

got milk?

You will be producing a “got milk?” advertisement for the Wyomissing Area Technology Education Department. Using the schools Digital Camera or your own, take at least 10-20 creative close-up digital photos (best quality, highest resolution) of a classmate, friend, or teacher with a glass of milk or milk container. The green screen can be used as a background to help in later adding a background. These photos will be imported to iPhoto and edited in Photoshop. Photos not used (at least 9), will be cropped and printed on 8 1/2” x 11” paper and labeled as ‘got milk proofs’.

The photo selected should represent the persons passion, hobby, or personality. The best picture should be cropped at 8” wide x 10” high or 10” wide x 8” high, by 300 dpi at maximum quality.

Using Photoshop, you will add a milk mustache layer to the person plus other necessary information (below). You must be creative and edit the person in Photoshop and paste them in another creative background (Joe R. or Pat C. sample). This will then be printed on 8 1/2” x 11” photo paper, trimmed, laminated, and displayed on the bulletin board outside the main office for all to enjoy.

Requirements for “got milk?”

- Layer 1. Photo with person holding milk glass or container of milk doing something related to the person. (Ex. Courtney cheering, Gabe wrestling, Joe with a football, Pat holding a soccer ball, or Tyler golfing).
- Layer 2. Background layer
- Layer 3. Mustache added to photo.
- Layer 4. got milk? (Sans serif font, 42-48 pt.)
- Layer 5. Title/phrase (Sans serif font, 16-20 pt.)
- Layer 6. Description of why person drinks milk under the title/phrase.
(Sans serif font, 12-14 pt.)
- Layer 7. © 2006 Wyomissing Area Technology Education Department
(Sans serif font, 6-8 pt.)

Grade Sheet for "got milk?"

	Mr. F.		Student
Person holding milk glass or container of milk	_____	(0-10)	_____
Unique and creative photo/background layer	_____	(0-15)	_____
Mustache added to photo	_____	(0-15)	_____
got milk? (42-48 pt.)	_____	(0-10)	_____
Title/phrase (16-20 pt.)	_____	(0-15)	_____
Why person drinks milk (under title/phrase) (12-14 pt.)	_____	(0-15)	_____
© 2006 Wyo Area Tech Ed Department (6-8 pt.)	_____	(0-10)	_____
Printed on photo paper	_____	(0-5)	_____
Trimmed and laminated (8" x 10" no white)	_____	(0-5)	_____
got milk proofs	_____	(0-50)	_____
Spelling errors	_____	(-100)	_____
Total points for "got milk"	_____	(0-150)	_____

Name _____ Per. _____ Grade _____

Grade Sheet for "got milk?"

	Mr. F.		Student
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Unique and creative photo/background layer	_____	(0-15)	_____
Mustache added to photo	_____	(0-15)	_____
got milk? (42-48 pt.)	_____	(0-10)	_____
Title/phrase (16-20 pt.)	_____	(0-15)	_____
Why person drinks milk (under title/phrase) (12-14 pt.)	_____	(0-15)	_____
© 2006 Wyo Area Tech Ed Department (6-8 pt.)	_____	(0-10)	_____
Printed on photo paper	_____	(0-5)	_____
Trimmed and laminated (8" x 10" no white)	_____	(0-5)	_____
got milk proofs	_____	(0-50)	_____
Spelling errors	_____	(-100)	_____
Total points for "got milk"	_____	(0-150)	_____

Name _____ Per. _____ Grade _____