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COMD 1112 Digital Media Foundations

Assignment 3 – Class Discussion on February 24th

Professor Trofimova discussed the term auteur. Auteur describes individuals who own the rights to their artistic license. Examples of auteurs are Spike Lee, Steven Spielberg, and JK Rowling.

The 1980's was the Golden Age of Cinema. Currently, movies are created to appeal to a low context society, such as America. A low context society is made up of people from all over the world with no common experiences. "Parasite" is an example of a movie made by an auteur which appealed to our "low context society" even though it's not a low context movie.

We went through Chapter 2 and Chapter 3, discussing the fundamentals of digital images. Digitization is done by sampling and quantizing. Color is analog and measured with pixels. In a raster image, more squares in an image leads to more colors, which creates a sample image. Pixels are discrete simple points which store color information. Resolution is measured in dpi. Visual images should be at least 72 dpi minimum and 300 dpi would be a high resolution. Bitmapped images are called vector graphics. In Photoshop, a monitor is measured in dpi and a printer is measured in ppi. Vector graphics are used in Adobe Illustrator and Adobe InDesign. Vector graphics are infinitely expandable. Anti-aliasing is a term that means reducing the jagged edges in a image.

There are many bitmapped file types. They are .jpeg, .gif, .pict, .png, .tiff, and .psd. Vector graphics uses .ai files(Adobe Illustrator), .eps files, .fla, and .swf (flash) files.

RGB is an additive color system. Red + Green + Blue creates white light. CMYK is a subtractive color system. Cyan + Yellow + Magenta + K produces black. In offset printing, you have to add black to get color separation. HSB is a color model where the letters

H = hue, S = saturation, and B = brightness. Color gamut is the range of colors that a specific system can produce or capture. RGB has more colors than CMYK.

Commonly used methods for capturing digital images are scanning and digital photography. Since scans are .jpegs, try to scan at the highest resolution. 300 pixels is printable(dpi).

During the last part of class, we went through some of the options in Photoshop. We scanned an image into Photoshop. We used command + plus to see the pixels in the image. We used the clone image, the healing brush, the crop image tools. We used the sharp mask to sharpen an image. We learned how to use Command L to bring out levels. We used the duotone mode after we changed the image to a grayscale. We learned how to export files for the web. 72 dpi is the resolution for web images and 300 dpi is the resolution for print images.