

# *Statement of Purpose*

The human race has ability to actualize any future it imagines. We have the power to create a future of environmental sustainability. If we do not, our world might very well appear as I have depicted in *Urbs in Horto: A city in a garden of disrepair*.

*Urbs in Horto* is the first installment in a series of magazines fold-out ads. The campaign, *City Landmarks: What the future may hold*, depicts American symbols of beauty, and cultural landmarks, imperiled by our disregard for the environment. The following symbols will be transformed into polluted wastelands: The Lincoln memorial, the Space Needle, the Hollywood Hills, Las Vegas' Bellagio Hotel, the New York City skyline, and additionally the Grand Canyon, Yellowstone, Mount Rushmore. The campaign will resonate with citizens of different regions.

In order to enact widespread social change, we must assume responsibility for the consequences of our actions. First-world society believes that it will never see the effects of our present level of consumption because we have financial capability to shift the consequences of our actions upon those of lower socioeconomic status. *City Landmarks* forces those who feel immune to the consequences of wasteful behavior to imagine a place and time where they see the direct effects of their ignorance and negligence. The dichotomy presented needs no words of explanation: The emotional response is enough to force one to stop and think.

As designers, we have the power impart what we envision upon others in order to shape a more positive future. It is my hope that *City Landmarks* will spark discussion about environmental sustainability, incite personal reflection, and challenge present-day wasteful attitudes.

# *Desired Objective*

Create ad campaign that depicts American symbols of beauty, and cultural landmarks, imperiled by our disregard for the environment.

**Each original ad will be size:**

18 in x 60 in

**Installed Size:**

Fold out: 33 in x 10.875 in

**Alternate Size:**

Spread, Trim size: 16.5 in x 10.875 in

# *Background*

The following presentation details:

- **The process used to create the ads.**
- **How the prize money would be spent to enable this process.**

## *Step 1: Take Photos*

I will travel to whatever city I need to in order to take the images necessary. I would use the prize money for travel.

# Step 1: Take Photos

• In order to create a panoramic image, I will use my Canon Rebel and take 18 photos. I will then use photomerge on Photoshop to create the final result. Here are the requirements for a successful photomerge according to Adobe's website:

- **Overlap images sufficiently** Images should overlap by approximately 40%. If the overlap is less, Photomerge may not be able to automatically assemble the panorama. However, keep in mind that the images shouldn't overlap too much. If images overlap by 70% or more, Photomerge may not be able to blend the images. Try to keep the individual photos at least somewhat distinct from each other.
- **Use one focal length** If you use a zoom lens, don't change the focal length (zoom in or out) while taking your pictures.
- **Keep the camera level** Although Photomerge can process slight rotations between pictures, a tilt of more than a few degrees can result in errors when the panorama is assembled. Using a tripod with a rotating head helps maintain camera alignment and viewpoint.
- **Stay in the same position** Try not to change your position as you take a series of photographs, so that the pictures are from the same viewpoint. Using the optical viewfinder with the camera held close to the eye helps keep the viewpoint consistent. Or try using a tripod to keep the camera in the same place.
- **Avoid using distortion lenses** Distortion lenses can interfere with Photomerge. However, the Auto option adjusts for images taken with fish-eye lenses.
- **Maintain the same exposure** Avoid using the flash in some pictures and not in others. The blending features in Photomerge helps smooth out different exposures, but extreme differences make alignment difficult. Some digital cameras change exposure settings automatically as you take pictures, so you may need to check your camera settings to be sure that all the images have the same exposure.

# *Step 1: Take Photos*

Each photo will be taken with a 10 + megapixel camera and be 17 in by 13 in  
Images will overlap vertically by 7 inches, horizontally by 5 inches

**Resolution needed for various print sizes**

<i>Resolution</i>	<i>Avg. quality</i>	<i>Best quality</i>
0.5 megapixels	3x5 in.	N/A
2 megapixels	8x10 in.	3x5 in.
4 megapixels	11x14 in.	5x7 in.
6 megapixels	16x20 in.	8x10 in.
8 megapixels	20x30 in.	11x14 in.
10+ megapixels	25x40 in.	13x17 in.

## *Step 2: Print Quote*

Gather costs of advertising and print. Assume each spread will cost around \$1000. The prize money would be used to organize fundraiser to raise money for cost of advertisement.

Reference: <http://www.singout.org/magadspecs.html>

## *Step 3: Photomerge*

•[http://www.adobe.com/designcenter/video\\_workshop/?id=vid0013](http://www.adobe.com/designcenter/video_workshop/?id=vid0013)



## *Step 4: Photo edit*

Use Photoshop to add the appearance of filth and trash through free Photoshop brushes and free stock photography to reduce costs.

## *Step 5: Send to Print*

Contact advertisers, send to print in various regional publications.

For example, the image of Chicago will be in a Chicago publication such as Chicago magazine. Additionally, some will be sent to nationwide publications.

Again, the prize money will be spent toward fundraising to cover cost of advertising.

# Summary

**Money spent toward travel & fundraising.**

**Process of creation includes:**

- Traveling
- Taking photos
- Photomerge
- Photo edit
- Sending to print

**For gallery display:**

Place 60 in x 18 in enlargement of ad (already printed) on wall with explanation of larger advertisement campaign.

*i.e. Urbs in Horto is the first installment in a series of magazines fold-out ads. The campaign, City Landmarks: What the future may hold, depicts American symbols of beauty, and cultural landmarks, imperiled by our disregard for the environment. The following symbols will be transformed into polluted wastelands: The Lincoln memorial, the Space Needle, the Hollywood Hills, Las Vegas' Bellagio Hotel, the New York City skyline, and additionally the Grand Canyon, Yellowstone, Mount Rushmore.*