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Final

Out of all the digital tools and programs we learned, I believe the most valuable is indesign and photoshop. Both are used in this field the most and have an everyday use. I had some knowledge about the softwares but we went through in depth and specific details about it, which helped me learn more about the software in turn. We learned about the colors CMYK and the effects and changes from scanning something and testing different colors. We learned about bitmap and vectors that helped explain why certain images had better resolution. I learned more about organizing layers in indesign which helps greatly in big projects where if you didn't have layers, it would likely be a mess. I learned how to edit texts on photoshop and put drop shadows and have the image and text pop out more.

All the digital formats I learned of are Jpeg, Png, TIFF, pdf, psd, indd. Jpeg is a used method of lossy compression for digital images. You can use jpeg to store images and not worry too much about space. PNG is a raster-graphics file format that supports lossless data compression. PNG is a good choice for storing line drawings, text, and iconic graphics at a small file size. But It doesn't have a background. TIFF is a computer file format for storing raster graphics images. Saving files in this format ensures that images will produce and maintain the highest quality for future use TIFF uses CMYK. Pdf is an electronic image of text or text and graphics that looks like a printed document and can be viewed, printed, and electronically transmitted. It can be saved from different softwares. Psd is the default format that Photoshop uses for saving data. And Lastly, indd is a is a file extension for a page layout file used by Adobe InDesign

The process of creating a short film first is planning and knowing what you will do and include. The next is record whatever you will edit and import it into whatever software you will use. Then organize what parts you will use and remove then order each clip to correct placements. Shortly after trim each clip and have a good transition. Mix the audio and have no peaking sounds. When done, save and export.

The most interesting things I learned throughout this whole class was the logos and the ideas created by it. The Fat guy created from the Pepsi logo shows how careful you gotta be in making logos. I learned the difference between logos and icons, which is the visual of what they represent. Icons are more recognizable like a wheelchair which represents handicap. Another interesting thing was learning about Perception, Sensation, Emotion, Intellect, Identification, Reverberation, and spirituality. We learned ads had these traits and looking through different

ads identifying which is which was very fun and interactive. An interesting concept was the impact of doodling and how it helps to focus or remember. It also increased multi-tasking skills and had a positive impact. I didn't know it actually helped as teachers tell students not to doodle in class and apply the idea as a negative thing so I thought it was a bad thing. `