

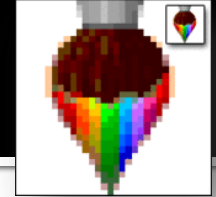
TCO620 Multimedia
Dr. Susan Codone

An Overview:
Multimedia Assets

Graphics/Images Design & Management

November 4, 2013
Presented by Gail Hart

Two Image Types



■ Vector images

(a.k.a. Object-oriented images)

- Common types of file extensions:
 - *.AI*
 - *.DXF*
 - *.EPS*
 - *.PDF*
 - *.PICT*
 - *.SVG*
- Defined by mathematical equations
- Consist of lines, curves, and shapes with editable attributes such as color, fill, and outline
- Scalable and resolution independent
- Resizing images
 - *Quality - remains crisp and sharp*
 - *Display – views on screen and in print*

■ Raster images

(a.k.a. Bitmap images)

- Common types of file extensions:
 - *.BMP*
 - *.TIFF*
 - *.JPG*
 - *.GIF*
 - *.PNG*
- Comprised of a grid of pixels ; each pixel represents an individual color
- Some formats are uncompressed; most use some type of compression
- Resolution independent
- Resizing (resampling) images
 - *Decrease - throw away pixels*
 - *Increase - create new pixels that have color values based on the surrounding pixels (interpolation)*

Industry Standard Creative Tools

Creative tools

The world's best desktop applications for photography, video, audio, and design.



Photoshop® CC
Image editing and compositing.



Illustrator® CC
Vector graphics and illustration.



InDesign® CC
Page design, layout, and publishing.



Dreamweaver® CC
Websites, app design, and coding.



After Effects® CC
Cinematic visual effects and motion graphics.



Adobe® Premiere® Pro CC
Video production and editing.



Adobe Muse™ CC
Website design without coding.

Also included:



Acrobat® XI Pro



Adobe Audition® CC



Bridge CC



Encore®



Fireworks®



Flash® Builder® Premium



Flash Professional CC



InCopy® CC



Lightroom®



Media Encoder CC

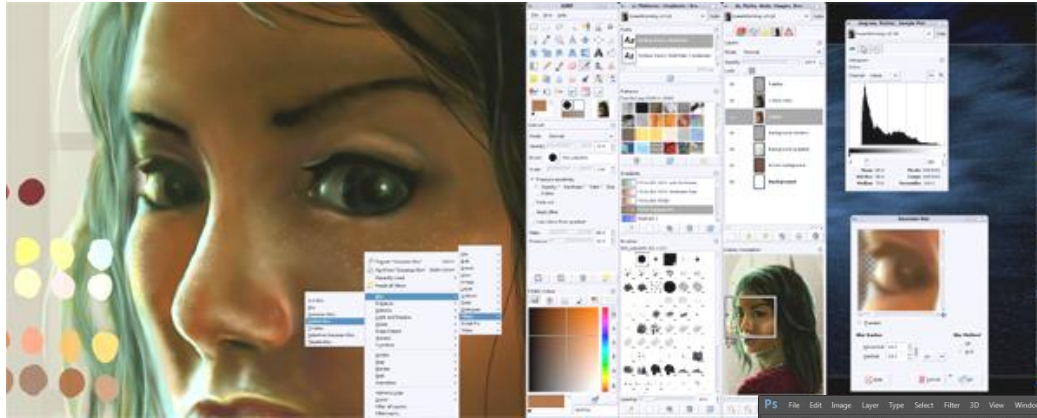


Prelude® CC



SpeedGrade® CC

Image Editing Software

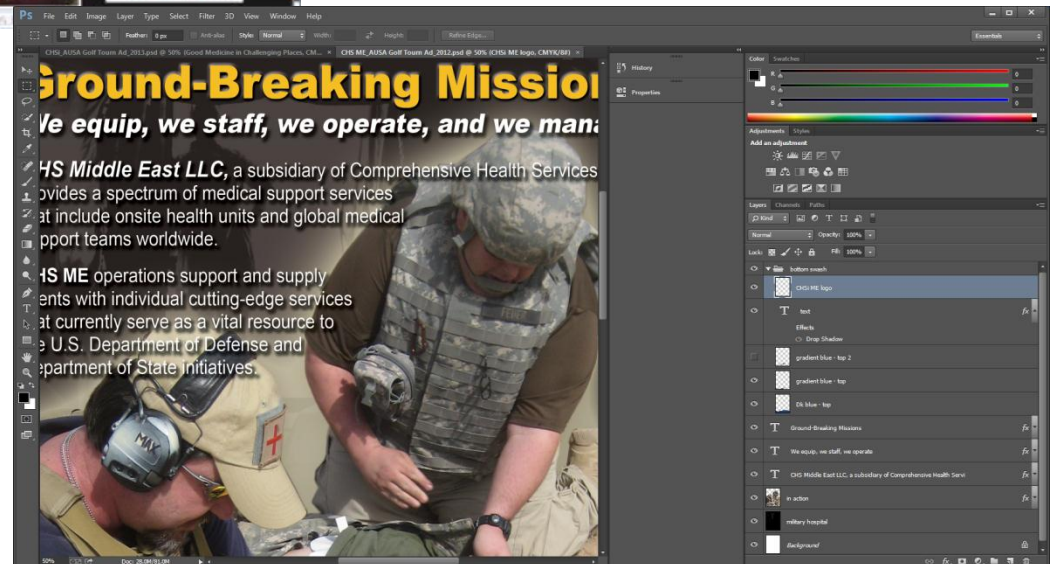


GIMP – GNU Image Manipulation Program

- Highly-supported and frequently updated
- Basic tasks such as:
 - Photo retouching
 - Color correction
 - Image sizing
 - Complicated tasks like image composition and creation

Adobe Photoshop

- Leading digital image editing application for disciplines in:
 - Internet
 - Print
 - Other new media color correction
- Embraced by millions of graphic artists, print designers, visual communicators, and regular people software users

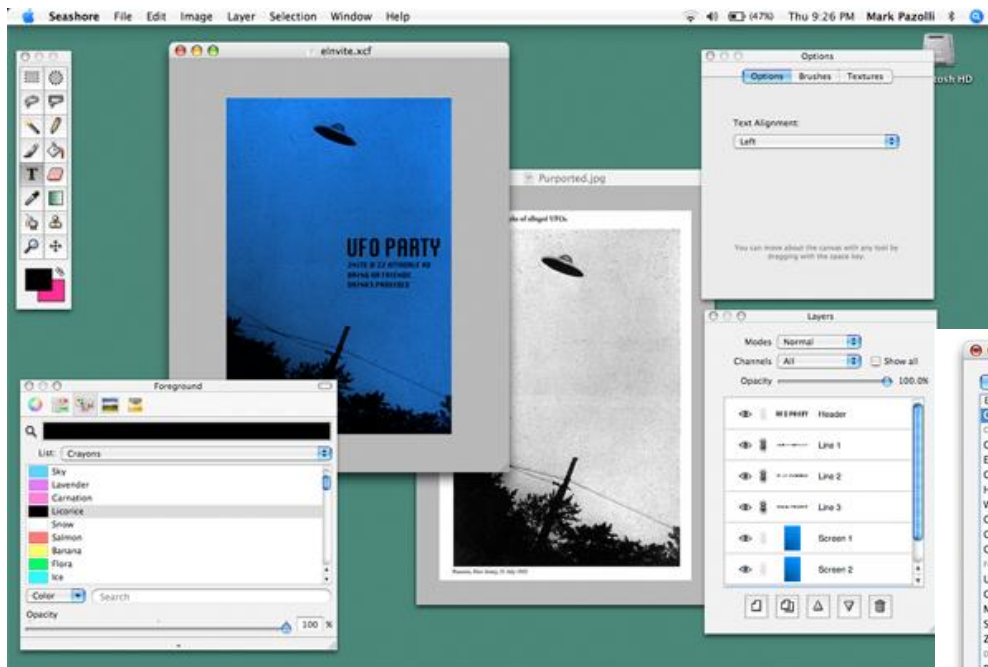


Sources:

<http://www.adobe.com/products/photoshop.edu.html?promoid=KFNLX>

http://www.marcofolio.net/features/top_15_free_mac_apps_for_graphic_designers.html

Image Editing Software (cont.)



Seashore

- Based on GIMP
- Includes nearly all the settings/functions of the more advanced program without the higher requirements
- Composition and creation

Image Tricks

- Dozens of different filters for 20+ image formats
- Finished photos can be exported as:
 - .TIFF
 - .JPG
 - .PNG



Sources:

http://www.marcofolio.net/features/top_15_free_mac_apps_for_graphic_designers.html

Image Editing Software (cont.)



Colorate

- Change and manipulate the colors in a photo
- Generate a color swatch based on the photo
- Add a new color palette:
 - Blend current color palette
 - Creating a custom color palette
 - randomize a completely new palette

Goldberg

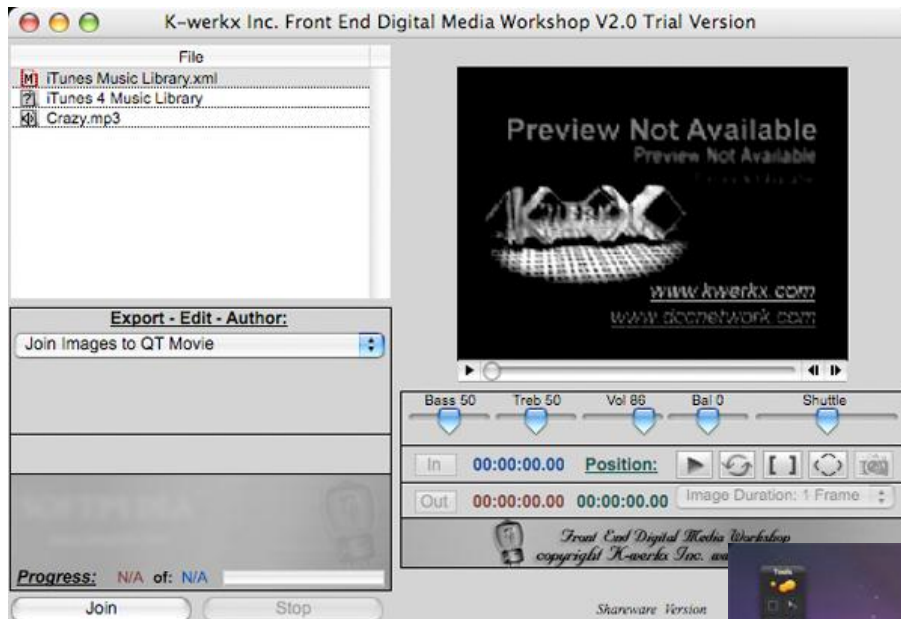
- Adjust color or crop image
- Make minor adjustments including:
 - color correction
 - Blurs
 - Noise
 - Embossing



Sources:

http://www.marcofolio.net/features/top_15_free_mac_apps_for_graphic_designers.html

Image Editing Software (cont.)



Front End Digital Media Workshop

- Eliminates manually resizing for individual photos
- Batch conversion app for images, video, and audio
- Perform mass resize, resample, split, join, and up/down sample files:
 - .TIFF
 - .JPG
 - .PNG
 - .BMP
 - .PSD
 - .PICT

Pixelmator

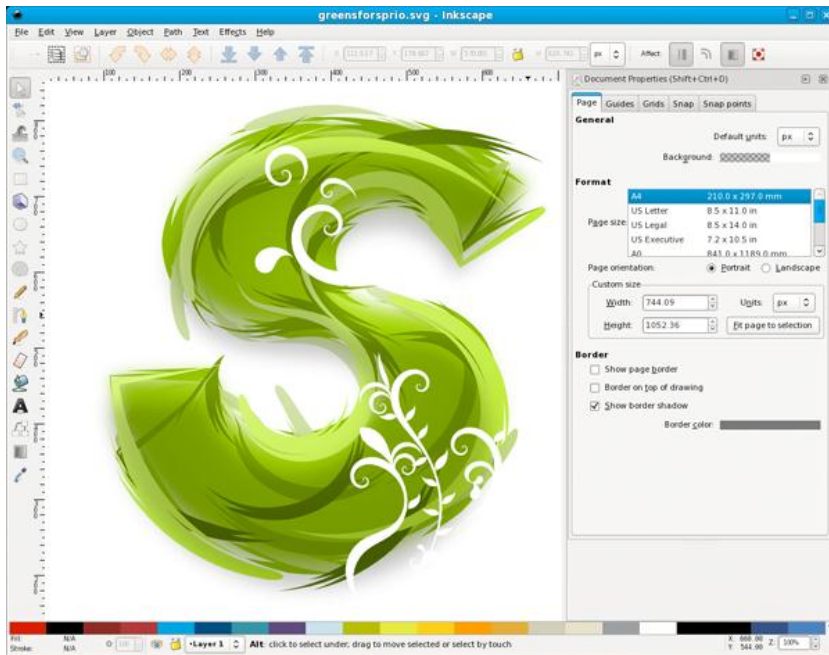
- Beautifully designed
- Easy-to-use
- Fast and powerful image editor
- Mac OS X



Sources:

http://www.marcofolio.net/features/top_15_free_mac_apps_for_graphic_designers.html

Vector Graphics Programs



Inkscape

- Excellent alternative to Adobe Illustrator and CorelDraw
- Free vector graphics program
- Supports standard SVG format, as well as XML and CSS standards.
- Functions - tracing, path operations, direct XML editing, etc.
- Import/export formats include all the common image types, including JPEG, PNG, and TIFF. photo retouching

Adobe Illustrator

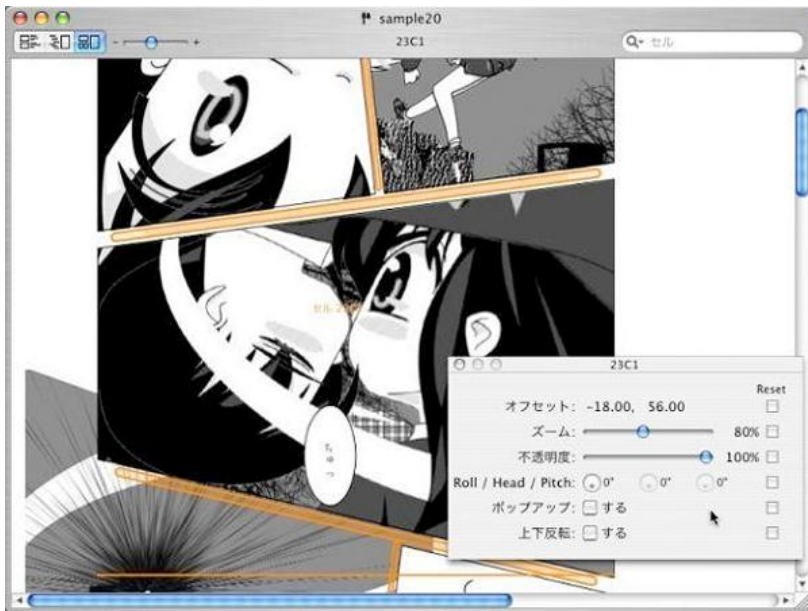
- Vector drawing program
 - Scalable without resolution loss
 - Lines are crisp and sharp at any sizes
 - Print at high resolution
 - Smaller file size
 - Good for drawing illustrations



Sources:

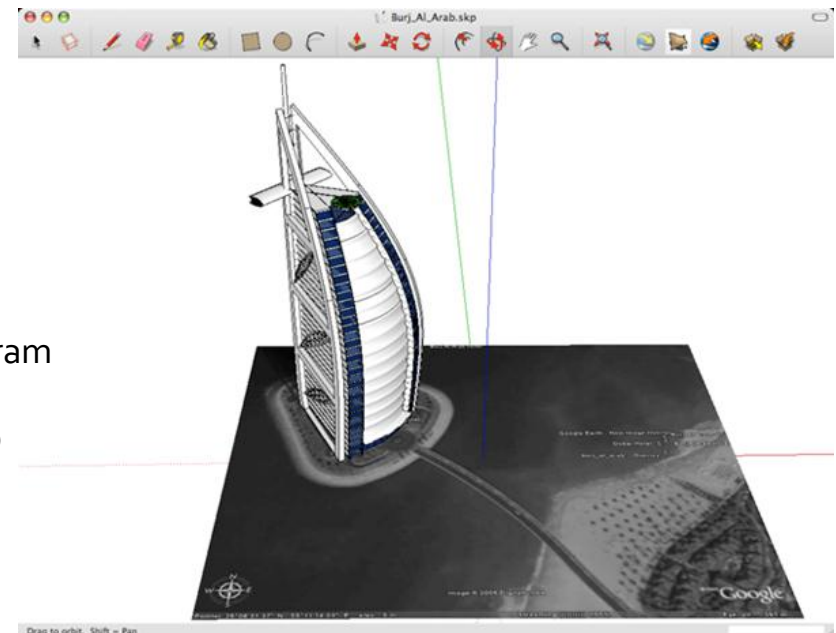
http://www.adobe.com/products/illustrator.edu.html?kw=semgeneric&ssid=JRSIH&skwcid=AL!3o85!3!282143o4396!e!!s!!adobe%2oillustrator&ef_id=XfxOBW!akAUAAE6p:2o1311o32114o8:s
http://www.marcofolio.net/features/top_15_free_mac_apps_for_graphic_designers.html

Vector Graphics Programs (cont.)



Comipro Plus

- Cartoons of any type
- Designed in Japanese but usable to English speakers
- Program helps create modern-looking comics: including:
 - *Editing*
 - *Word bubbles*



Google SketchUp

- Different from a normal vector graphics program
- User created design in 3D views
- More user-friendly than more complicated 3D software, such as AutoCAD
- Free software

Sources:

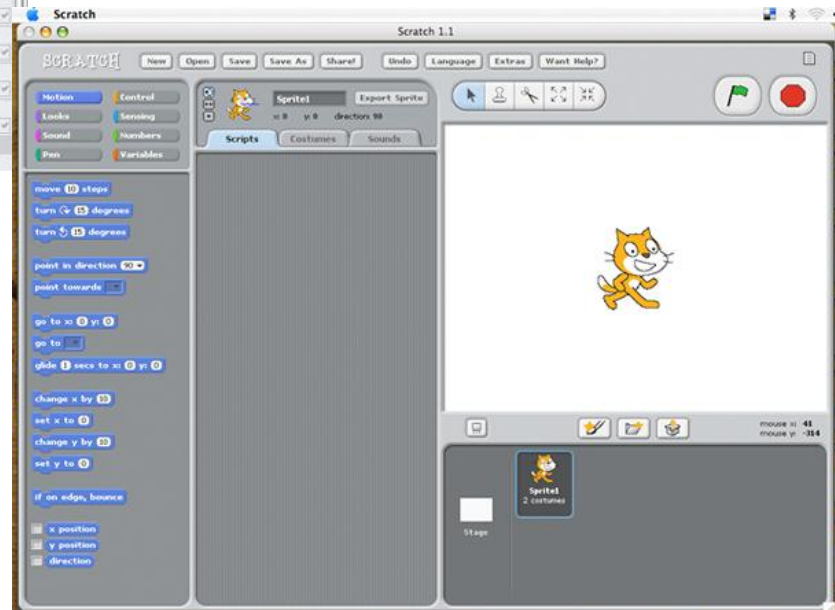
http://www.marcofolio.net/features/top_15_free_mac_apps_for_graphic_designers.html

Vector Graphics Programs (cont.)



DAZ Studio

- Create realistic 3D models/objects/surrealistic and 3D art
- Easy-to-learn 3D program to create:
 - *People*
 - *Animals*
 - *Objects (buildings, cars, etc)*



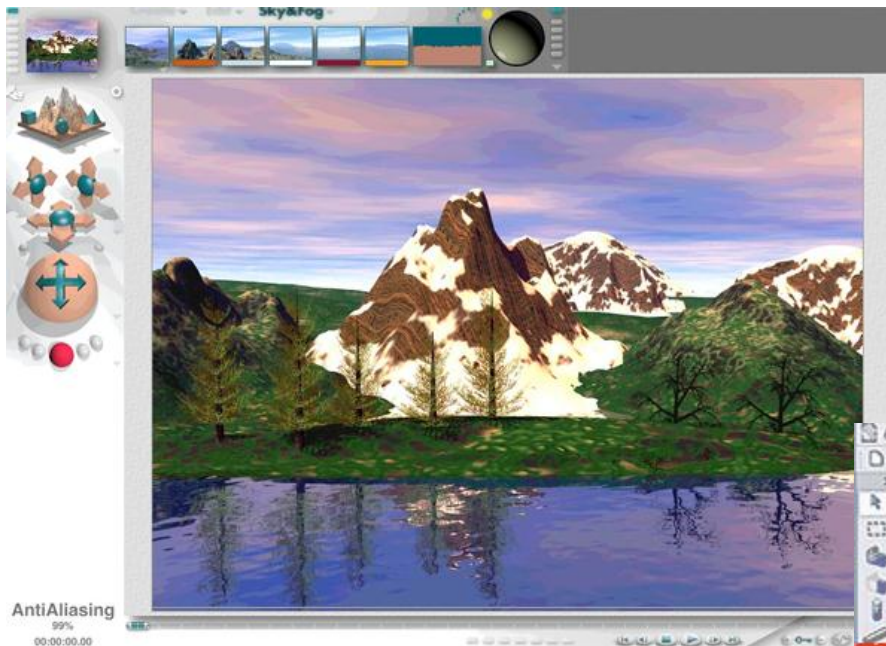
Scratch

- Simple, excellent tool
- Put together quick interactive banners and images
- Primarily marketed to children to create small:
 - *Games*
 - *Interactive art*
 - *Animated stories*

Sources:

http://www.marcofolio.net/features/top_15_free_mac_apps_for_graphic_designers.html

Vector Graphics Programs (cont.)

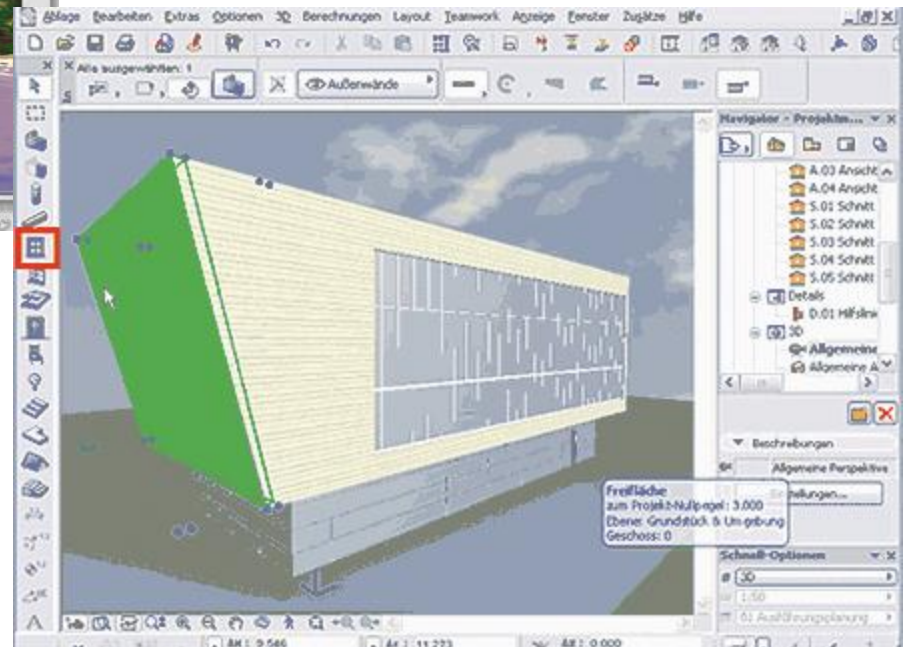


Bryce

- Built to run with **DAZ Studio** software
- Create real-looking landscapes using photos of real landscapes

ArchiCAD

- More powerful 3D design tool than Google SketchUp
- Allows users to design their sketches and ideas into a realistic 3D rendering



Sources:

http://www.marcofolio.net/features/top_15_free_mac_apps_for_graphic_designers.html

Vector Graphics Programs (cont.)

Blender

- Free open source 3D content creation suite
- Available for all major operating systems under the GNU General Public License



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Asset Management



JAAlbum

- Efficient way to keep photos and images organized
- Organize photos and folders using simple drag-and-drop functionality
- Creates thumbnails and HTML pages of your photos for easy online publishing
- Export a gallery or a slide show
- Supports IPTC and EXIF data, lossless editing, image filters, style sheets, and an integrated FTP client.

Adobe Creative Cloud /
Adobe Bridge CC

Adobe Photoshop Lightroom

- Eliminates manually resizing for individual photos
- Batch conversion
- Efficiently organize and share photos

Adobe Bridge

- Asset management
- Easily find, sort, filter, and organize photos, graphics, videos, and other digital assets
- Intuitive, high-performance, 64-bit

Sources:

<http://www.adobe.com/products/photoshop-lightroom.edu.html>

<http://www.adobe.com/products/bridge.edu.html>

http://www.marcofolio.net/features/top_15_free_mac_apps_for_graphic_designers.html



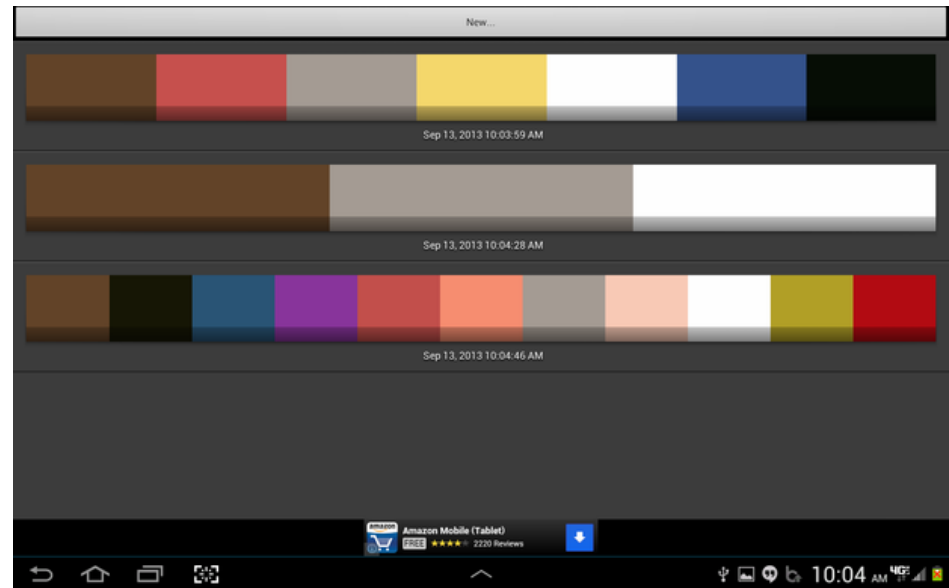
Asset Management (cont.)

- **Assign broad useful categories:**
 - People
 - Genders
 - Children
 - Symbolic
 - Scenic and similar categories
 - Vector art
 - Sound effects
 - Stock video
 - Stock audio
 - Backgrounds subdivided
- **Project- or client-specific reside in folders within client or the project folders**
- **"Soft" group assets – Collect everything while working on a project; delete the collection (but not the assets!) when project is complete**
- **Advantages of Using Adobe Bridge**
 - Smart Collections will automatically include assets according to criteria assigned
 - Keywording assets lets you search all the folders
 - Bridge has its Ctl/Cmd-B preview feature that lets you carousel through assets
 - Work with Bridge open all the time on its own monitor for organization and hands-on accessibility

Creating Color Schemes

Color Scheme Generator

- Develop a solid color scheme
- Scan an image (from your gallery or taken from you device camera)
- Generate a color scheme to match the pallet of the image
- Retrieve HEX, RGB, and HSV values for each color
- Free and available on the Android platform



Sources:

<https://play.google.com/store/apps/details?id=com.wano.schemer>

Graphics/Images Design & Management

**QUESTIONS
AND
COMMENTS**