

Object Graphic

Curves

Vector Graphic

Lines

is made up of geometric images example: lines, curves and shapes, the images can be changed to the requirements of the Designer.

Pixel Graphics

Each pixel has it's own identity in color and place.

Color Modes

You have a choice of using:

CMYK (cyan, magenta, yellow, and black),

RGB (red green & blue) & Grayscale (black & white).

These color modes can be changed to suit your Affect on images.

Each gives intensity value to a pixel from 0-255

Example: all colors set to the value of 0 the color would be black and all colors set to the value 255 it would be white. RGB is commonly used on websites and CMYK is for printing of brochure, visit cards etc.

Resolution is measured in the amount of Pixels PPI (pixels per inch) so the higher the resolution the more PPI are used for example: 72 PPI=5184 pixels 300 ppi= 90,000 pixels.

Common formats in the graphics industry

PDF, JPG, GIF, DCS, ESP & TIFF