

Objective 103.02

Understand digital graphics production methods, software, and hardware.



Course Weight : 15%



ExplorNet CareerTech

from The Centers for Quality Teaching and Learning





Graphics Production Methods

Three Phases for Producing Digital Graphics :

1. Pre-Production

define parameters of the project and make preliminary decisions

2. Production

work in a design software to create an original digital graphic

3. Post-Production

optimize the graphic for specific client needs



1. Pre-Production

- ✓ Determine the overall **purpose** of the project
- ✓ Define the intended **target audience**
- ✓ **Sketch** possible design ideas
- ✓ Arrange possible design components into a balanced and unified **layout**
- ✓ Choose an appropriate **color scheme**



1. Pre-Production (continued)

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



1. Pre-Production (continued)

✓ Determine specific **software** needs

- **Paint Program**

digital graphic editing program that **creates and/or edits bitmap graphics** (ex : *Adobe® Photoshop*)

- **Draw Program**

digital graphic editing program that **creates and/or edits vector graphics** (ex : *Adobe® Illustrator*)



2. Production

- ✓ **Import** or place existing graphics onto canvas using a digital graphic editing software
- ✓ **Draw or create** original graphics
- ✓ **Add text** to the design
- ✓ **Edit the design components and arrange them** to convey the intended message to the target audience



2. Production (continued)

Graphic Editing Terms :

- **Cropping**
eliminating unwanted parts of a graphic
- **Selection**
surrounding specific part(s) of a graphic to make individual adjustments
- **Scaling**
changing a graphic's size dimensions (height and width)
- **Layering**
separating components of a design individually or into groups in order to make specific adjustments



2. Production (continued)

Graphic Editing Terms : (continued)

- **Opacity**
an adjustable feature of a layer that determines how little or how much you can see through a design component; transparency
- **Filters**
preset effects used to quickly adjust a graphic's appearance
- **Grids and Rulers**
measuring tools used to assist in the scaling, arranging, and spacing of design components
- **Gradient**
a gradual change of color within a design component



2. Production (continued)

Graphic Editing Terms : (continued)

- Layer Styles

preset effects applied to graphics and/or text within a design that add depth and dimension

Examples :

Stroke

Bevel

Drop Shadow

Emboss



3. Post-Production

Optimize the graphic for specific client needs, including :

- ✓ Primary use for the graphic design
- ✓ File size requirements
- ✓ File format requirements



3. Post-Production (continued)

Common Graphic File Formats :

.JPEG

- 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

.PNG

- supports advanced transparency
- relatively average file size
- can be interlaced, optimizing for internet use



3. Post-Production (continued)

Common Graphic File Formats : (continued)

.TIFF

- versatile graphic file type that can use a variety of color formats
- format that works best for desktop publishing or print work

.TGA

- format most commonly used by digital scanners
- full color format (16.7 million colors)
- relatively large file size

.PSD

- native file type used by Adobe® Photoshop
- does not compress layers of a design, allowing for future editing
- can only be opened and edited by Photoshop

