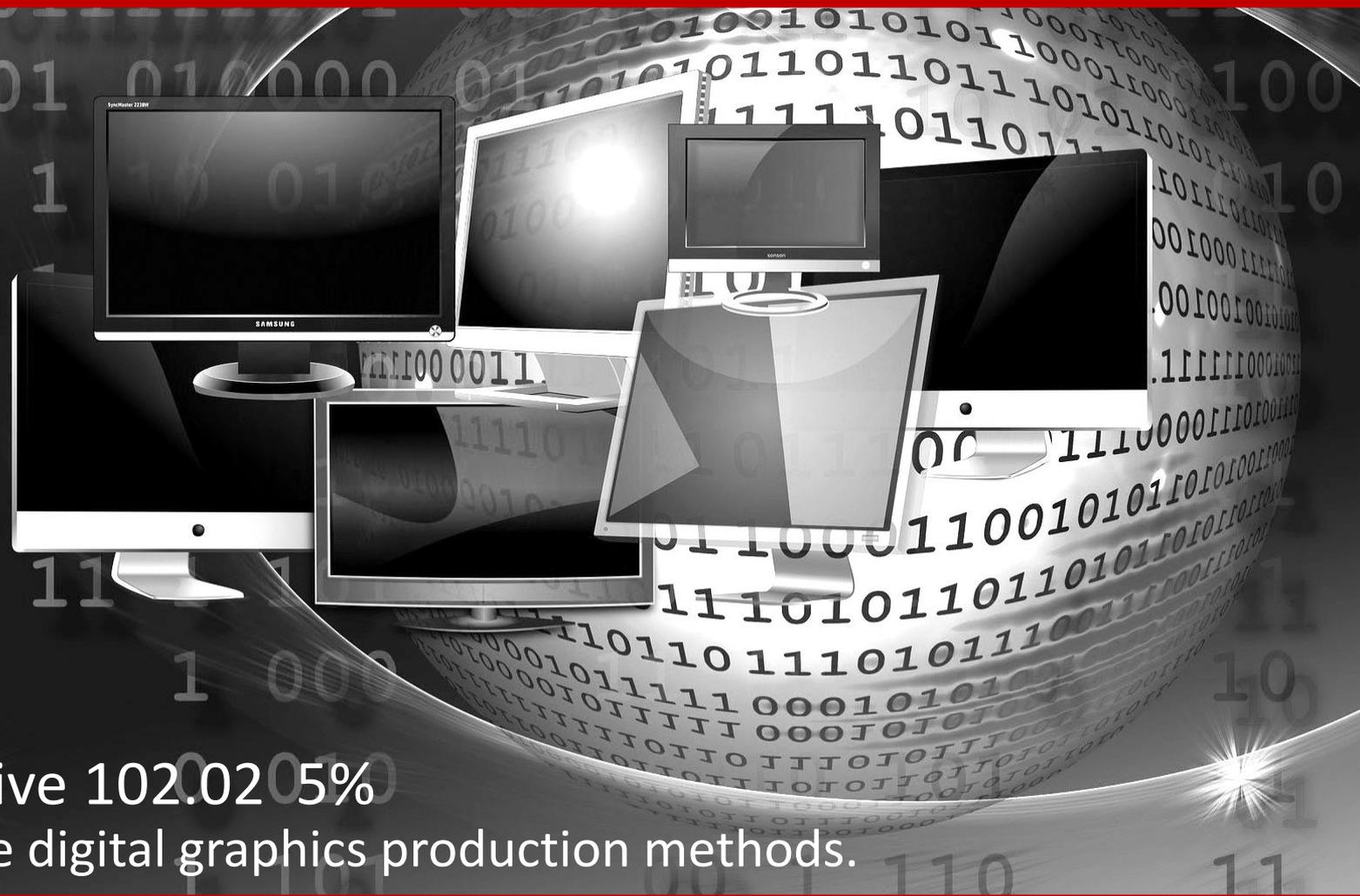


ExplorNet's Digital Media I



Objective 102.02 5%

Describe digital graphics production methods.

Pre-Production

- Meet with clients to create project plan.
 - Determine the purpose of the graphic design.
 - Define the intended target audience.
 - Set overall goals for design.
 - Agree on deadlines.
 - Create a budget.
 - Set a color scheme and set of typography based on client's current marketing and branding materials.

Pre-Production

- Sketch layout ideas and present to client for approval.
- Gather and manage information and digital assets provided by the client.
 - Create a file-naming convention to assure proper organization and storage.
 - Save and organize files for easy and quick access.

Pre-Production

- Determine specific hardware needs:
 - Computer
 - Still Photo Camera
 - Graphic Tablet
 - Scanner



Pre-Production

- Determine specific software needs
 - Paint Program – bitmap graphic editing program that creates and/or edits photos or bitmap images (example: Adobe Photoshop)
 - Draw Program- vector graphic editing program that is commonly used for logos, icons, and other scalable graphics (example: Adobe Illustrator)



Production

- Import (using Adobe Bridge or other process) existing graphics onto canvas in a digital graphic editing software.
- Draw or create original graphics.
- Add text to the design.
- Edit the design components to convey the intended message to the target audience.
- Arrange possible design components into a balanced and unified layout.

Post-Production

- Review Design Comps with Client
 - Provide the client with multiple renditions of the design that meet the goals and purpose, but look visually different (layout, scaling, etc.).
 - Used for comparison purposes so the client can make a final decision.
 - Can be generated in Adobe Photoshop by creating layer comps that save all renditions in the original file for previewing.

Post-Production

- Re-design the graphic based on client feedback (if necessary).
- Preview the final version.
 - Create a proof preview to see how the graphic design will look on a particular output device (computer monitor, printer, etc.).
 - Test print any graphic design that is destined for print work and proofread for quality assurance.

Post-Production

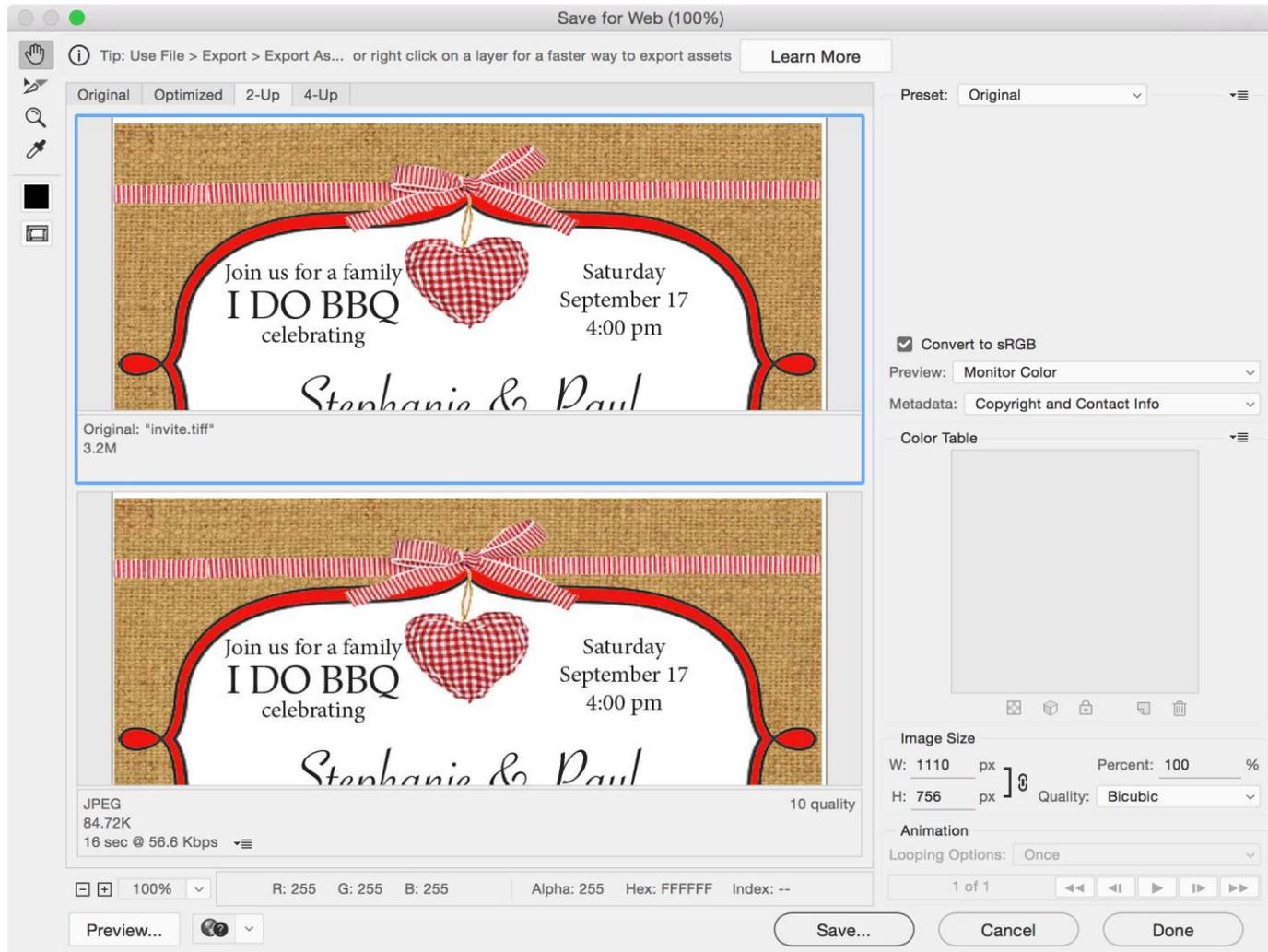
- Optimize the graphic for specific client needs, including:
 - File format requirements
 - File size requirements
 - File name requirements
- Submit the finalized version(s) of the digital graphic design to the client.



Optimize for Web

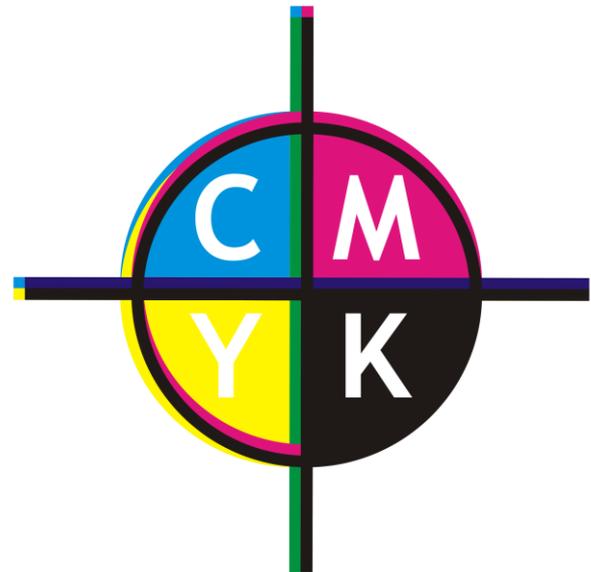
- Use Export/Save for Web command.
- Save in web friendly format for faster download, i.e.
 - JPEG
 - GIF
 - PNG
 - PDF
- Adjust file quality and compression.
- For working purposes, incorporate some of the settings into the filename, such as “banner_medium.jpg” for an image saved as a medium-quality JPEG.

Optimize for Web

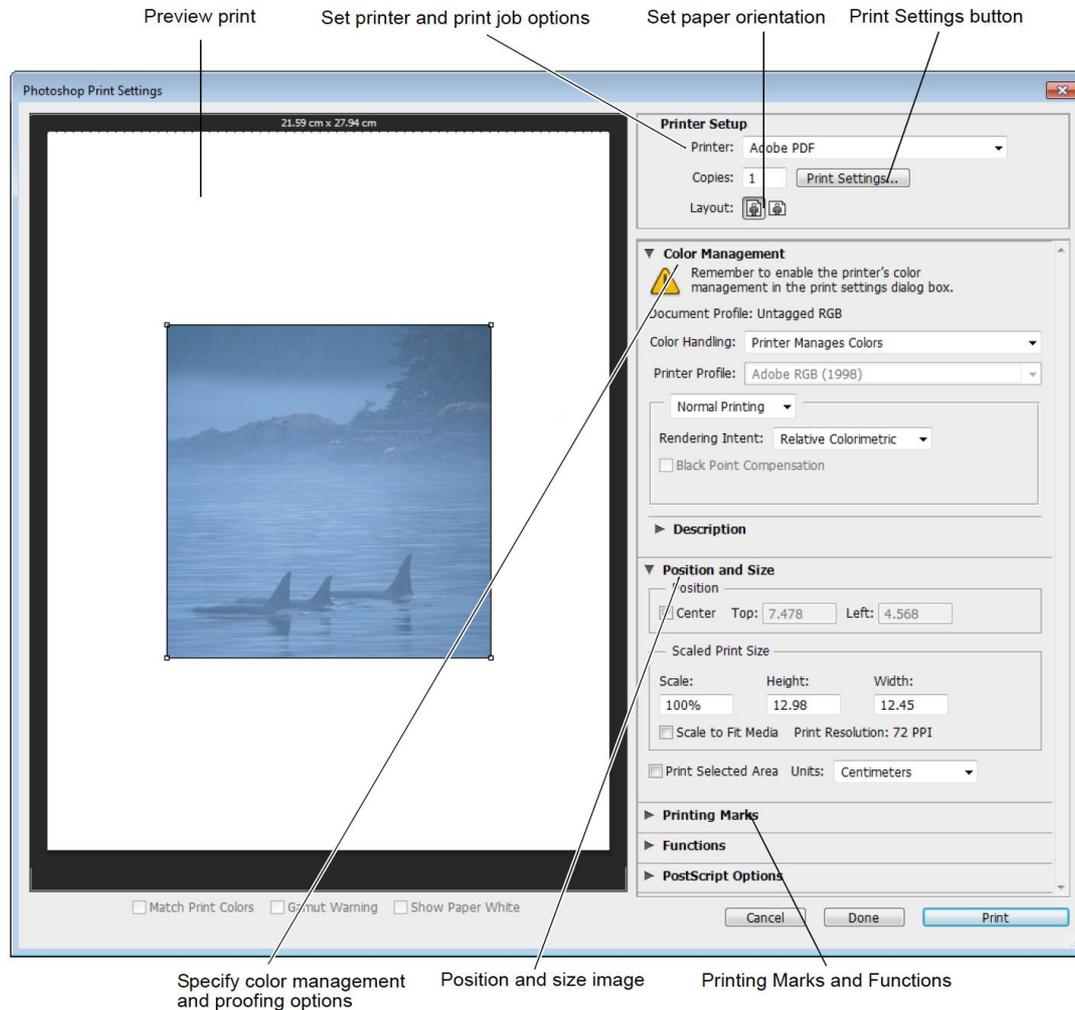


Generate for Print

- Set image resolution to 300 ppi for better quality.
- Convert to CMYK (if sending to offset printer)
- Use lossless or un-compressed format.



Adjust Print Settings

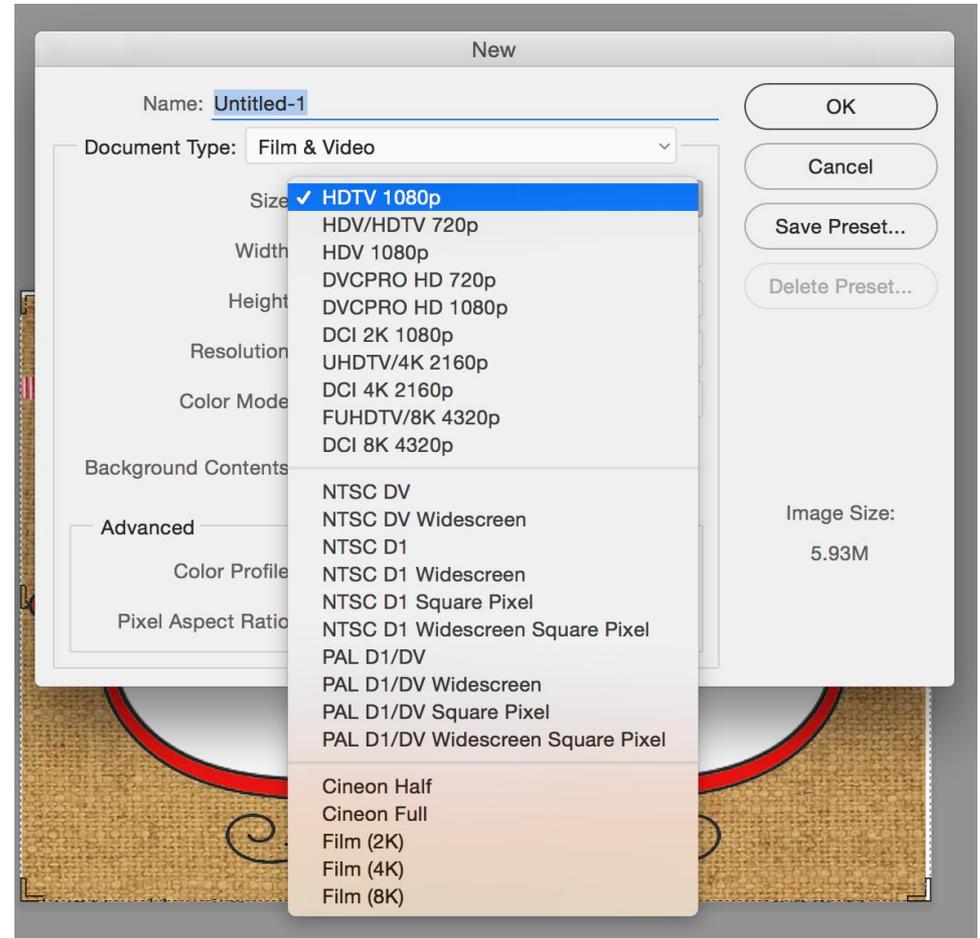


Images for Video

- Create images of various aspect ratios so that they appear properly on video devices.
- Using the options in the Size menu, you can produce images for specific video systems—NTSC, PAL, or HDTV.
- Use safe zones to ensure that everything fits within the area that most TVs display, keep text within the title-safe margins, and all other important elements within the action-safe margins.

Adjust Video Settings

- Create a new document.
- Choose Film & Video preset.
- Choose appropriate size option.



Native Graphic Formats

.AI

- Native file type used by Adobe Illustrator.
- Does not compress layers of a design, allowing for future editing.
- May not be recognized by all programs.

.PSD

- Native file type used by Adobe Photoshop.
- Does not compress layers of a design, allowing for future editing.
- May not be recognized by all programs.

Bitmap (Raster) Graphic Formats

- .JPEG (JPG)
 - Most common graphic file format.
 - Full color graphic format (16.7 million colors).
 - Relatively small file size.
- .GIF
 - Indexed color format (256 colors).
 - Supports simple transparency layer.

Bitmap (Raster) Graphic Formats

- .TIFF (TIF)
 - Versatile graphic type that can use a variety of color formats.
 - Format works best for desktop publishing or print work.

Vector (Line Draw) Graphic File Formats

- .SVG
 - Supports interactivity and 2-D animation.
 - XML-based vector format.
 - Open standard.
- .PNG
 - Supports advanced transparency.
 - Relatively average file size.
 - Can be interlaced, optimizing for internet use.