos" which matches with the color and style of the images, so I choose a font which has dark shadow. Also, the text at the bottom is smaller and in white to make sure it does not grab attention from the main title.

d. Photoshop tools used:

Through my design I used many tools and techniques from the Photoshop CS4:

*Import: I have imported the images.

*Move and crop: to crop the images and move them in the suitable corners of the main portrait.

* Rectangular Marquee: to create the golden frame and move it behind the main background.

* Color and gradient tool: to color the background and the gradient at the end to create the shadow on the design especially on the left.

* Text tool: to write the titles.

* The move tool: to move the pictures.

* Edit, free transform: to change the size of the images.

*Image mood: to change the pictures into grayscale.

* Image adjustment: I used the levels, the curves, brightness/contrast to make adjustments on the images.

* Opacity: to change opacity of the images and the gradient color.