

Recap - Week 3 & 4

→ Newton & the Colour Spectrum

I
→ The Colour Wheel

* Primary colours * Secondary colours * Tertiary colours

→ Colour Components

* Hue * Value * Intensity * Temperature

→ Colour Schemes

* Warm & Cool * Monochromatic * Complimentary * Split Complimentary * Triad * Analogous

→ Colour & Perception

* Chromatic Adaptation * Luminance * Brightness * Additive Colour * Subtractive Colour

→ Colour Psychology

→ Pattern

→ Texture

Part 1 - Visual Language Authoring Tools

- * Image Types

- * Resolution

- * Applications

- * Photoshop

Image Types

Bitmap Graphics

- * Image stored as group of dots (pixels)
- * they consist of points (pixels) with certain color values
- * Often bitmaps are referred to as raster images as image consists of a raster or grid of pixels
- * impossible to scale a raster image larger without losing quality

Vector Graphics

- * consist of mathematical equations to describe a line or shape
- * are always sharp, no matter how far you zoom in
- * resolution-independent, which means they can be scaled to any size and printed at any resolution

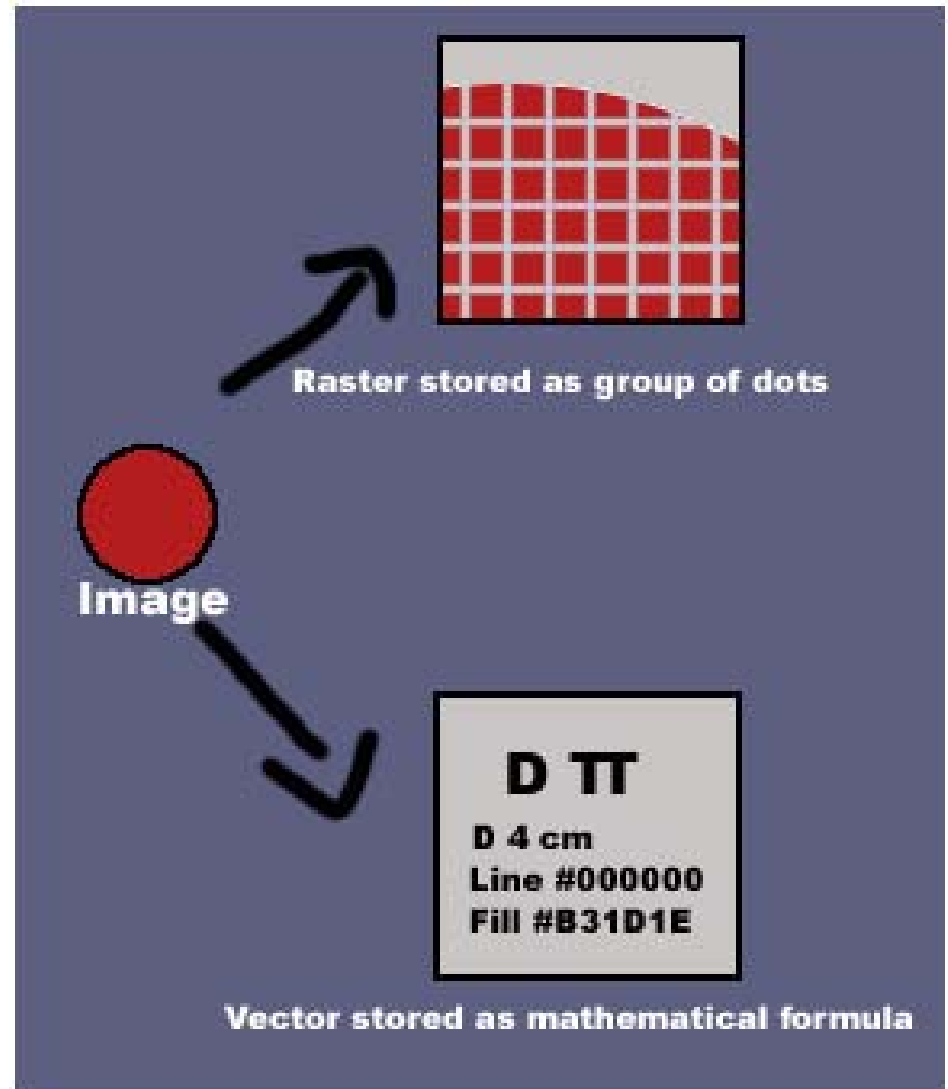


Image Types

This example shows a bitmap version of a filled circle to the left and a vector version to the right. A part of the edge is magnified. When magnifying, the saw-tooth pattern is clearly visible. Hence there evidently is a detail limit for bitmaps. When zooming in on a vector object, the shape can still be accurately calculated due to the mathematical equations.

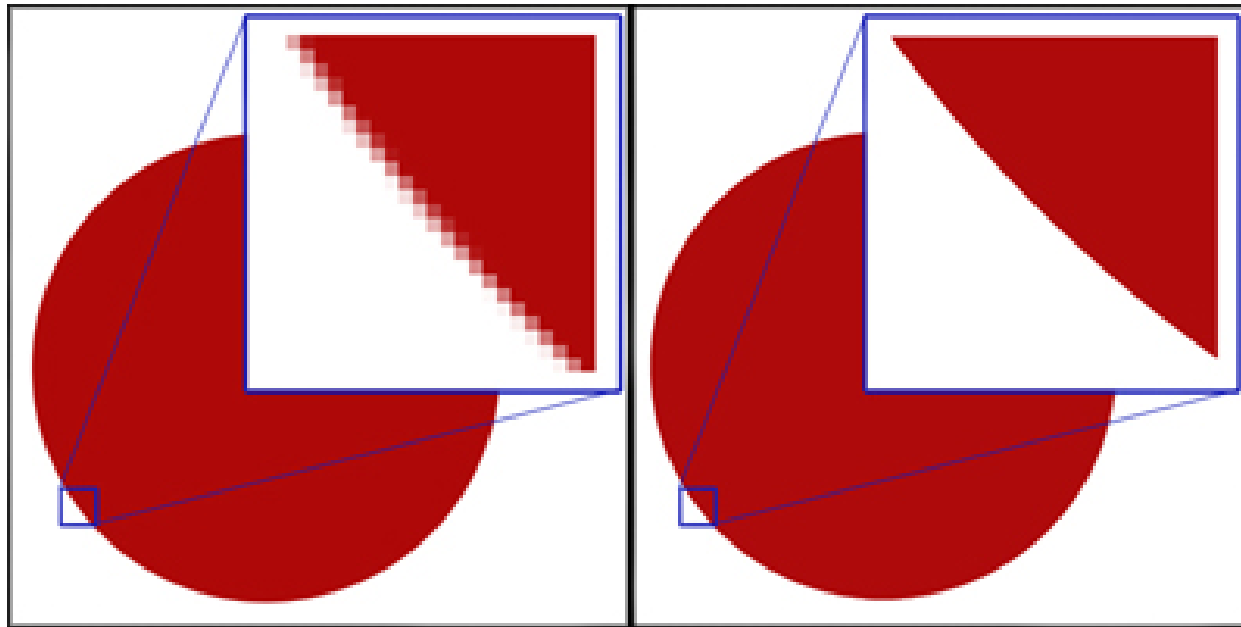


Image Types

Comparing a pixel image photo to a traced (vector) photo - the vector photo has a lack of detail and shade gradients. Therefore vectors are more suitable for line-art images, whilst pixels are more suitable for images that require subtle details in colors (photo's, hand-drawings)



Image File Types .jpg

- * The 16-bit JPEG format (usually written without the E), was designed with photographs in mind. It is capable of displaying millions of colours at once, allowing for the complex blend of hues that occur in photographic images
- * method of compression for photographic images
- * most common image format used by digital cameras
- * most common format for storing and transmitting photographic images on web

Image File Types .gif

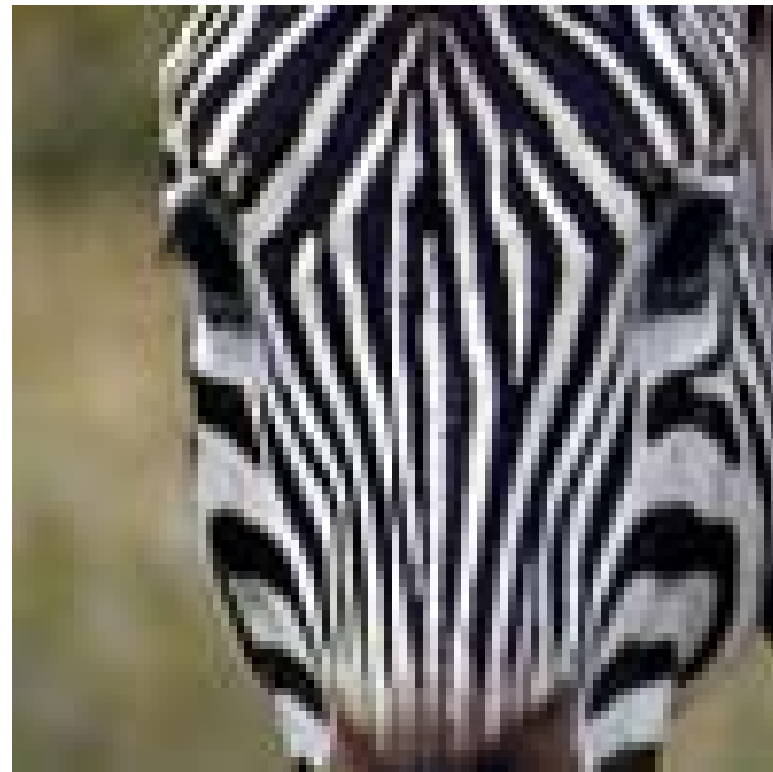
- * excellent at compressing areas of images with large areas of the same color
- * the only option for putting animation online unless you want to use Flash
- * supports transparency
- * GIF files support a maximum of 256 colors, which makes them practical for almost all graphics except photographs
- * GIF files should be used for logos, line drawings and icons
- * Avoid using it for photographic images, and graphics which have long stretches of continuous-tone in them

Resolution

* The resolution of an image describes how fine the dots are that make up that image. The more dots, the higher the resolution



72 x 72 pixels



36 x 36 pixels

Resolution

- * Pixels per inch (ppi) is often (although mistakenly) used interchangeably with dots per inch (dpi). Dots per inch (dpi) is a measurement describing the way an image is printed, scanned, or displayed on your monitor.
- * For printing digital photos around 300ppi
- * Standard computer screen display resolution is 72 Pixels per inch, so it will recognize anything more than 72dpi (for example an image on a website)
- * Image size and resolution are not the same thing. The only way to determine what your image's actual print size will be is through the Image Size dialog box.

Applications



.psd

.png

.fla

.ai

.indd

bitmap

Vector &
Bitmap

vector

vector

vector

Superior
photo
editing,
filters, 3D
effects

Drawing
advantage
can write
HTML

bitmaps
first in
photoshop
/fireworks
(pngs are
best)

bitmaps
first in
photoshop
/fireworks

bitmaps
first in
photoshop
/fireworks

Photo, layout,
design

Photo,
layout,
design, web

drawing,
animation, a
udio, video,
web

advanced
drawing,
design for
print

drawing,
design for
prin

Applications - Photoshop

- * Graphics editing software
- * Pixel drawing program
- * Market leader for Image/photo manipulation
- * Seen as a “killer app” for Macs
- * First incarnation in 1988, developed by a University of Michigan PHD student Thomas Knoll and his brother
- * Presented to Adobe & Apple, the former decided to purchase and Photoshop 1 release exclusively for Macs in 1990
- * CS4 just released



http://en.wikipedia.org/wiki/Adobe_Photoshop

Applications - Photoshop

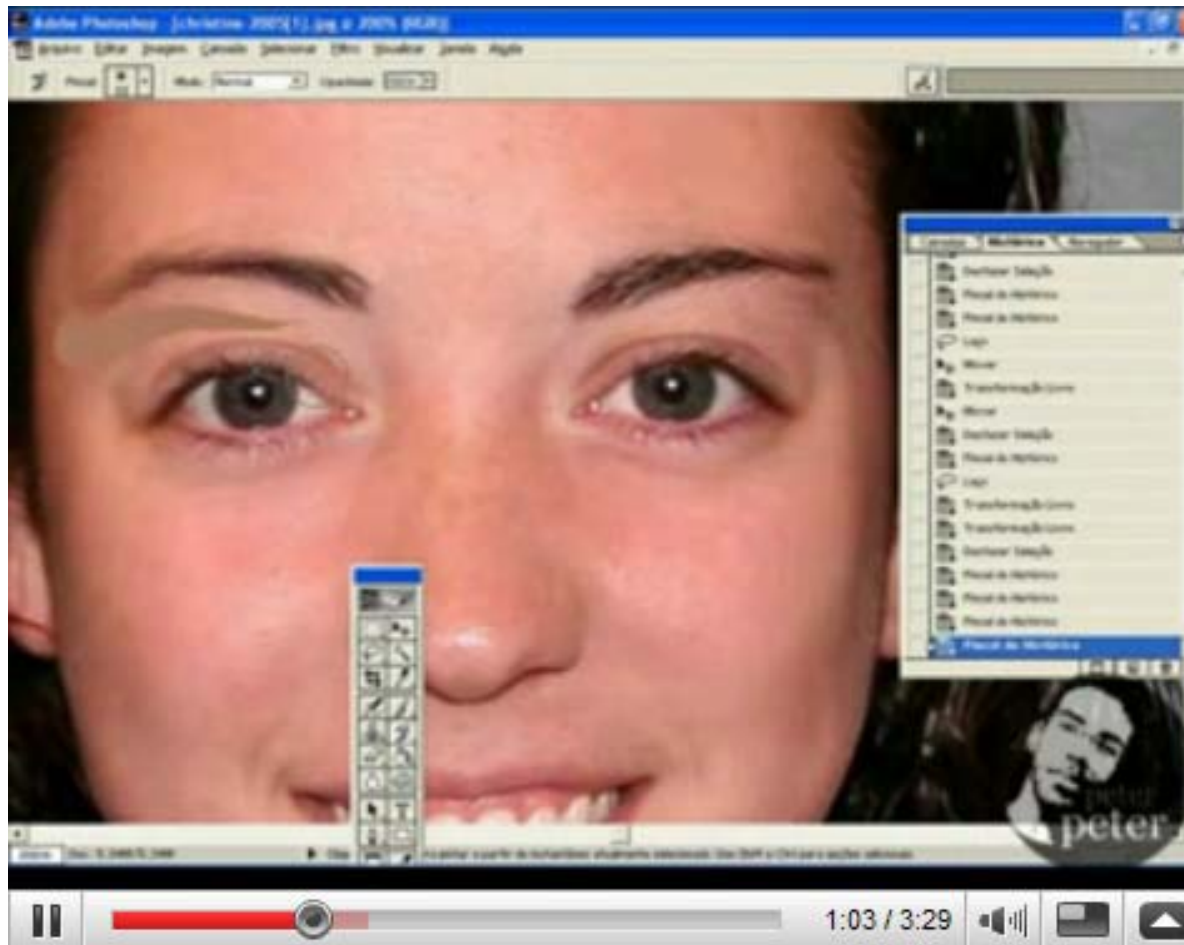
- * photograph manipulation
- * create images that have complex texture and shading
- * painting + drawing (but not ideal)
- * graphic design + illustration + page
- * typography
- * animation cells & gifs
- * web images
- * digital content layout



Applications - Photoshop

<http://www.youtube.com/watch?v=FM3e6C-Z2mU&eurl=http://widget.slide.com/version/2008102312>

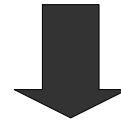
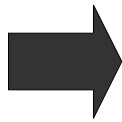
Photo Retouching:



Applications - Photoshop

1: opening a photo (optional)

- open a photo in photoshop (usually .jpg)
- if you are going to work on it you need to "Save as" a photoshop file (.psd)



2: Photoshop files end in .psd

- if you are creating a new file, File > New > Save As
- Photoshop files (.psd) will retain layers: i.e. you can go back and edit them
- if you are printing you can print from this file

3: Export

- File > Save for web if you want to insert the image in another document, application or webpage

jpg

gif

png

Applications - CS4 Introduction



<http://tv.adobe.com/#vi+f1584v1027>

Botanic Gardens Assessment

* Notebooks with your name marked please

* Do I have your blog for assessment?

<http://www.niamhitb.com/visual-language/student-blogs/>

* If you were absent you can repeat with random objects

<http://www.niamhitb.com/visual-language/week-4/>

Part 2 - Photo Story Assignment (10%)

Objectives:

- Using Visual Language to tell a story
- Narrative Flows & Sequencing
- Compositional Elements (next class)
- Graphics Editing, File Formats

Part 2 - Photo Story Assignment

1: Brainstorming & Storyboard

- * Try to communicate the story using 3 - 5 visuals
- * Brainstorm ideas for your story
- * Create a storyboard of your idea/s in your sketchbook

2: Photography

- * Translate your storyboard into pictures using your camera

3: Editing Presentation

- * Use Photoshop to edit the pictures (optional) put them together as a sequence (one big image) and save them for web
- * Present your story

Part 2 - Photo Story Assignment

* Good storytelling experiences generally require certain fundamental elements.

- **Setting:** The setting orients the audience, providing a sense of time and place for the story
- **Characters:** Character identification is how the audience becomes involved in the story, and how the story becomes relevant.
- **Plot:** The plot ties events in the story together, and is the channel through which the story can flow.
- **Movement:** In a good story, the sequence and flow of events is clear and interesting. The storyline doesn't stall.

Brainstorming & Storyboard

1 : Groups & Select a theme

- * Tall Tale: super hero's, strange animals, bizarre happenings,
- * Horror Story: spirits, ghosts, werewolves, vampires, hauntings, mediums
- * Thriller: suspense, crime, detective, CSI, victim, who dunnit?
- * Love Story: Long lost love, Forbidden Love, Heartbreak
- * Historical/Political: An eyewitness at an historical event

2: Brainstorm with your group

- * Characters (you can use people as actors, toys, objects etc)
- * Settings - You will be taking photos here in ITB
- * Props - Anything you need to bring in

3: Storyboard sketches

- * Beginning (setting), middle (conflict/problem) end (resolution)
- * 3 to 5 thumbnail sketches (we will look at composition next week)
- * We will be editing the images in Photoshop so you can add effects etc
- * you can use words but you don't have to