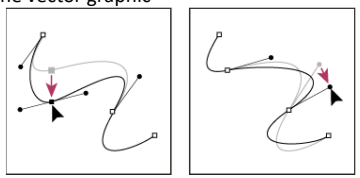
Creative iMedia Knowledge Organiser - Key Points To Learn

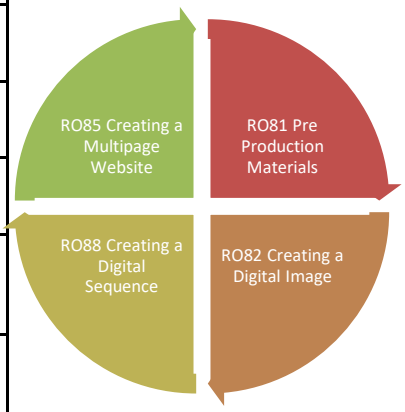
audience	1. The group of people that the image has been created for.
composition	2. The deliberate positioning of elements within an image.
balance & proportions	3. Consideration is given to the size and positioning of elements in relation to each other.
persuasive	4. An image can encourage someone to think or behave in a particular way.Creatibe
informative	5. An image can hold key information that is useful to the person viewing it.
impact	6. The effect the image has on the person viewing it and how effective this is.
emphasis	7. Some elements of an image are designed to stand out and be more noticeable than other parts.
consistency	8. Different images sometimes have the same design choices to ensure e.g. brand identity.
Colour balance	9. Adjustment of the intensities of the colors (typically red, green, and blue primary colours.
Vector Images	10. digital images made using mathematical statements that place lines and shapes.
Scaleable	11. Vector Images are able to be changed in size or scale without loss of image quality.
Bitmap Images	12. An image composed of many tiny parts, called pixels, Since the computer has to store information about every single pixel in the image, the file size of a bitmap graphic is often quite large.
Pixels	13. The pixel (a word invented from "picture element") is the basic unit of programmable colour on a computer display or in a computer image..
Pixelated	14. In computer graphics and digital photography, to cause (an image) to break up into pixels. E.g. by enlarging the image.
Composite Image	15. A picture, with added elements from some other images.
Path	16. Vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way.
Stroke	17. The thickness/weight and style of a vector line.

Point	17. Moving the anchor point or the direction point, will change the shape of the vector graphic 
Pattern/ Texture	18. These are used to fill the inside of a shape. E.g. Cross hatching, dots, metal or wood effect.
gradient	19. An image gradient is a directional change in the intensity or colour in an image. .
Clone	20. The clone tool is used to replace information for one part of a picture with information from another part.
crop	21. The Crop Tool is often used to remove borders, or to delete areas to provide you with a more focused working area. Also useful for a specific image size that does not match the original dimensions of your image.
resize	22. The resize tool allows the user to make the image larger or smaller, but with the image keeping the same ratio of height to width.
layers	23. Layers are used in digital image editing to separate different elements of an image. Layers can be moved above and below each other to aid image composition.
trace	24. The trace tool used to get an outline of a shape from a bitmap image.
transform ↓	25. A set of tool that allows the user to modify the dimensions of a shape within an image.
Distort	26. The distort tool allows you to expand and change the edges of Pictures.
Scale	27. Allows the user to change the size of an element within an image keeping the same ratio of height to width. Scale tool can also be used to rotate an image component.
Skew	28. Is often used to create the effect of perspective. It gives image elements the appearance of being viewed from a different angle.
Filter (FX)	29. In Photoshop and other graphic applications, a filter is a particular effect that can be applied to an image or part of an image. Examples include: Glow, Emboss, Glass effect

Autumn Term Y10 Creating Digital Images

Big Picture

Creative iMedia – Certificate in Digital Applications



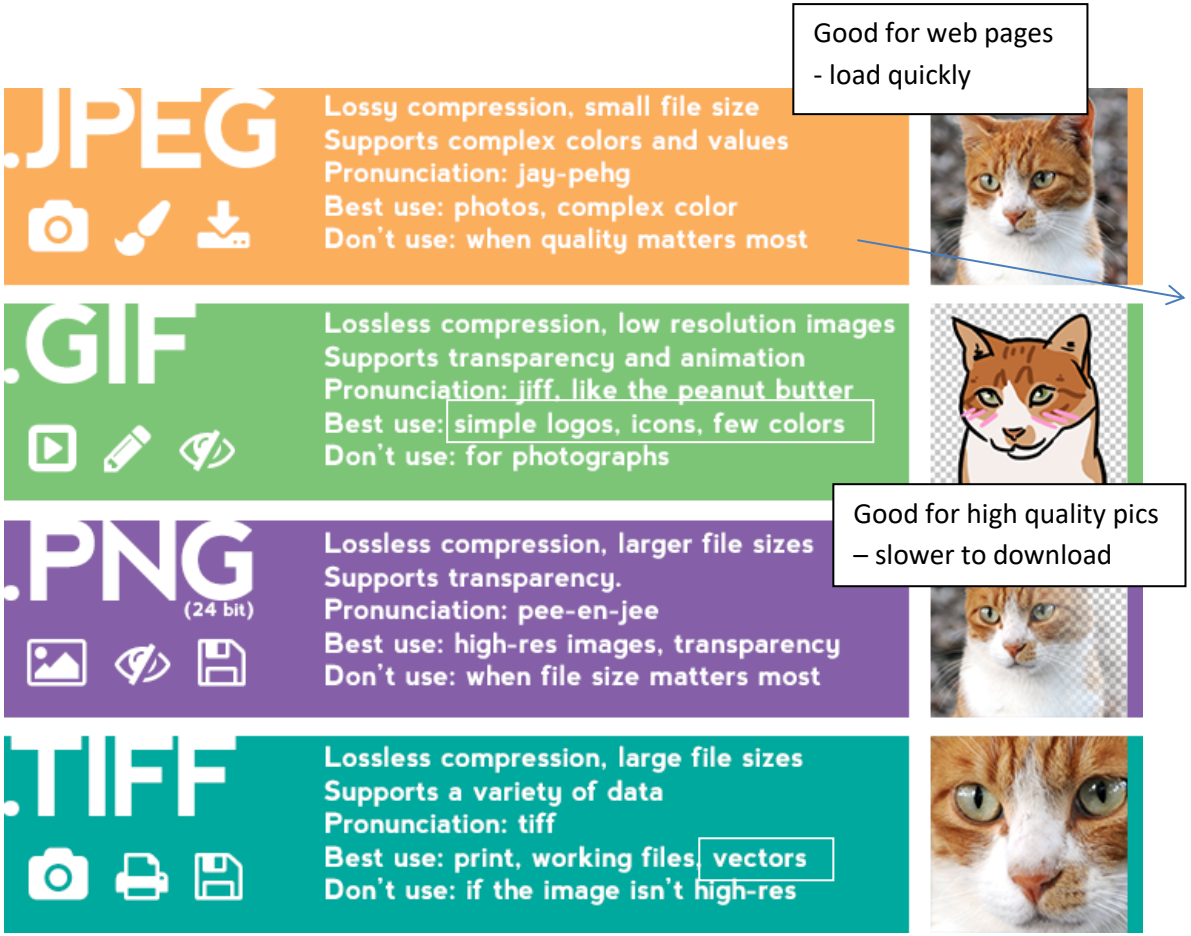
Creating a Digital Image

This unit aims to give you the skills to use the tools and techniques provided by Digital Imaging software to design and create effective graphic products for specified purposes and audiences.

You will be making a digital product As part of your controlled assessment

You will use Adobe Fireworks software to create your product

Know which file type is best for which job



compression	30. It is possible to 'compress' (squeeze) an image to reduce its file size. Image compression is a type of data compression applied to digital images, to reduce their cost for storage or transmission e.g. sending in emails or use in websites.
Lossless	31. **Lossless compression** works by rewriting the data so it is stored more efficiently. The quality of the file will stay the same.
Lossy	32. **Lossy compression** works by removing some of the data. The quality of the file will be reduced.
GIF	33. The **Graphics Interchange Format** is a bitmap image format which has been widely used on the World Wide Web due to its wide support and portability. It is well-suited for simpler images such as graphics or logos with solid areas of colour as well as transparency and simple animations.
PNG	34. **Portable Network Graphics** is a bitmap graphics file format that supports lossless data compression. PNG was created as an improved, non-patented replacement for Graphics Interchange Format (GIF), and is the most widely used lossless image compression format on the Internet.
JPEG	35. JPEG is a commonly used method of lossy compression for digital images, particularly for those images produced by digital photography. The degree of compression can be adjusted, allowing a selectable trade off between storage size and image quality.
TIFF	36. Tagged Image File Format, abbreviated TIFF or TIF, is a computer file format for storing raster graphics images, popular among graphic artists, the publishing industry, and photographers. TIFF is widely supported by scanning, faxing, word processing, optical character recognition, image manipulation, desktop publishing, and page-layout applications

https://www.interactiveadvantage.com/blog/make-your-graphic-designer-happy-choosing-right-file-type

Knowledge Organiser - Key Points To Learn

Imedia: Web development

1. Audience	• who will use the web product, e.g. age, gender • how much they know already their level of literacy/language skills	8.Evaluation	A reflection on the success of a product. A review of the extent to which it meets the needs of the: • audience and purpose • any client requirements. Explain how your choice of design features has addressed these needs, and give examples. Identify possible enhancements.
2.Purpose (Is the web product purpose to..)	• convey a message (e.g. a campaign) • attract attention (e.g. advertising) • inform (e.g. educational webpages) • persuade (e.g. to buy something) • entertain (e.g. quizzes and online games).		
3. Client brief	Includes: • information about the client • information about the target audience and • purpose of the web product • technical information about product ▪ site structure ▪ Functionality ▪ Content ▪ design.	9.Tables	All content needs to be put in table cells
		10.Pixel Dimensions	Web page dimensions are typically 1024 x 768 pixels
		11.Table Dimensions	Table dimensions can be created in size by using either pixels or percentages
		12. CSS	Cascading Style Sheets. CSS describes how HTML elements are to be displayed on web pages. It can control the layout of multiple web pages all at once.
4.Project Cycle	• design the product • site structure • create the product • evaluate the product.	13.Page template	Create 1 template with tables, banners, colours and styles and use this to make all your other pages
		14.HTML	Hypertext Markup Language. The code used to create webpages
5.Site Structure	• what pages are needed and how they are related	15.Coding	Change e.g. colours or position images using html
6.Consistency	All the pages must have some consistency in terms of structure and appearance to help users find their way around the product and be accessible to people with disabilities	16.Links	Hyperlinks, External & Internal, Email links, Hotspots & Roll Overs
		17.Banner Logo	Heading & Subheadings
7.Testing (Checking that things are appropriate, consistent and work as intended)	• the layout and presentation of pages • the content e.g. text • multimedia assets work • hyperlinks work with no dead ends • any interactive actions work as intended. • a user interface • accessibility • ease of navigation • overall user experience	18.White space	The empty unused space on a page
		19.Suitable Image Types	Small images & Clipart – GIF General Web Images – JPEG Compressed <300 Kb PNG – High Quality Images
		20.Retain proportions	Keep images dimensions the same when reducing or enlarging image size
		21.Minimising Scrolling	All webpages should be viewed without any scrolling

You will be making an e-portfolio.

It is used to create an interactive showcase for your achievements in a way that is self-explanatory and easy to use.
You will use web design software to create your e-portfolio.
You will need to consider:

- content
  - home page
  - context pages with commentaries
  - graphic products
  - supporting evidence
- organisation
  - structure
  - links
  - user interface
- packaging
  - storage medium
  - file formats, compression and compatibility
  - accessibility.

Testing & Evaluation:
You must check that:

- the content is correct and complete
- the file sizes are appropriate for download
- every link goes where it should with no dead ends
- the e-portfolio displays and works correctly with commonly used browsers
- other people can use the e-portfolio without help

You will reflect reflection on the success of your-portfolio project assessing how well you responded to:

- audience and purpose
- any client requirements.

You will explain how your choice of design features has addressed these needs, and give examples and Identify possible enhancements.