

Media Literacy - De/Re Construct

Adobe Photoshop

Creating Semiotics

3/23/2009

Recreate a prominent corporate logo and through manipulation of that logo, call into question the corporation's identity and intent. Use Google Image Search to find a corporate logo, save the image. Open the image in Adobe Photoshop and save it as .PSD. Using Photoshop, change the original design to illustrate a specific critique of the company's practices.

Email a .PSD file by the start of class on Monday, March 30th to sotosky_s@fortlewis.edu. Your file should include the original logo with all layers intact. In addition, post to your blog a .JPG image file and a 50 word statement addressing the critical content of your image.

** Refer to syllabus for the breakdown of project percentages and grades.