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Last class we discussed digital data and analog data. Analog data is any information that typically represents an analog signal. There are many types of analog data. However, all this data is converted into voltage and current using sensors; the current and voltage can then be converted into visual information using meters. A good example is a thermocouple that converts temperature into voltage, a meter then converts it back into visual information in degrees. Here temperature is a piece of analog data. The voltage that represents temperature is also a piece of analog data. The visual temperature is also a piece of analog data. In most cases, the voltage that represents the actual analog information is what we refer to as analog data. This voltage data can be further processed for other purposes. As an example, if we want to store this information for future use, we would probably convert it into digital information; or if we want to convert it to Ferenheit from Celsius scale, we would use scaling.

Computers can only work with digital information. Everything that they process must first be turned into a digital signal in one of two states: 'on' or 'off'. At a basic level a computer processor is a collection of switches which can either be on or off. These switches are known as transistors. The computer processes information by switching transistors on and off automatically. Information from input devices must be digitised so the information can be processed. In order to process information and store it, computers use binary code. Binary is a language composed of just the numbers 1 and 0. It is stored in switches (transistors) as either on or off, just like a digital signal. It can be stored on a computer disk using tiny areas magnetically charged with north and south - a bit like you find on a bar magnet. One direction stands for 1, and the other direction stands for 0. When we say data is 'digitised' we mean it is turned into 1s and 0s for storage.

Lossy file compression results in lost data and quality from the original version. Lossy compression is typically associated with image files, such as JPEGs, but can also be used for audio files, like MP3s or AAC files. The "lossyness" of an image file may show up as jagged edges or pixelated areas. In audio files, the lossyness may produce a watery sound or reduce the dynamic range of the audio. Because lossy compression removes data from the original file, the resulting file often takes up much less disk space than the original. For example, a JPEG image may reduce an image's file size by more than 80%, with little noticeable effect. Similarly, a compressed MP3 file may be one tenth the size of the original audio file and may sound almost identical.

We also learned about a good and bad logo. Along with a list of the best corporate logos, we've collected not-so-good samples of corporate designs. Why are these logos considered bad and what lessons can you learn from looking at them? Before we dive into that topic, we must reveal one fundamental rule. For the most part, a company's success has nothing to do with its corporate design. If Apple had some other symbol as a logo, would it be less successful? We

doubt it. A logo itself does not necessarily matter. What matters is how and where you use it. Successful companies use their logos every time they communicate with their customers. As a result, clients can relate to the company and its products, which is extremely important.