

Objective 203

Apply production methods to plan and create advanced digital media graphics projects.



Course Weight : 25%



ExplorNet CareerTech

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Objective 203 - Graphics

Objectives are broken down into three sub-objectives : pre-production, production, and post-production. **Click the blue text for each sub-objective to jump to that particular part of the presentation.** The course weight for each sub-objective is written in green.

203.01 - Understand advanced pre-production
(5%) methods for digital graphics.

203.02 - Understand advanced production
(15%) methods for digital graphics.

203.03 - Understand advanced post-production
(5%) methods for digital graphics.





Objective 203 - Graphics

203.01

Course Weight : (5%)

Understand advanced
pre-production methods
for digital graphics.

*planning with the client and making preliminary
decisions about the graphics design project*





Meet with the client to create a **project plan** :

- ✓ Determine the **purpose** of the graphic design
- ✓ Define a **target audience** for the project
- ✓ Set overall **goals** of the graphic design
- ✓ Agree on **deadlines** for phases of the project
- ✓ Create a **budget** for the project
- ✓ Set a **color scheme** and set of **typography** based on client's current marketing and branding materials





Advanced **Pre-Production** for Digital Graphics

Purpose of Project:

- ✓ The purpose of most projects is to entertain, inform, persuade, or in some instances, a combination thereof. The purpose is set by the client with the professional input of the designer.





Target Audience:

- ✓ The primary group of people that is aimed at appealing to. A target audience can be people of a certain age group, gender, or marital status.





Advanced Pre-Production for Digital Graphics

Goals:

- ✓ The objective of a client's ambition or effort; an aim or desired result. The designer must be in complete understanding and agreement with the client's goals for a project.





Deadlines:

- ✓ Specific calendar dates/times when parts of a project are to be submitted for review and feedback to the client and any other partners. The purpose of setting deadlines is to ensure that the project is progressing at a timely rate, reflects quality, and remains aligned with the client's goals.





Color Scheme:

- ✓ An arrangement or combination of colors that are carefully selected to capture the attention and/or set a mood for the user when viewing a project.





Typography

- ✓ The style and appearance of printed materials. Specific identifiers include style, font, typeface, etc.





Choose appropriate software :

- **Adobe® Photoshop**
a paint program (bitmap graphic editor) that specializes in photo manipulation
- **Adobe® Illustrator**
a draw program (vector graphic editor) that is commonly used for logos, icons, and other scalable graphics
- **Adobe® InDesign**
commonly used for print layout work such as brochures, posters, flyers, newsletters, etc.





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

Sketch layout ideas and present to client for approval





File-Naming Conventions:

- ✓ Agreed upon by designers, project managers and client, file-naming conventions refer to the protocols that will be used when saving files. Common conventions include date, version numbers, and designer initials.





Organize Files:

- ✓ The organization of files addresses the conventions of storing files within folders, where materials will be stored (cloud storage, network storage, etc.) and access rights.





Objective 203 - Graphics

203.02

Course Weight : (15%)

Understand advanced
production methods
for digital graphics.

*working in a design software to
create an original digital graphic*





Advanced Graphic Design Terms

Basic concepts of digital graphics and design techniques (Elements of Design, Principles of Design, and General Characteristics of Digital Graphics) were covered in Digital Media (Level 1).

In order to best meet the needs of the client and to convey the intended message of a graphic design to the audience most efficiently, more advanced terminology and editing techniques are necessary.

These new terms and editing techniques can be broken down into four main categories : **layout, color, text editing, and photo manipulation.**





Advanced Layout Terms

- **Visual Hierarchy**

using design techniques to carry the viewers' eye from one design component to the next; helps the audience process information in the design and determine what is most important

- **Alignment**

arranging design components in an organized and visually appealing manner

- **White Space**

the absence of text or graphics in a design; visual breathing room for the eye; helps avoid over-crowding and creates natural flow

- **Feathering / Blending**

smoothing or blurring the edges of an image to help transition into the background or into another image





Advanced Layout Terms (continued)

- **Master Page**
a pre-determined layout that is set up beforehand and can be applied to any page in a document
- **Facing Pages**
pages in a document that appear on opposite sides of a book or magazine
- **Gutter**
the space between columns of text or the space between the facing pages of a document that is designated for the binding
- **Margin**
the blank space around text, a graphic, or another component in the layout





Advanced Layout Terms (continued)

- Placeholder Text

randomly generated words used to fill a defined space of a layout to give an impression of how the overall design will fit together

- Text Wrapping

a feature that continues a line of text on a new line when the previous line reaches a specified length; helps create an organized and easy to follow layout





Advanced Color Terms

- Color Profile

a pre-determined subset of specific colors assigned to an image; preset for devices like scanners, digital cameras, monitors, and printers so that the color of an image remains true from source to destination

- Color Gamut

the range of colors that is defined by the color profile; when working within a given color profile, color choices are selected from the gamut

- Dithering

if a particular output device (monitor, web page, etc.) cannot display colors within the assigned color profile, a process called dithering peppers in pixels of similar colors to replace the colors that cannot be displayed





Advanced Text Editing Terms

- **Typography**

the design and use of fonts and typefaces as a means of visual communication in a design

- **Font Families**

collection of fonts that fall within a group or subset that are visually similar, but with minor variations (*ex : Arial, Courier, Times, etc.*)

- **Readability**

a characteristic of fonts that make them easy to identify and read; all fonts in a graphic design should be legible unless desired effect is otherwise





Advanced Text Editing Terms (continued)

- **Serif**
a slight projection finishing off a stroke of a letter
- **Leading**
the amount of vertical space between lines in a paragraph
- **Tracking**
the amount of horizontal space between characters within a word or sentence
- **Kerning**
the amount of horizontal space between individual characters





Advanced Photo Manipulation Terms

- Destructive vs. Non-Destructive Editing

destructive editing changes the original photo in a way that cannot be reversed after saving and closing; non-destructive editing makes changes to the original photo that can always be reversed

- Color Correction

adjusting the color values of a photo to make them appear more realistic or to achieve the desired effect

- Retouching

removing unwanted elements and / or blemishes from a photo to enhance the visual quality

- Adjusting Levels

changing highlights, shadows, and mid-tones of a photo





Advanced Photo Manipulation Terms (Continued)

- **Exposure**

the amount of light in a photo; under-exposed is not enough light while over-exposed is too much light

- **Sharpness**

the property of a photo that describes the clarity of detail

- **Contrast**

the amount of separation between the darkest areas of a photo and the brightest areas; adding contrast causes a photo to look more defined

- **Smart Object**

converting a photo or graphic to a smart object allows it to be scaled, rotated, or warped without losing the original quality





Objective 203 - Graphics

203.03

Course Weight : (5%)

Understand advanced
post-production methods
for digital graphics.

*previewing the file with the client to receive feedback;
optimizing the file for specific client needs*





Reviewing **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





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**





Optimize the graphic design based on specific client needs

- ✓ File format requirements
- ✓ File size requirements
- ✓ File name requirements

Submit the finalized version(s) of the digital graphic design to the client

