

Photoshop Domain 2: Identifying Design Elements When Preparing Images

**Adobe Creative Suite 5
ACA Certification Preparation:
Featuring Dreamweaver, Flash, and Photoshop**



Objectives

- Demonstrate knowledge of image resolution, image size, and image file format for web, video, and print
- Demonstrate knowledge of design principles, elements, and image composition
- Demonstrate knowledge of typography
- Demonstrate knowledge of color correction using Photoshop



Objectives (cont.)

- Demonstrate knowledge of image-generating devices, their resulting image types, and how to access resulting images in Photoshop
- Understand key terminology of digital images.



Vocabulary

- Aspect ratio
- Background
- Bitmap
- Camera Raw
- CMYK
- Cropping
- Document size
- Downsampled
- Dpi
- Field of view
- Foreground
- Gamut
- High Dynamic Range (HDR)
- Image composition
- Interpolation



Vocabulary (cont.)

- Line screen frequency
- Lpi
- Pixel
- Raster Image
- Readability
- Resolution
- RGB
- Screen frequency
- Screen ruling
- Typography
- Upsampling
- Vector
- Visual hierarchy



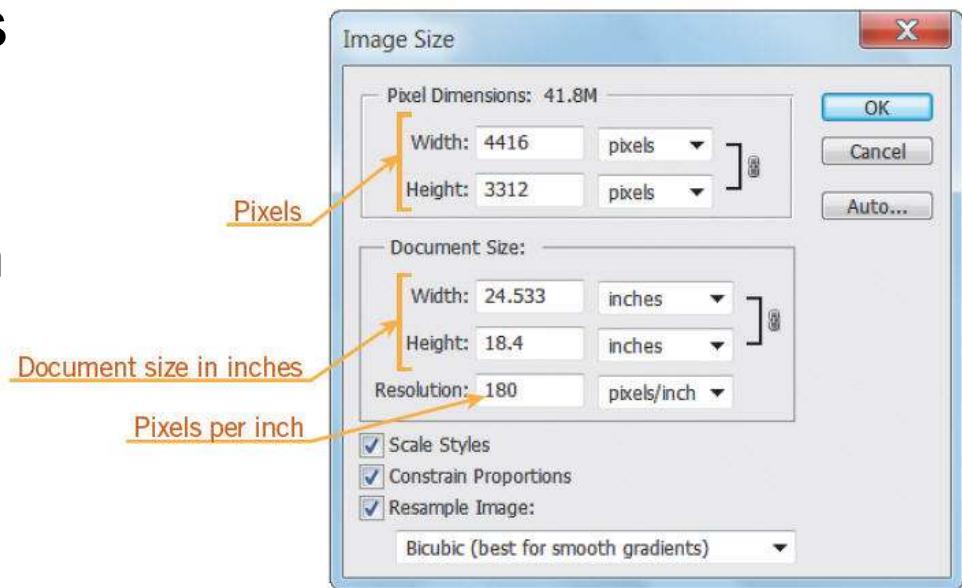
Domain 2.0 Identifying Design Elements When Preparing Images

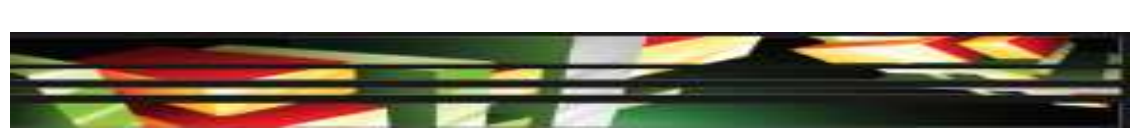
- Domain 2 focuses on design elements and image composition.
- This domain is similar to the second domain in the Web Communication (Dreamweaver CS5) and Rich Media Communication (Flash CS5) certification objectives.



Objective 2.1 Demonstrate Knowledge of Image Resolution, Image Size, and Image File Format for Web, Video, and Print

- **Resizing an Image**
- The Image Size dialog box displays the image data, which includes the number of pixels in an image, the size of the image in inches, and the resolution.





Objective 2.1 Demonstrate Knowledge of Image Resolution, Image Size, and Image File Format for Web, Video, and Print (cont.)

- **Resizing an Image**
- To change the image data, which affects the resolution and file size, you must resample the image, which increases or decreases the number of pixels contained in the image.
- Photoshop uses a method called *interpolation* to resample an image, using existing pixel colors to create new color values.
- You can crop an image to resize it. **Cropping** allows you to remove the outside portion of an image to correct its focus.



Objective 2.1 Demonstrate Knowledge of Image Resolution, Image Size, and Image File Format for Web, Video, and Print (cont.)

- **Printer Resolution**

- The resolution on a printer is measured in ink ***dots per inch (dpi)***. The more dots per inch, the higher the image quality.
- This actual number of printer dots is referred to as ***screen frequency, screen ruling, or line screen frequency*** and is measured in ***lines per inch (lpi)***.
- When preparing your image for print, it is often easier to specify your image in the printed dimensions, often referred to in inches, as well as the image resolution; this is referred to as the ***document size***.



Objective 2.1 Demonstrate Knowledge of Image Resolution, Image Size, and Image File Format for Web, Video, and Print (cont.)

- **File Formats**

- There are many different file formats available for graphics. It is important to choose the correct file format for how and where the image will be used.

- **Image Optimization**

- The Save for Web & Devices command on the File menu provides a method to optimize images for publishing on the web and mobile devices.



Objective 2.2 Demonstrate Knowledge of Design Principles, Elements, and Image Composition


- Graphic design includes design elements, design principles, and image composition. It is important to understand some concepts to be able to create an attractive layout.
- **Image Composition and Principles**
- An *image composition* is the arrangement of the visual elements of your image to create a visually compelling design.
- When composing or laying out your design, there are some basic concepts you should consider for your graphic design project, such as aspect ratio, framing, field of view, foreground, and background.



Objective 2.2 Demonstrate Knowledge of Design Principles, Elements, and Image Composition (cont.)

- **Image Composition and Principles (cont.)**
- ***Visual hierarchy*** is used in graphic design to emphasize important elements and organize content in a logical manner.





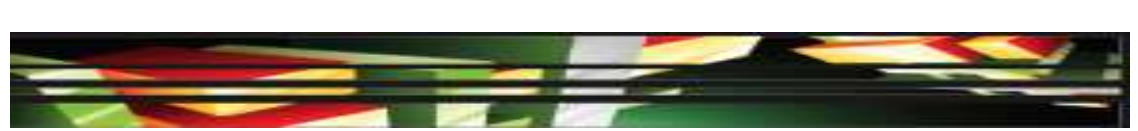
Objective 2.3 Demonstrate Knowledge of Typography

- When adding text to a digital image it is important to consider the font, style, color, and spacing.
- The selections made to design the text and the placement of the words are called ***typography***.
- ***Readability*** is the feeling that is conveyed to make the typeface comfortable and easy to read.



Objective 2.4 Demonstrate Knowledge of Color Correction Using Photoshop CS5

- **RGB** color mode uses red (R), green (G), and blue (B) in various combinations to create the colors you see on a computer display, a television screen, or a movie in a theatre.
- **CMYK** color mode uses cyan (C), magenta (M), yellow (Y), and black (K) to create various colors in print.
- Colors that are in a range that can be displayed or printed are referred to as a ***gamut***.



Objective 2.4 Demonstrate Knowledge of Color Correction Using Photoshop CS5 (cont.)

- You can use the Histogram panel to interpret colors in an image.
- ***High dynamic range (HDR)*** images allow a photographer to record a much larger range of tonal detail than can be captured in one photo.



Objective 2.5 Demonstrate Knowledge of Image-Generating Devices, Their Resulting Image Types, and How to Access Resulting Images in Photoshop

- You can create an image with a digital or film camera and from scanning an image.
- The Open command opens each image into its own Photoshop document.
- The Place command allows you to place multiple images into a single document.
- You can scan images directly into Photoshop by clicking File on the Application bar (Win), pointing to Import, and then clicking WIA Support.



Objective 2.5 Demonstrate Knowledge of Image-Generating Devices, Their Resulting Image Types, and How to Access Resulting Images in Photoshop (cont.)

- The **Camera Raw** format contains minimally processed data that is not ready to be used and still needs to be processed.





Objective 2.6 Understand Key Terminology of Digital Images

- **Bitmap vs. Vector Graphics**
- A ***bitmap*** image, technically known as a ***raster image***, is represented by pixels in a grid layout; each pixel contains color information for the image.
- A ***vector*** image is created with mathematical calculations and can be enlarged without a loss of quality.



Objective 2.6 Understand Key Terminology of Digital Images (cont.)

- **Bitmap vs. Vector Graphics**





Summary

- 2.1 Demonstrate knowledge of image resolution, image size, and image file format for web, video, and print
- 2.2 Demonstrate knowledge of design principles, elements, and image composition
- 2.3 Demonstrate knowledge of typography



Summary (cont.)

- 2.4 Demonstrate knowledge of color correction using Photoshop CS5.
- 2.5 Demonstrate knowledge of image-generating devices, their resulting image types, and how to access resulting images in Photoshop
- 2.6 Understand key terminology of digital images.