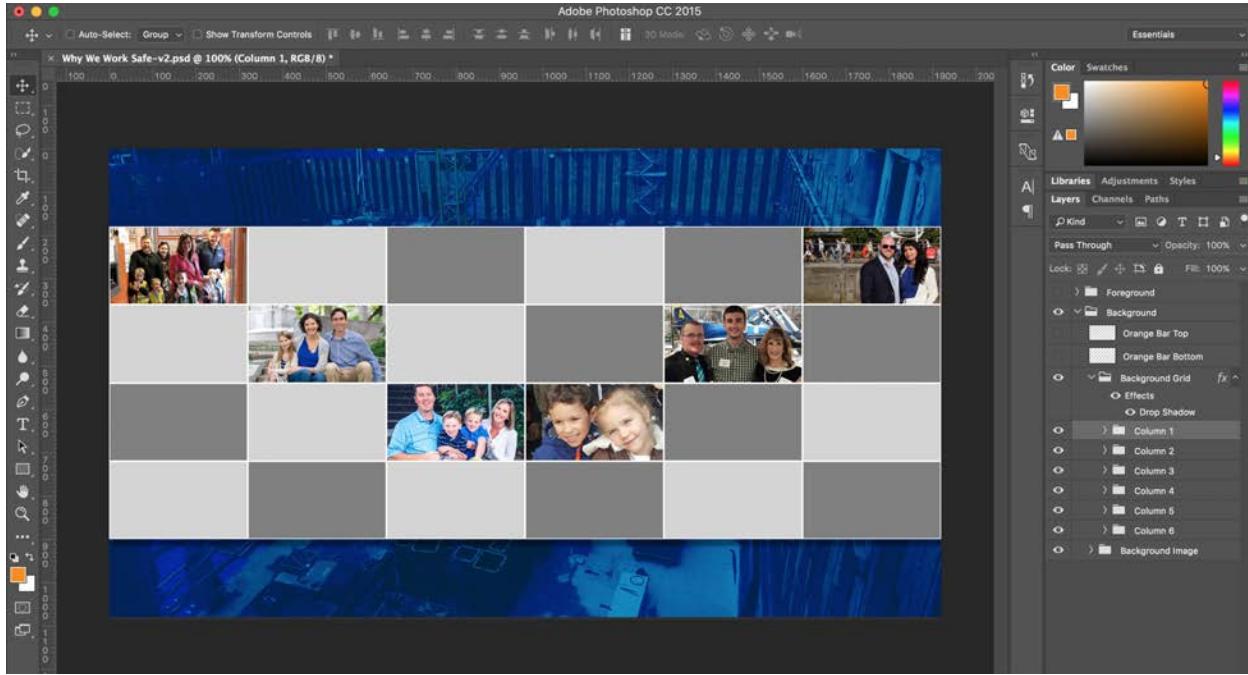
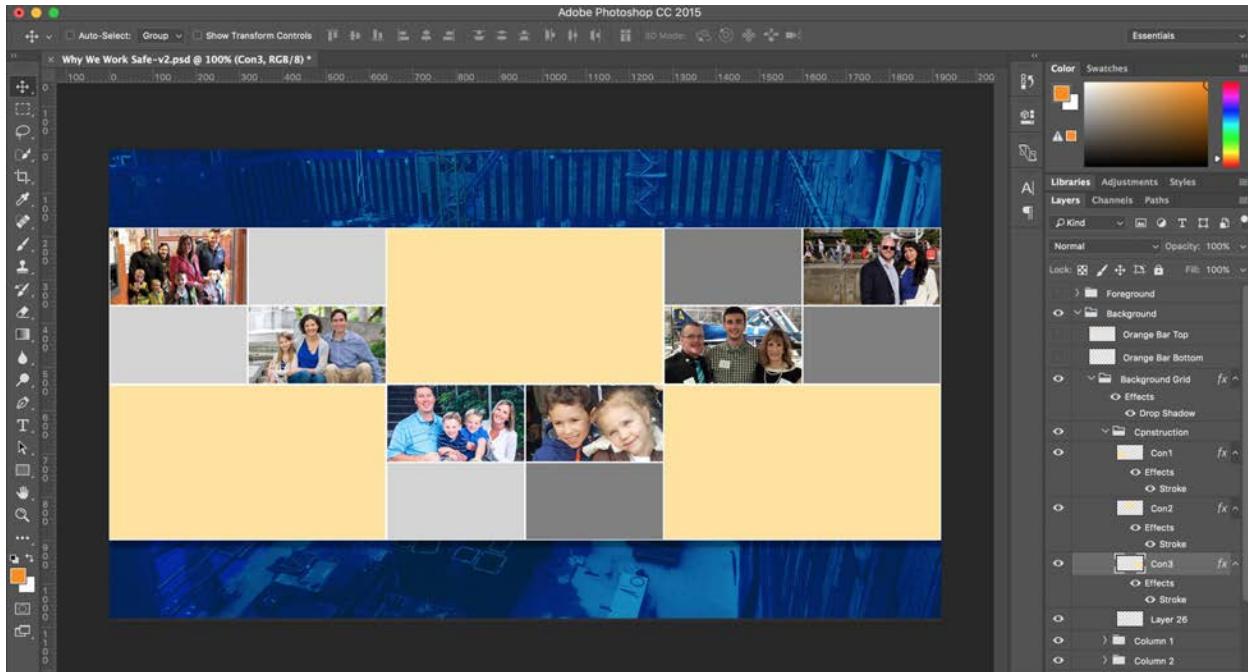


Step 1: Rethinking the Grid



Revision started with reworking the grid pattern. The goal is to combine the Gestalt theories of Proximity and Continuation. Reorganizing the families was my first step.

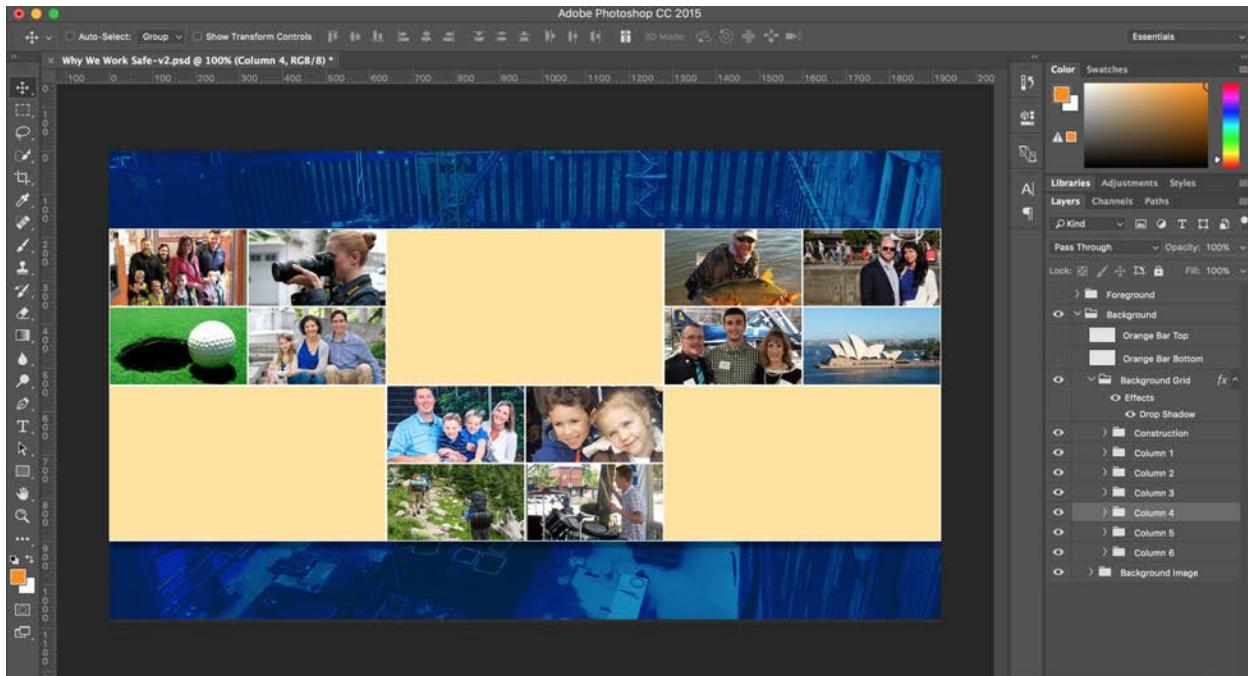
Step 2: Resize Construction Photos



To focus on construction I want to create larger images. I created new mask layers for the larger areas in a new group.

Step 3:

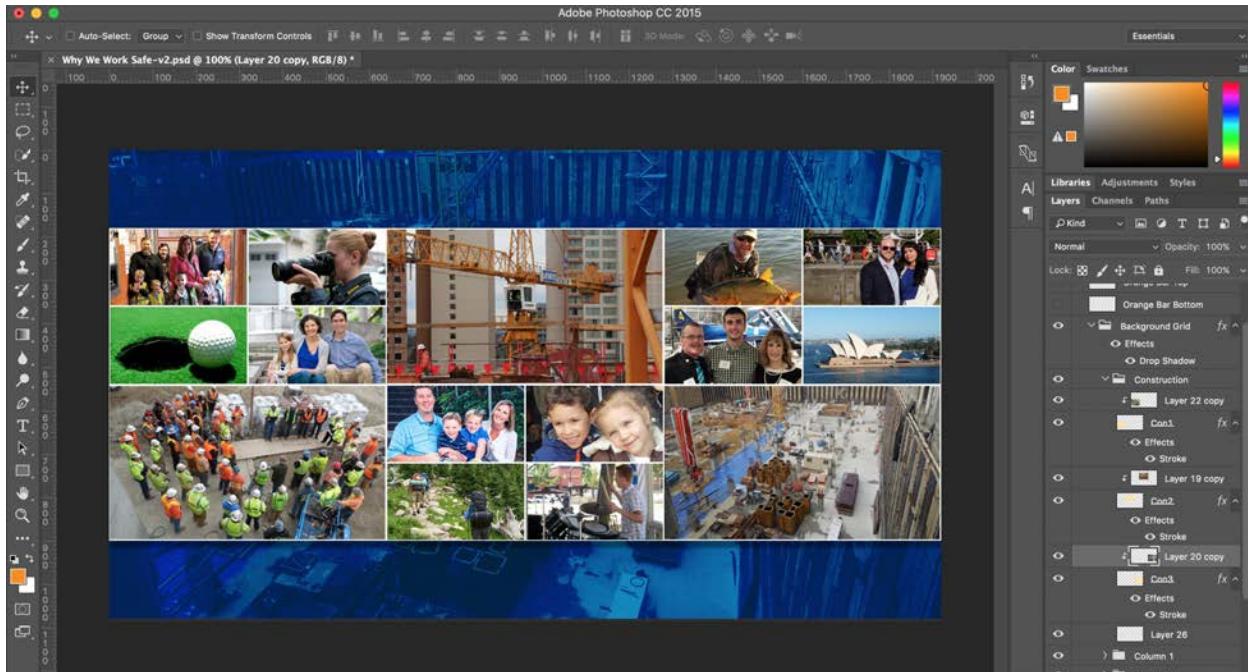
Turn on Hobby Layers



I then rearranged the hobby images and turned back on all the layers.

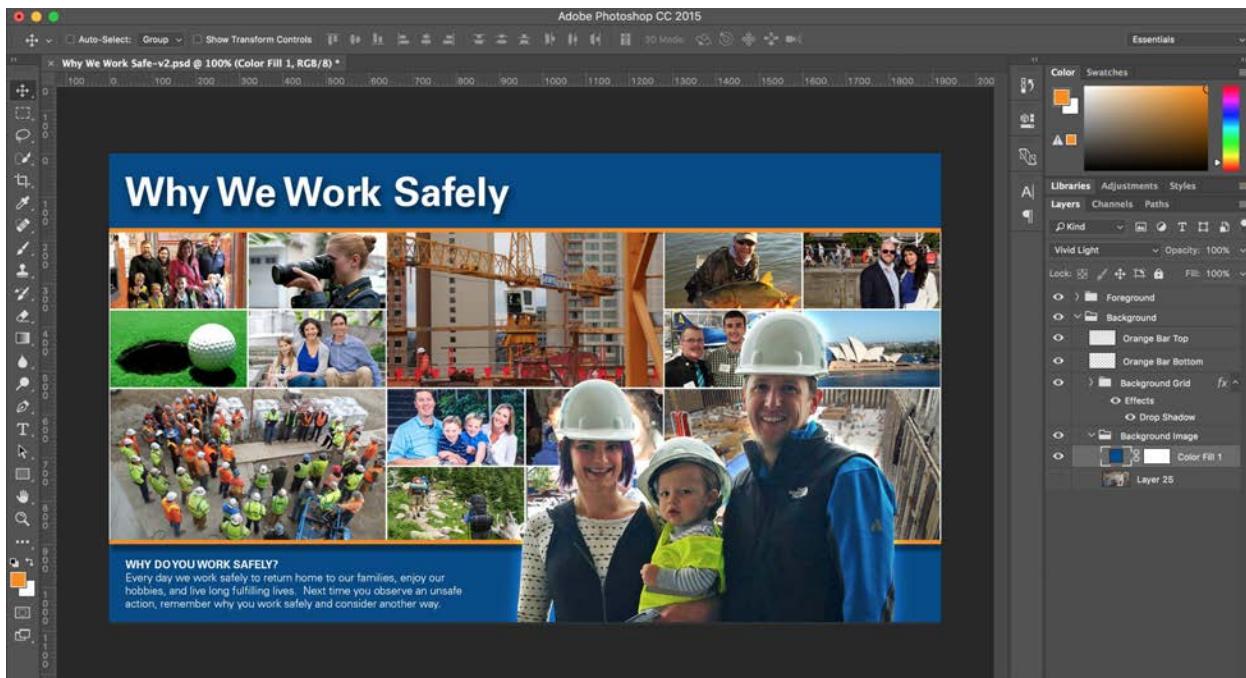
Step 4:

Place Construction Photos



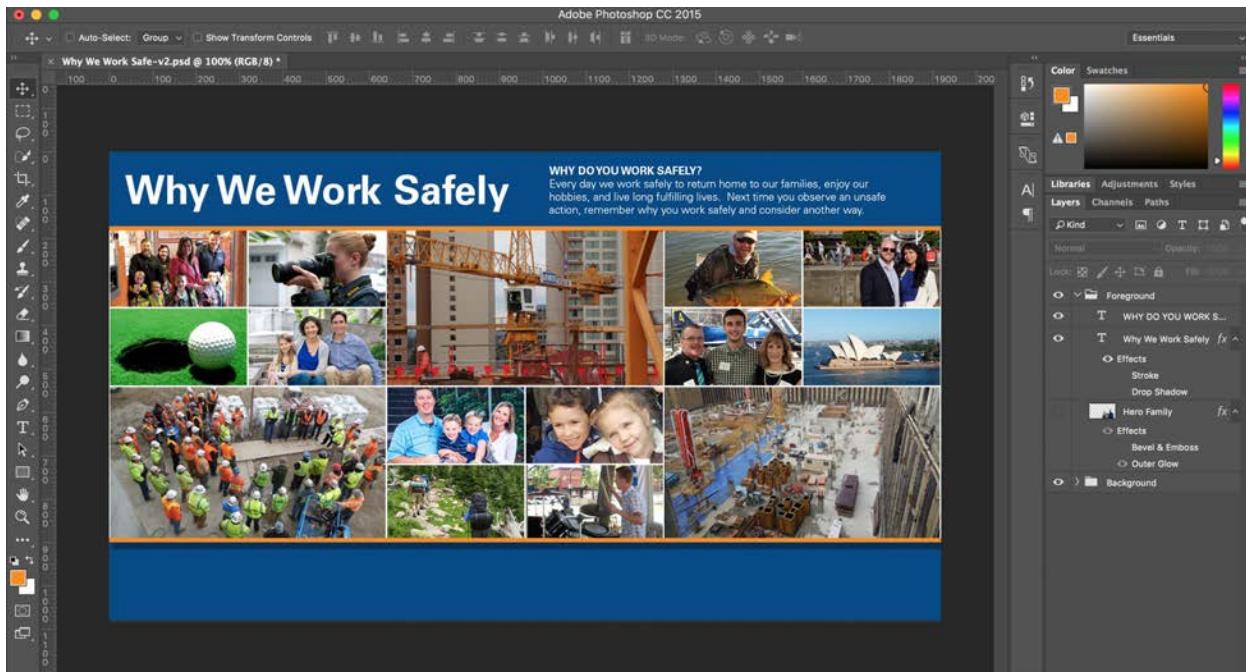
To focus on construction I wanted to create larger images. I created new mask layers for the larger areas in a new group. Then placed the images.

Step 5: Clean Up Background



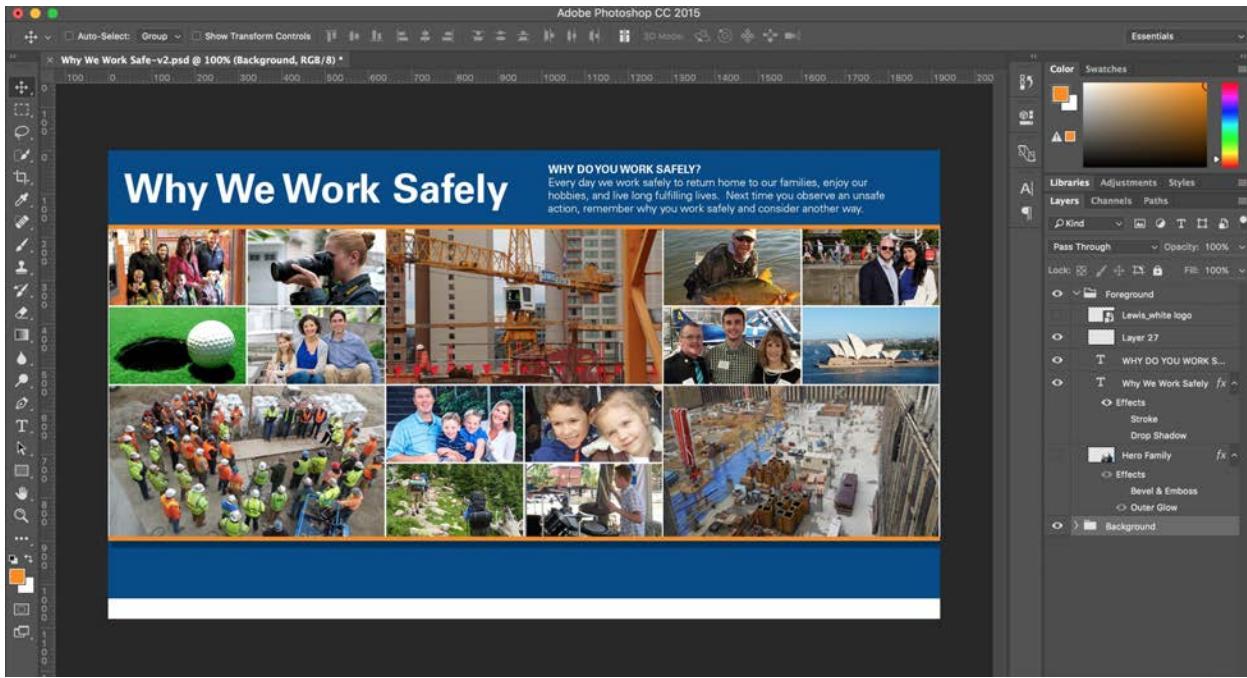
To reduce the clutter I chose to remove the image overlay in the back ground.

Step 6: Move Copy



To make room for company branding, I moved the copy to the top right corner.

Step 7: Adding Branding



Our company branding requires our logo to be set on a horizon line. To accomplish this I created a new layer with a white rectangle

Step 8: Adding Branding



To make sure our logo remains crisp, I imported a vector version and placed it on the horizon line.

Step 9:

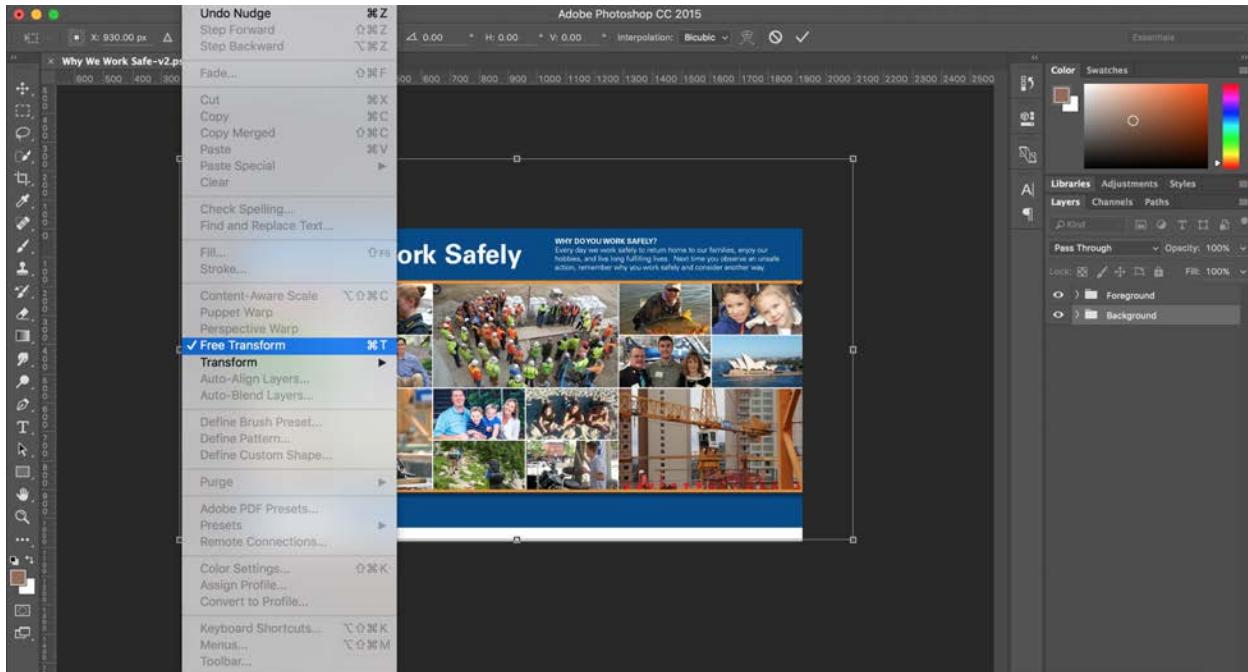
More Photo Futz.



A few final photo selections and movements and the grid is almost complete.

Step 10:

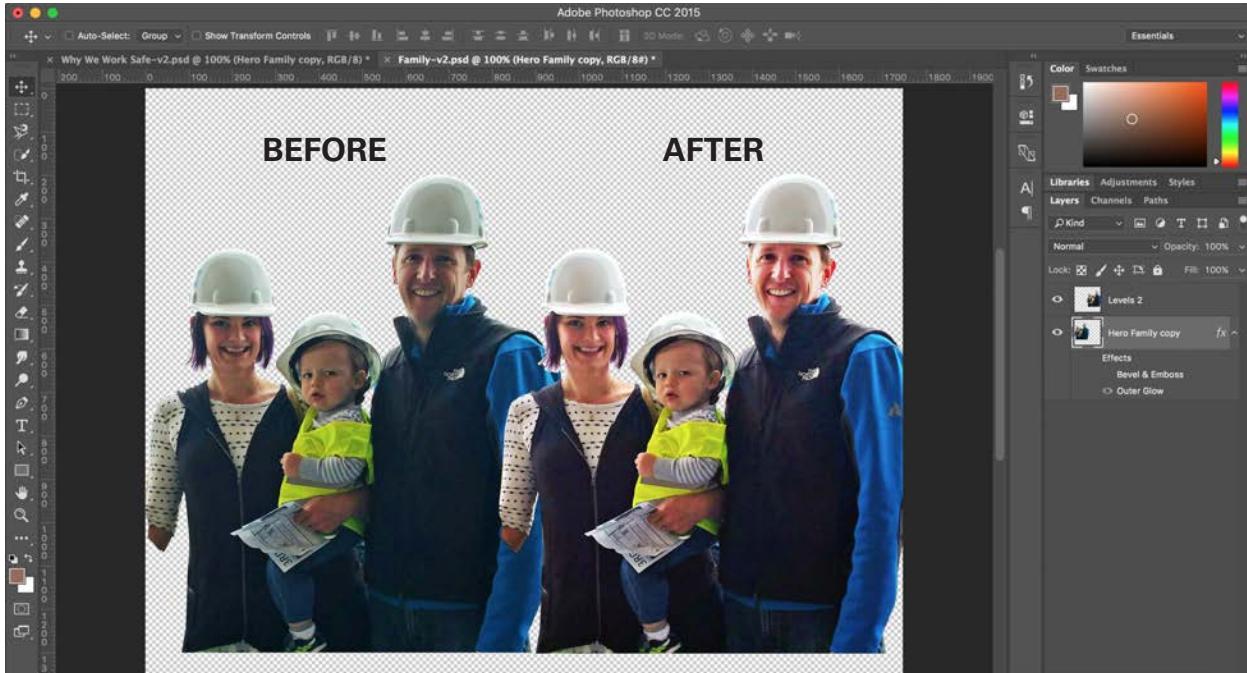
Expanding the Grid



My final step on the grid is making it a tad larger to hide the distracting stroke on the side. To accomplish this I selected my entire background folder and used the Free Transform tool (Ctrl-T) to scale it just a bit, then nudged the entire grid back into place.

Step 11:

Re-editing the Hero Family

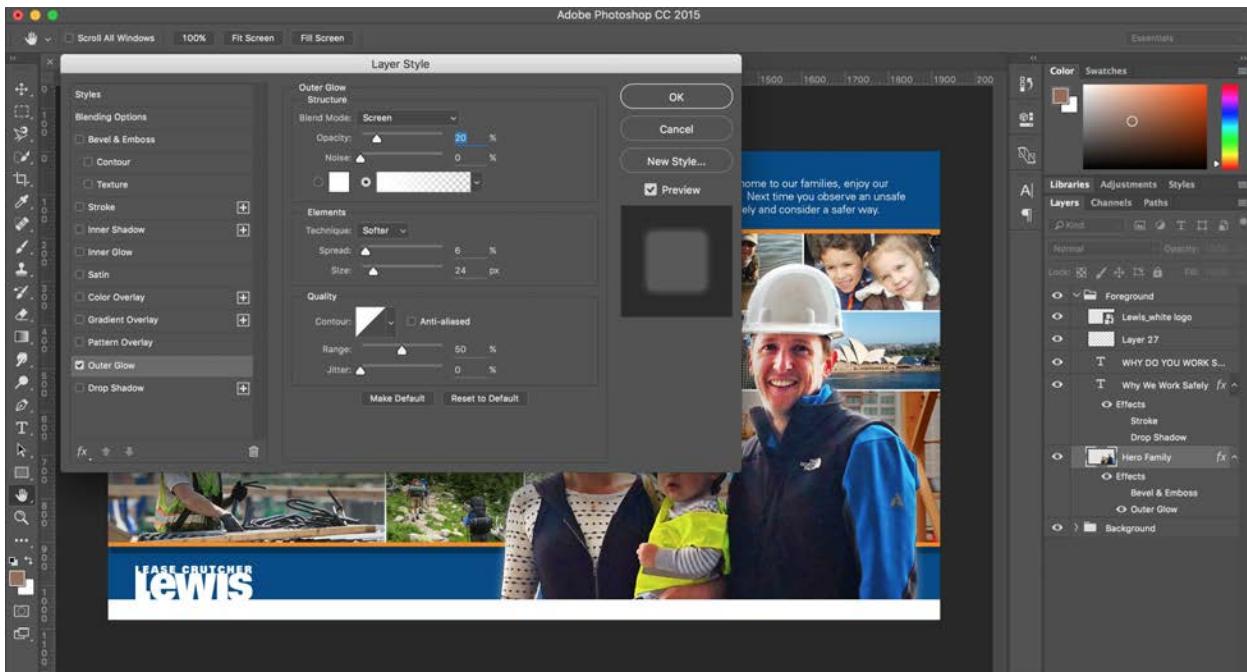


The last bit of work was fixing the look of my Hero Family. To achieve the look I wanted I spend a lot of time playing with levels and overlay. I also spent time on the fathers face by creating a new layer,

selecting his face with the Magnetic Lasso (L) and working on more levels. To remove pixelatin I used the Shake Reduction Filter. Above is a before and after comparison of the Hero Family.

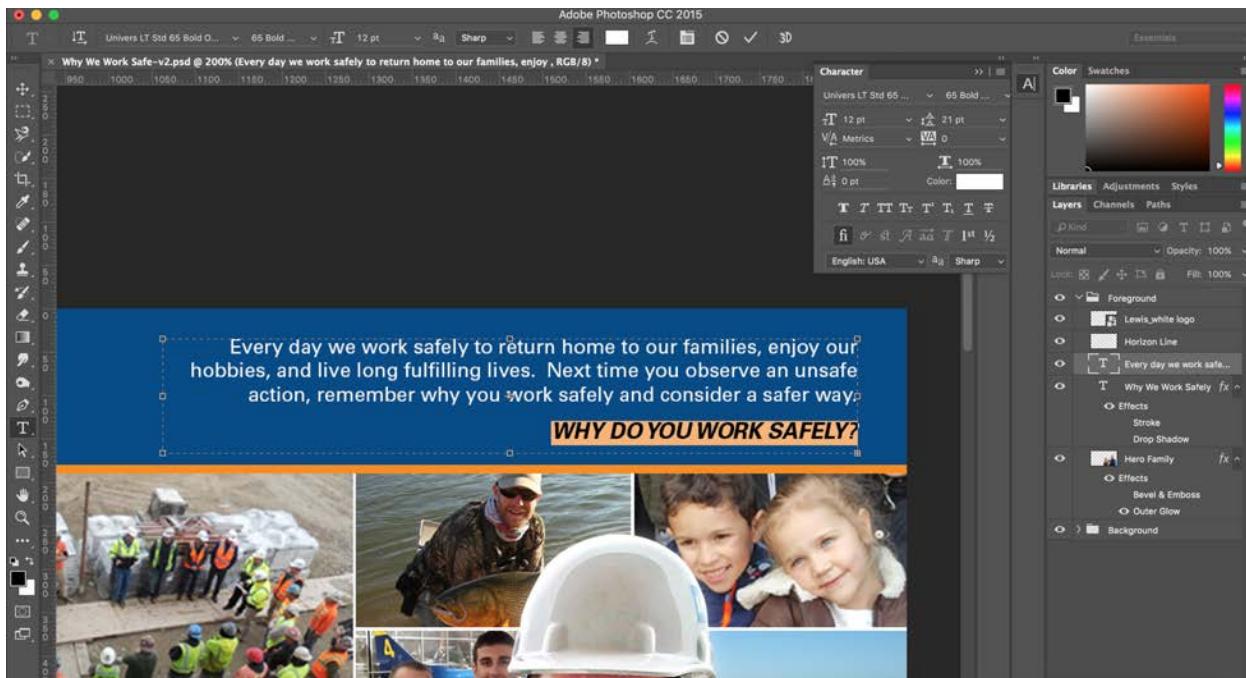
Step 12:

Final Touches



The last step was to bring my Hero Family into the collage and make subtle accents with an outer glow.

Step 13: Copy Finishes



Ultimately I wasn't happy with the copy choices I made and set out changing it. I tried different options within Photoshop's character panel and played with the leading after moving my call-to-action to a suitable location.

Step 14: Preparing the Final Image



The last step was to prepare my image using the save for web feature located under export. As this will be used on people's monitors I chose high quality export settings and saved as a JPEG.

Before and After Comparison

A collage of 18 images illustrating various aspects of life and work, including families, hobbies, and professional settings, to promote safety consciousness. The images are arranged in a grid: Row 1: A family in a room, a person hiking, a group of four people, a construction site, a group of three people. Row 2: A group of people in a room, a person on a golf course, a couple sitting on a bench, a construction site, a group of three people. Row 3: A group of children, a person working on a wooden structure, a family of four, a woman in a hard hat holding a child, a group of people. Row 4: A group of people in a room, a couple on a snowy slope, a person taking a photo, a woman holding a child, a man holding a child. The images are set against a blue background with a faint grid pattern.

Before

A collage of images illustrating the importance of safety in various aspects of life. The images include: a family of four; a woman taking a photograph; a group of construction workers in hard hats and safety vests; a man holding a large fish; a young boy and girl smiling; a man in a hard hat smiling; a man working on a construction site; a family of four; a woman holding a baby in a hard hat; and a logo for Lease Crutcher Lewis.

After