

Subject: **Creative Media**

Year: **10**

Topic: **Visual Identity & Digital Graphics (R094)**

Half Term: **Spring 2**



Assets

PPI

Resolution

Upscaling

Version Control

Layout

White Space

Typography



Resolution

PPI = pixels per inch

Different formats require a different ppi..

Web = 72 ppi

Print = 300 ppi

Pixel Dimensions

This is indicated by how many pixels across and how many pixels high the image is (e.g. 1920 x 1080).

If you were creating an advert 8x6 inches,
@ 300ppi the ad would measure 2,400 x 1,800.

This would then guide you in terms of the pixel dimensions you would need for a background asset.



Exporting Resolutions & Types

	PPI	File	Size
Online	72	.jpg .png	Small
Print	300	.tiff .jpg	Large



Reducing File Size

- Convert from .tiff to .jpg
- Reduce quality (increase compression) resaving as a .jpg
- Convert image to 72ppi



Naming Conventions & Version Control

Name files to identify contents and file type...

E.g. naming '*video_mind_map.jpg*'







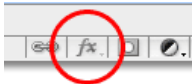
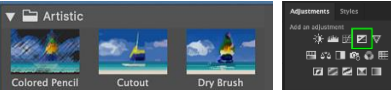
Changing files...

E.g. '*DSCN1056.jpg*' to '*moodboard_colourbar.jpg*'.

Identify **versions** through...




- Date - '*film_script_24-05-20*'
- Version number - '*game_mind_map_V1*'



Task	Tools	Notes
Cropping backgrounds	 Lasso  Quick Selection  Magic Eraser	With lasso and quick selection, use layer>new>layer via copy/cut. Magic eraser only works well with block colour backgrounds.
Colouring	 Paint Bucket  Eye Dropper  Colour Replacement	Paint bucket works for large areas of similar colour. Eye dropper will automatically load to the foreground colour. Use 'alt' to load to the background colour.
Layer Effects		Mainly used to add drop shadow, inner and outer glows, gradient overlay and outlines (via stroke).
Filters & Adjustments		Filter gallery to add quick effects on to images - artistic, stylised, texture Adjustment layers - brightness, black & white, hue/saturation



File Formats...

Print 300ppi	Online 72ppi
	 

Lossy = compression discards information - small file sizes but low quality

Lossless = No discarding in compression - higher quality but larger file sizes



Use these pods to revise creating digital graphics...



Tools and Techniques for Graphics



File Formats and Compatibility