

Mabel Chau
Professor Trofimova
COMD 1112
Final Exam

1. Out of the digital tools that we learned in class, which are the most valuable for you? Why?

This semester has really stretched my learning curve. I didn't have any ideas when I started the class the huge amount of subjects that we would touch upon. We used Indesign, Photoshop, IMovie, and Zoom Meetings. We did blogs in Wordpress which we call OpenLab. It's really difficult to choose a most valuable digital tool since I feel the most valuable tool for this class was the interaction between you, Professor Trofimova, and my classmates. I'd have to say Zoom application was the most valuable tool for all the classes that I'm taking.

Zoom does have its' negatives, such as zoom bombing, which I'm glad we didn't experience but I feel that most students would've been lost without Zoom. Zoom meetings provide the grounding that we need and makes us feel closer to each other and willing to work together. If we didn't use Zoom, we would be taking online classes with only text bubbles, like the Slack application. I had never used Zoom before this but it's not difficult to use and a much better interface than Blackboard collaborative. I liked the Share screen portion which allows you to view your classmates work and get feedback. The chat function was also important because we could give feedback even if we're not comfortable speaking out loud.

2. List all digital formats. How would you use them?

JPEG or Joint Photographic Experts Group(.jpg or .jpeg) is created in RGB and CMYK mode. It's used for continuous tone images, photographs, and web images. GIF or Graphics Interchange Format(.gif) is created in indexed color or grayscale. .GIF supports 8 bit color and is used for illustration graphics and cartoon-like pictures that have large areas of solid color. PNG or Portable Network Graphics(.png) is created in RGB, indexed, grayscale and black and white. PNG supports 8 and 24 bit color and is used in web images and can allow for variable transparency. TIFF or Tag Image File Format(.tif or .tiff) is created in RGB, CMYK, indexed, grayscale, black and white, and CIE-Lab. TIFF is windows and mac supported, a common file format for digital imaging and supports alpha channel and layers. PSD or Photoshop Digital Image(.psd) is created in RGB, CMYK, CIE-Lab, Indexed, grayscale, and black and white. PSD is the Adobe Photoshop proprietary format, good for Photoshop supported digital images,

Stores layers, and supports alpha channel. Adobe Illustrator file(.ai), Adobe flash, encapsulated postscript are other files we learned about.

3. What is the process of creating a short film. Please write a step by step, and an overview.

To create a film, you have to first come up with an idea. Our first step was to write a paragraph about our film. Then we created a narrative storyboard. The narrative storyboard tells a visual story without using verbal or text cues. The viewer should be able to “read between the pictures”. After your storyboard, you should take some videos so that you will have subject matter to create from. The next step is to use a video editing program, such as iMovie or Adobe Premiere Pro, to create your movie. You can splice your video, add music, and text to your video, using these programs. The next step is to get feedback for your video. We showed our videos to the class and got feedback. From the feedback, we were able to make revisions to our video and create final products which are an improvement from the original. I created two videos for the class which are totally different. The process for creating both were similar but produced products that were unlike each other. iMovie is easy to use and creates movies that are professional for my beginner ability.

4. What are the most interesting things / concepts you learned in this class?

The Helvetica movie was polarizing in the many topics that it brought up. I liked how it emphasized the use of type as a vehicle for communication. The font you use can create a different meaning to a written page. Using the incorrect font can result in conveying the wrong meaning. Cinema verité which is one of the last topics we covered was important in the reality it portrayed. The videos we saw in class were shocking, e.g. “Queen of Versailles” and “One Child Nation, because we’ve never experienced “their reality”. The Ad Age 20 minute Verizon talk really touched home with our future. Covid-19 has had a big impact on our life now and advertisers will have to learn to adjust their pitch to appeal to audiences. It’s important to know that people are looking for companies with a strongly defined purpose and to move away from a cynical world. I really enjoyed that Professor Trofimova covered topics that I’ve never explored and used different media to keep the discussion real and interesting.

