

# Key Visual for Advertising : Your Dream House

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### 1. CREATIVE WORK NAME

KEY VISUAL FOR ADVERTISING : YOUR DREAM HOUSE

### 2. NAME OF ARTIST OR DESIGNER

RAYUT SOONKOOL

### 3. BACKGROUND OR SIGNIFICANT OF THE PROJECT

DUE TO THE BUSINESS OF HOUSING PROJECT, THE TIMING OF HOUSE MAKING IS IN PROGRESS BUT TIMING HAS TO LUNCH THE ADVERTISING PROMOTION SO CANNOT SHOOTING HOUSE AT THAT TIME FOR ADVERTISING. SO CREATIVE AND RETOUCHER USE COMPUTER TO CREATE KEY VISUAL USE AS A FINISH ONE. NOWADAY RETOUCHING OR IMAGE MULNIPULATION IS NECESSARY FOR BUSINESS BECAUSE OF BEAUTIFUL ADVERTISING IMAGE CAN SUPPORT IMAGE OR ATTITUDE TOWARD PRODUCT OR SERVICE. SOME CAN MOTIVATE THE CONSUMER MAKING PURCHASE. HOWEVER IMAGE RETOUCHING NEED PERSONS WHO STUDY IN THE FIELD TO ART.

NOT PERSONS KNOW THE COMPUTER PROGRAM CAN DO.

### 4. PROJECT OBJECTIVE

1. TO CREATE KEY VISUAL FOR ADVERTISING.
2. TO STUDY HOW TO ADJUSTMENT OF CREATE IMAGE SUCH AS COMPOSITION, LIGHTING OR MOOD TONE.
3. TO STUDY THE OBSTACLE AND PROBLEM TO DEVELOP RETOUCHING TECHNIQUE.
4. TO KNOW FINISHING PROCESS HOW TO SAVE FILE.

### 5. CONCEPT

I WOULD LIKE CREATED NEW FROM ORIGINAL IMAGE. THE IDEA COMES FROM THE WORD "THE DREAM HOUSE"

### 6. PROCESS OF DESIGN OR ART WORKS

#### 1. SURVEY THE REAL LOCATION

1.1 SURVEY THE REAL LOCATION TO SEE THE AREA AND ENVIRONMENT AROUND HOUSE.

#### 2. DATA COLLECTION

2.1 BY TALKING WITH THE TARGET PEOPLE WHAT DO YOU THINK ABOUT "YOUR DREAM HOUSE" AND MAKE CONCLUSION

#### 3. SHOOTING THE RAW FILE

4. OPEN THE RAW FILE WITH COMPUTER PROGRAM. USE RGB MODE WITH APPLE ADOBE 1998 PROFILE.

#### 5. PREPARING AND CLEANING PROCESS

5.1 CLEANING AND FIXING HOUSING IMAGE TO BE PERFECT IMAGE

5.2 PREPARING ALL ELEMENTS SUCH AS SKY, TREE, GARDEN, ROAD AND ETC.

6. COMPOSE ALL ELEMENTS TOGETHER AND ADJUST MOOD TONE LIGHTING TRY TO ADJUST IT LOOK LIKE SAME SCENE AS MUCH AS POSSIBLE.

7. BRING THE FEEDBACK FROM CLIENT AND ADJUST FINAL IMAGE.

8. CHANGE TO CMYK MODE BEFORE SAYING TO THE PRINTING. ENCLOSE PRINTING ONE TO COMPARE THE COLOR.

### 7. MATERIAL AND TECHNIQUES OF DESIGN OR ART WORKS

USE PHOTOSHOP WITH RGB MODE BUT PREVIEW IN CMYK MODE (COMMAND+Y)

FOR PREVIEW CMYK MODE THAT THE MODE IN PRINTING PROCESS.

PRINTING ON CANVAS AND SHOW 3 STEPS OF WORKING

FIRST STEP "ORIGINAL IMAGE"

SECOND STEP "IN BETWEEN"

THIRD STEP "FINAL IMAGE"



8. PICTURE OF DESIGNED WORK



9. KNOWLEDGE AFTER FINISHED PRODUCE ART OR DESIGN WORKS

1. THE FINAL IMAGE THAT REPRESENT FROM THE DREAMING OF PEOPLE
2. GET KNOWLEDGE FROM THE DATA COLLECTING PROCESS SUCH AS ATTITUDE FROM PEOPLE STYLE OF HOUSE AND BUDGET ALSO INCLUDING IN THEIR CHOICE.
3. IN DEEP COMPUTER SKILL SPEND MORE TIME USING WITH THE TOOL IN PROGRAM
4. COMPOSITION, SHAPE, FORM, TEXTURE.
5. GARDENING, MANY KIND OF TREES, MAKE IT REAL NOT FAKE SCALE.
6. LIGHTING. DIFFICULT TO MAKE LIGHTING DIFFERENT BETWEEN MORNING AND EVENING LIGHT.
7. MOOD AND TONE ADJUSTMENT STUDY NEW PROGRAM TOOL FOR COLORIZE.
8. NEATNESS CHECK UP THE LAST STEP BEFORE PRINTING PROCESS.
9. PRINTING QUALITY CONTROL.