

Class #15

DIGITAL MEDIA FOUNDATIONS



Class #15

FINAL CLASS!!!

Today's agenda

Fun Quiz!

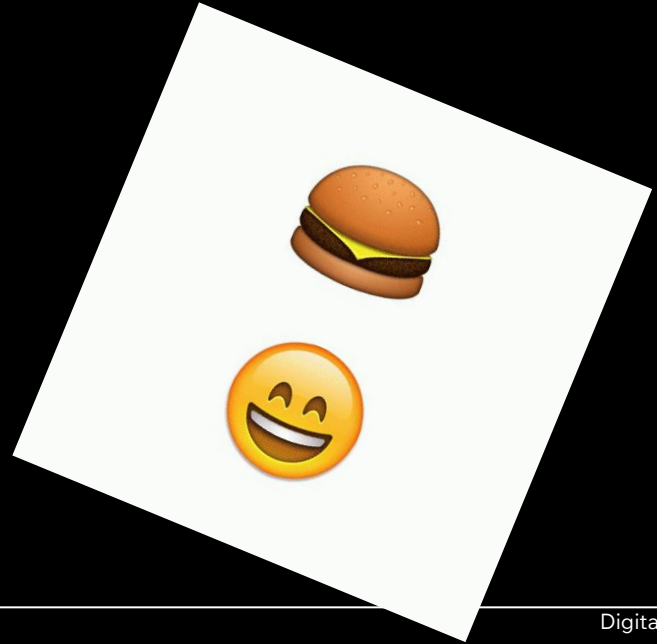
Homework Reviews

Course Recap

Working with Clients (Tips)



FUN QUIZ GAME!



DON'T WORRY!

DOES NOT

AFFECTING YOUR

GRADES!

**LET'S
START!**

HOMEWORK REVIEW

Let's summarize!

2 Main key takeaways from this class:

- 1. It's okay to step out of your comfort zone and learn something new (a new skill, new software, etc)**
- 2. Give more feedback and critiques - being a designer also means being critical - about your work and about others, as long as you are doing it in a constructive way.**

What did you learn?

Remember:
You can do anything!

It's better **you** will
control the software you
design on, then the
software will control
YOU!

WORK WITH CLIENTS (TIPS)

Tips: Working with Clients

1. Always leave paper trail:

Contracts, Emails, Process, Documentations.

2. Approve any step of the process:

Use the *design process* as a model & a tool.

3. Always be professional.

4. Most clients are not designers - don't use a designer jargon.

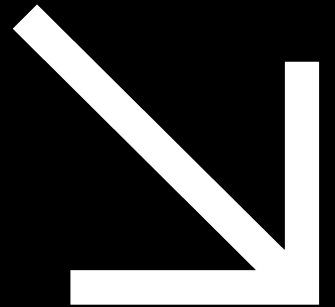
5. Save files & Backup

6. How much to charge?

**ANY
QUESTIONS?**

Let's Discuss:

Screen Sizes & Aspect Ratio? (in Pixels)



Aspect ratios

21:9

Ultra-widescreen films used to create a 360-degree effect use the 21:9 aspect ratio.

16:9

For online videos, modern TVs, and movie theaters.

4:3

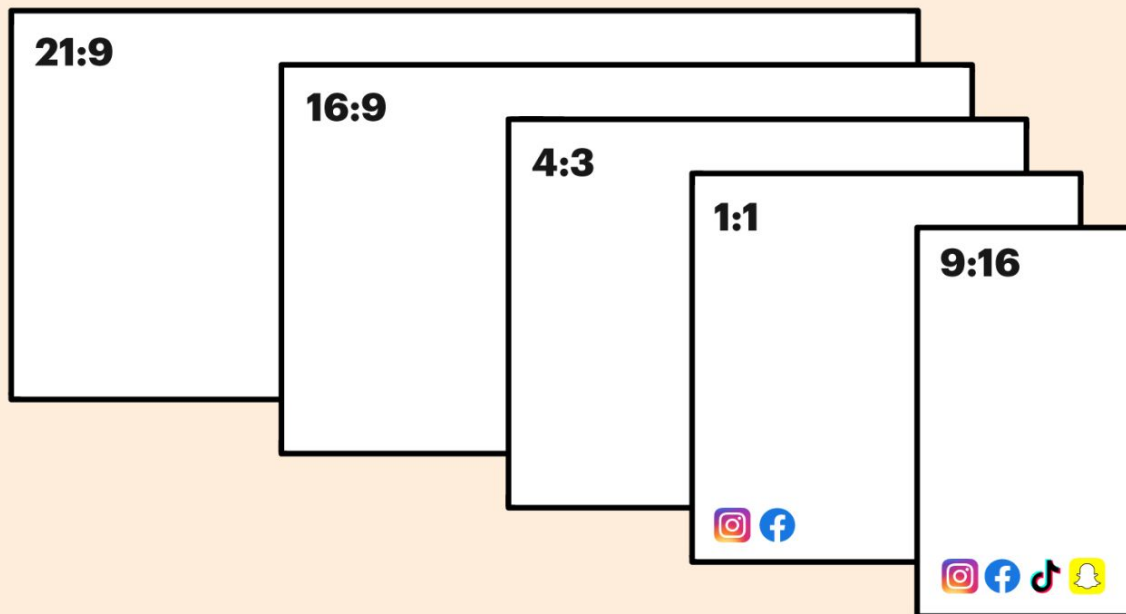
For film and was supported on box TVs and computer monitors until HD came along.

1:1

For social media platforms such as Facebook and Instagram.

9:16

This aspect ratio became popular when you could start shooting video with a smartphone.

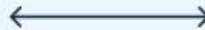


Width Window Size Classes

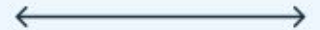
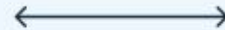
Compact



Medium

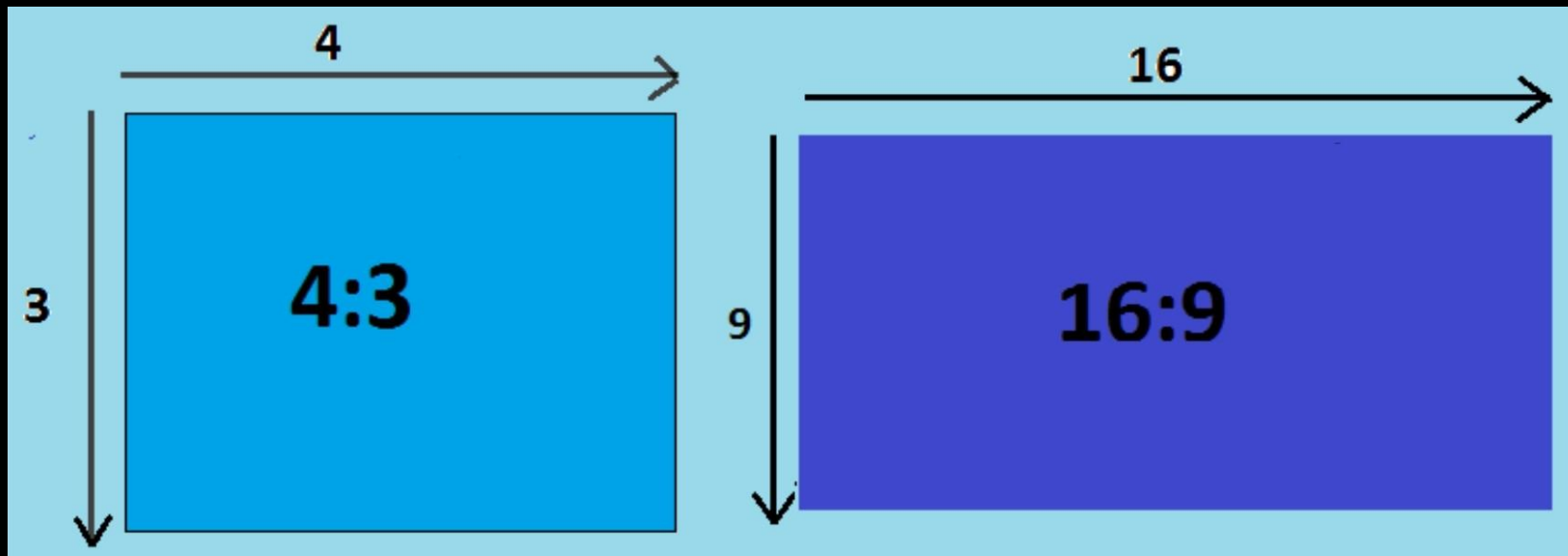


Expanded



600 dp

840 dp



18:9



18.5:9

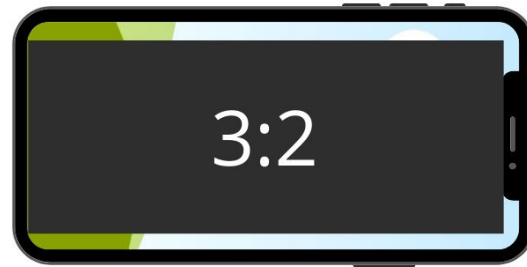
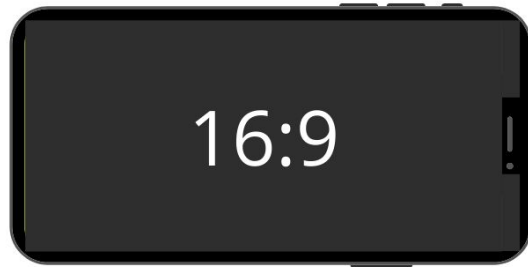
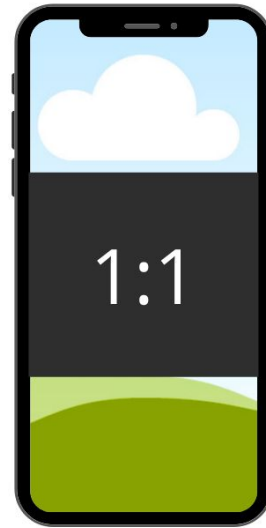


17:9



16:9





4K Ultra HD

3840 x 2160px

2K Quad HD

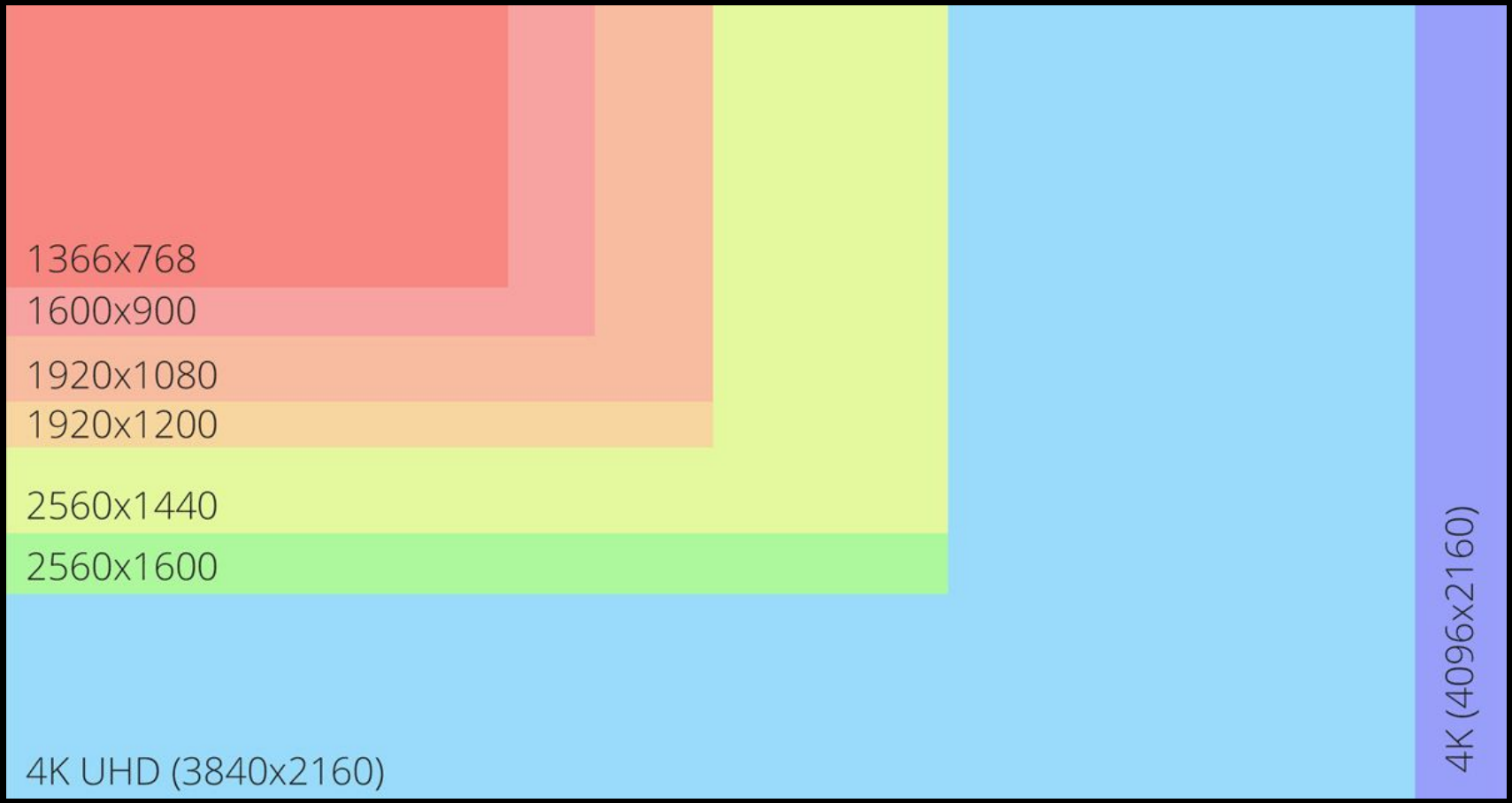
2560 x 1440px

Full HD

1920 x 1080px

HD

1280 x 720px



Point resolution

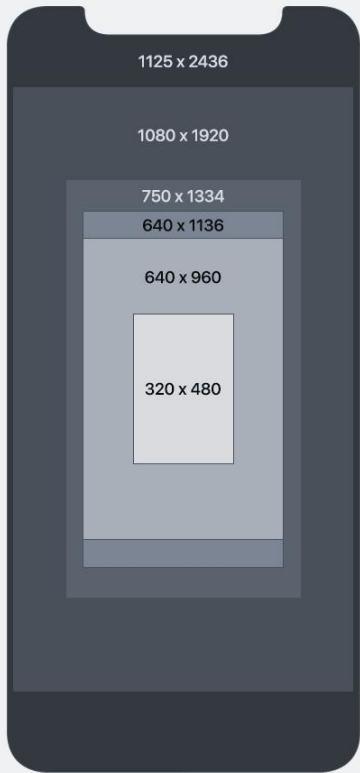


Image resolution



Screen resolution





iPhone X

iPhone 8, 7, 6s, 6 Plus

iPhone 8, 7, 6s, 6

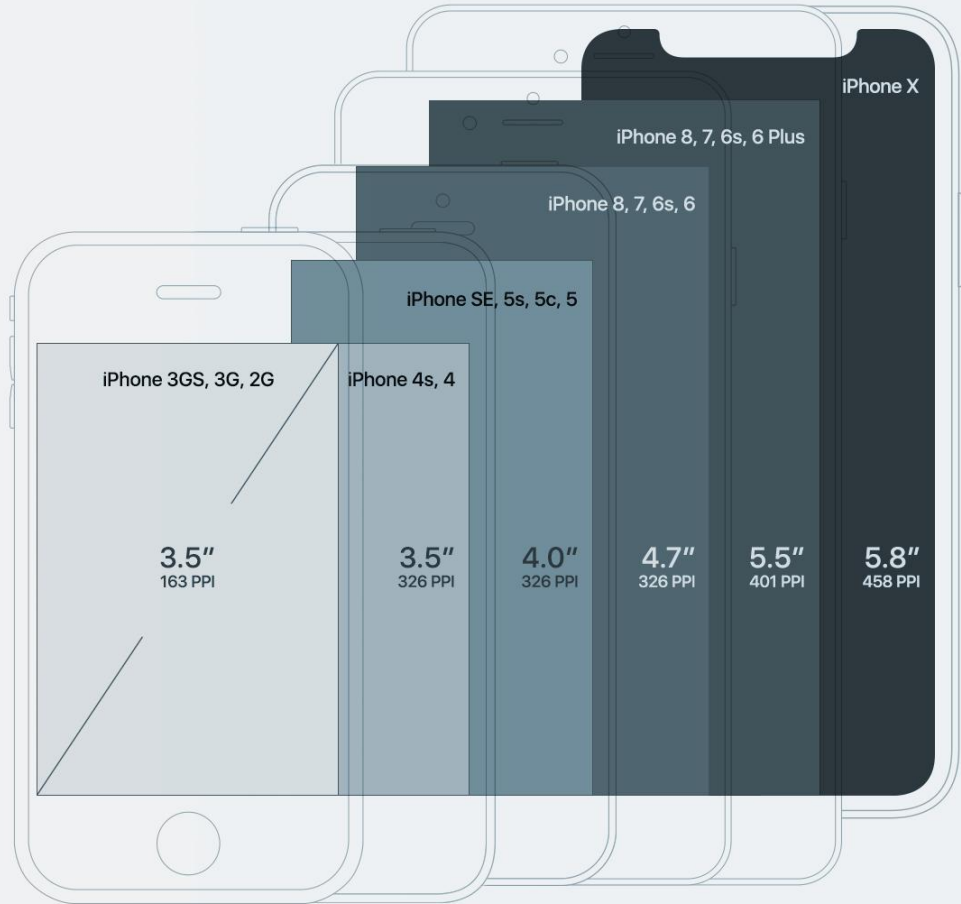
iPhone SE, 5s, 5c, 5

iPhone 4s, 4

iPhone 3GS, 3G, 2G

iPhone

◀ Screen Resolution | Size ▶
Through the Years



Vector

Used for:

- Logos
- Icons
- Charts
- Illustrations

File formats:

- .svg
- .eps
- .ai
- .pdf

Bitmap (Raster)

Used for:

- Photography
- Collages
- Pixel based Imagery

File formats:

- .jpg / .jpeg
- .png
- .gif
- .tif
- .bmp
- .psd

File Types



Image file formats



Raster images

Pixel-based graphics
Resolution dependent
Photos & web graphics

JPG

Web & print photos and quick previews

GIF

Animation & transparency in limited colors

PNG

Transparency with millions of colors

TIFF

High quality print graphics and scans

RAW

Unprocessed data from digital cameras

PSD

Layered Adobe Photoshop design files



Vector images

Curve-based graphics
Resolution independent
Logos, icons, & type

PDF

Print files and web-based documents

EPS

Individual vector design elements

AI

Original Adobe Illustrator design files

These vector image formats can also incorporate raster elements.

Image color formats



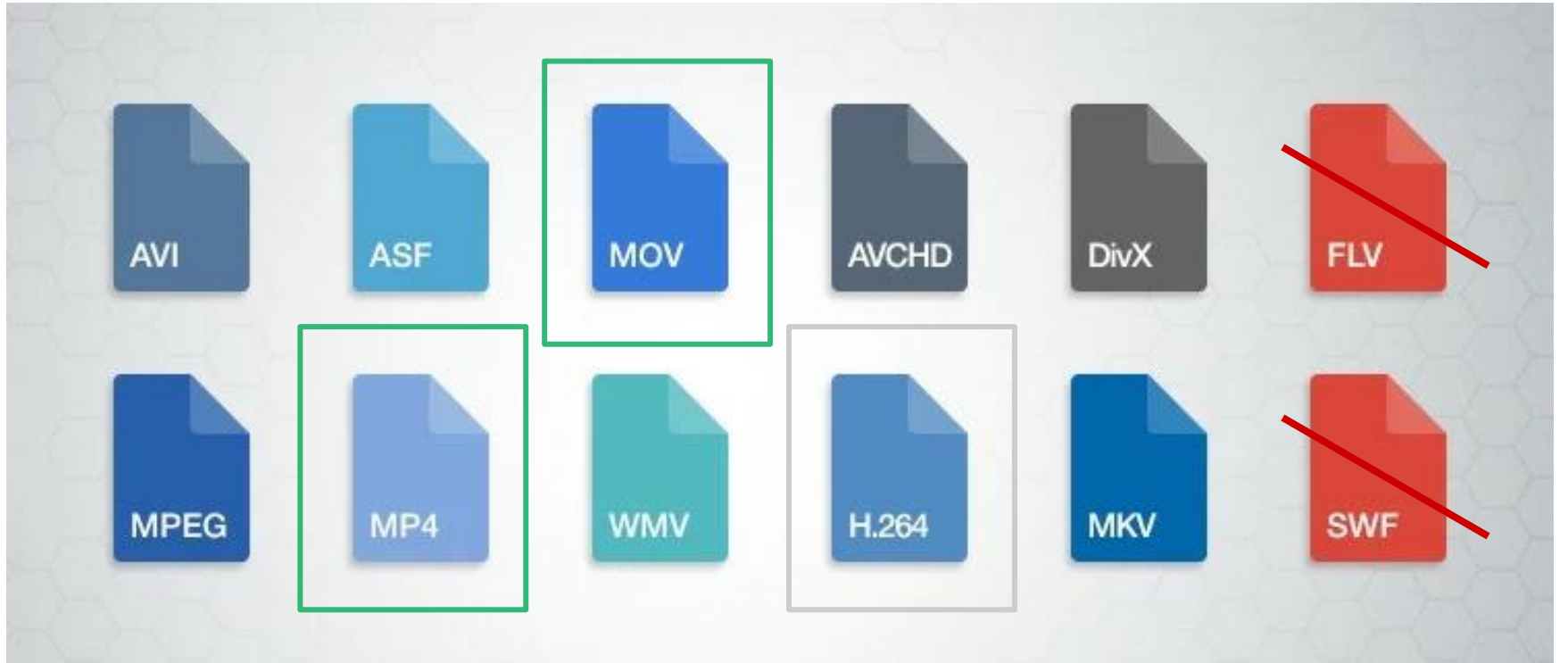
CMYK is a 4-color printing process that stands for cyan, magenta, yellow and key (black).



RGB is a light-based color model that stands for red, green and blue.

VIDEO FORMAT





**KEEP IN
TOUCH!**

yotamkellner@gmail.com