

COMM 317

Digital Foundations

Interactive PDF



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Welcome to my projects! I'm Ashley, a Titans student-athlete and Public Relations major. I like to get high (in the pole vault), read books, hike, and spend time on the coast.

Right now I am set to graduate in three years as I keep up with school, two-part time jobs, and track practice. When I'm not running around and have a moment to myself, I dream of travelling the world and writing my own novel.

Although I am interested in pursuing a creative career in PR, I am also captivated by the subject of communications law and inquisitive about working as a representative for a sports company. Digital Foundations has pushed me to nourish my imagination. I'm excited to see what the future brings!

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we are only as
STRONG

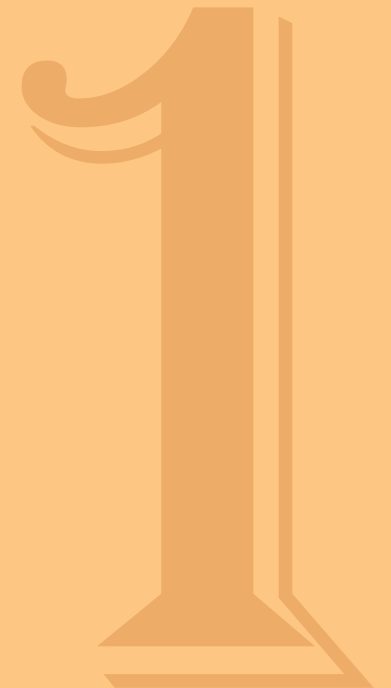
as we are
united

as
weak

as we are
divided
J. K. Rowling

Typography poster : *Illustrator*

Learning Illustrator was a great introduction to the Adobe Creative Cloud. I learned how to resize images and choose font type, color, and size. I learned how to combine shapes and isolate layers to highlight the focus of the project. I think my idea was good in theory, but the execution was a bit messy. In the future I would use fewer fonts. I would also keep the negative and positive space together instead of sporadically spread out.





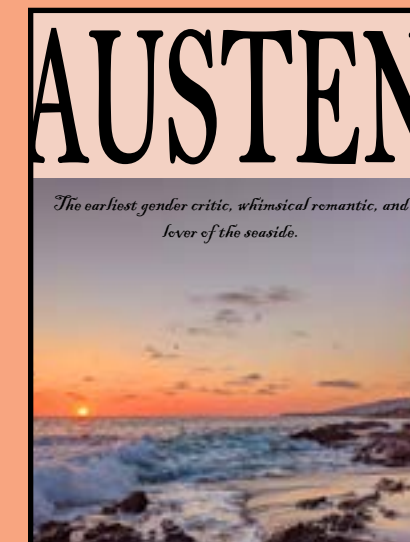
2

B-movie poster :
Photoshop

In Photoshop, I learned a lot about photo composition, such as the rule of thirds and the importance of space. I learned about color adjustment such as the difference between hue and saturation, and learned how to crop specific parts of an image. I think my layout and font type use was creative and strong, but I would swap the blue and red. I would also clean up the dog cutout to make the outline more smooth.

Digital publication : InDesign

While learning InDesign, I learned how to use grids and work on multiple pages at the same time. I also learned about principles of design such as symmetry. For this project, I got tired of my color scheme quickly, but I think my layout was strong overall and I think I used eye-catching fonts. I think the pages were similar and different enough to make it flow but not be boring. However, I do not think I need as many pages as I used.



3

4

hen filming my project, I kept different angle shots in mind and made sure I had a focal point in each shot. I learned about the importance of following a storyline and keeping a clear theme throughout. When editing, I learned how to crop shots and insert files. Most of my shots were short and to the point. I think I had a good variation in scenery to keep the audience's attention. Something I would do differently next time is shoot each scene a couple times over because later I noticed a misplaced piece of hair or shadow.

Video - *Premiere Pro*

