



Poster Assignment Tips Check that you have all the required criteria such as a shape from the shape tool. Remember to follow the CRAP rules! Other tips Colour Choices -> https://color.adobe.com/create and http://design-seeds.com/

Remarks (called Disputes in Kritik)

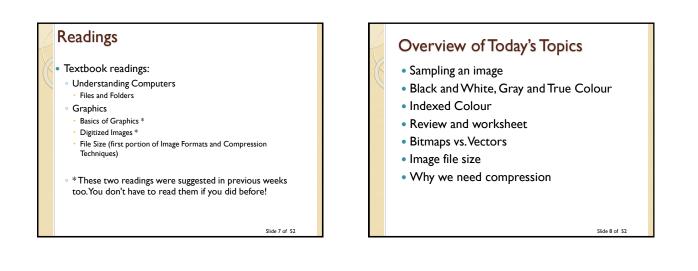
- Your poster will be marked by your peers.
- There are several rubric items, you can see the rubric items BEFORE the assignment is due, so check them out to do better.
- If the rubric item is NON subjective, you will get the majority (mode) mark for the item (i.e. if 4 out of 5 graders gave you 1 out of 4 and the last grader gave you 4 out of 4, you will get 1 out of 4, not the average (not (1⁴+4)/5 = 1.6).
- If the rubric item is subjective, you will get the average mark for the item (i.e. if 4 out of 5 graders gave you 1 out of 4 and last grader gave you 4 out of 4, you will get 1.6 out of 4)
- You can dispute your mark but we will ONLY check the non subjective rubric items, not the subjective ones. We will not change the subjective ones.
- Please wait till you can see your completed rubric and read your entire rubric over carefully before entering a dispute. If you still want to dispute, only list the rubric item numbers that were marked incorrectly in the dispute.

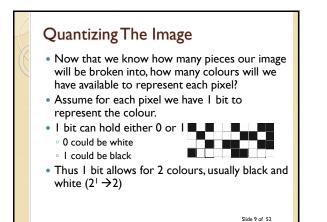
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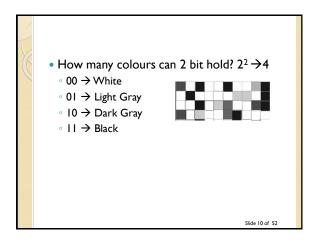
Big Ideas for This Weeks

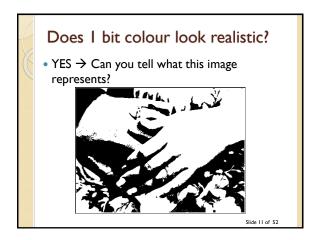
- Big Idea I: Mo bits per pixel ... Mo Colors!
- **Big Idea 2:** Bitmapped vs Vector: Thumbnail Vectors Icons on the size of a bus? IT IS DOABLE!
- **Big Idea 3:** Mo bits, Mo problems! (The more bits you have to transmit, the slower your image will load unless you compress)
- Big Idea 4: Go Smaller or Go Compressing!

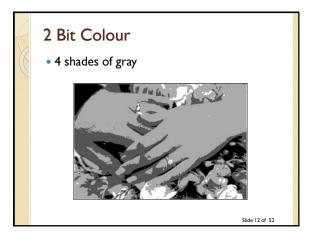
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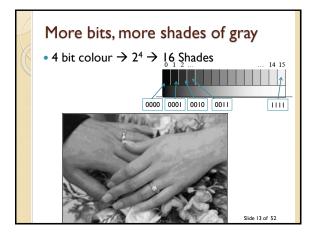




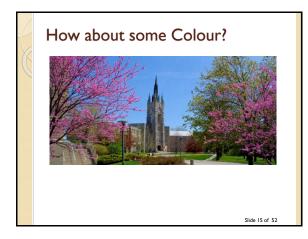


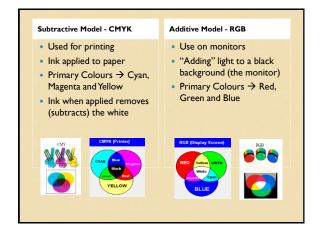










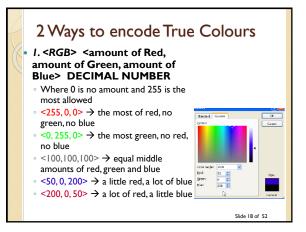


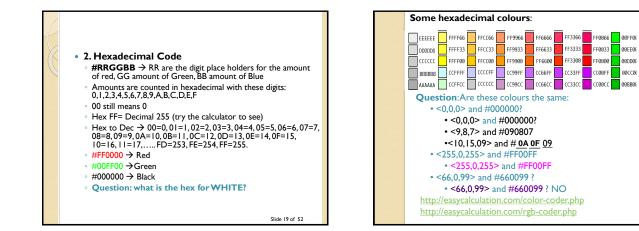
How do we represent the colours on a Monitor?

True Colour

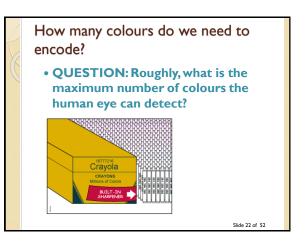
- $^\circ$ Can represent 2²⁴ colours \rightarrow about 16 million different colours
- $\circ~2^{24}$ = 2⁸ X 2⁸ X 2⁸ = 256 shades of red, X 256 shades of green X 256 shades of blue
- Need 3 bytes (remember: I byte=8 bits) for True Colour (I byte for red, I byte for green, I byte for blue)

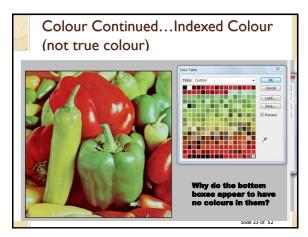
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Can you represent the same number of colours using Hex as using RGB • YESittps://www.rapidtables.com/convert/number/hex-dec-bin-converter.htm				
	Red	Green	Blue	How many colours?
Smallest Value (RGB)	0	0	0	
Biggest Value (RGB)	255	255	255	
Total number of shades you can represent	256	256	256	256X256X256→16 million colours
Smallest Value (Hex)	00	00	00	
Biggest Value (Hex)	FF	FF	FF	
Total number of shades you can represent	16X16→ 2⁴X2⁴→28	16X16→ 2⁴X2⁴→28	6X 6→ 2⁴X2⁴→28	$2^8 \times 2^8 \times 2^8 \rightarrow 2^{24} \rightarrow 16$ million colours
Smallest Value (Binary)	00000000	00000000	00000000	
Biggest Value (Binary)	1111111	ШШ	1111111	
Total number of shades you can represent	2X2X2X2 X2X2X2X 2→2 ⁸	2X2X2X2 X2X2X2X 2→2 ⁸	2X2X2X2 X2X2X2X 2→2 ⁸	$2^8 \times 2^8 \times 2^8 \rightarrow 2^{24} \rightarrow 16$ million colours
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• Match the encod

• Match the encoded colour to the correct colour name:

Encoded Colour Colour Name a) #FFFFFF 1. White b) #00FF00 2. Black c) #FAFAFA 3. Dark Gray d) <0,0,255> 4. Light Gray e) <0,0,0> 5. Medium Gray

- f) <14,14,14> 6. Bright Green g) <125,125,125> 7. Bright Blue
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Bitmapped Images vs.Vector Graphics

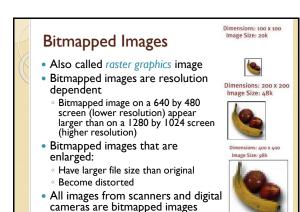
Bitmapped Graphic Image

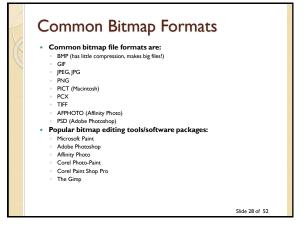
- Image consists of pixels in a grid
- Icons are an example of a bitmapped image (do you recognize this icon? → 2)
 Icons are usually 32 pixels by 32 pixels
- When bitmapped images are enlarged (resampled), the computer adds new pixels and guesses on the colour to colour the new pixels (called **interpolation**) based on surrounding pixels
 This icon is now 245 pixels by 245 pixels

Bitmapped images edges become jagged

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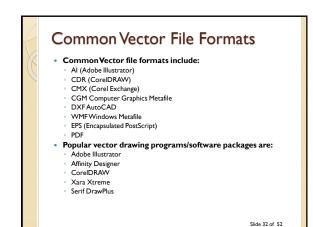
Vector Graphics Vector image is made up of individual, scalable objects. Objects are defined by mathematical equations Objects consist of lines, curves and shapes No distortion as image is enlarged

Vector Graphics As image is enlarged, still has crisp clean lines. Most browsers don't display vector graphics without a plug in. Only can be used with drawings, not photographs Usually vector graphic image has a smaller file size than the same image stored as a bitmap. Below: enlarging and shrinking an image: left using a vector graphical image, right using a bitmapped image



Vector Images

- Example: HTML 5 allows it now: <u>https://www.w3schools.com/graphics/svg_inh</u> <u>tml.asp</u>
 - Try changing the values
- Great for logos because
 - Can be scaled down for business card
 - Can be scaled up for a trade show poster
- <u>https://youtu.be/PJFc3KIEdLM?t=61</u> (watch till about minute 4)
- Note: the text in PDF files are Vector based (but not the images in a pdf file) Slide 31 of 52



Activity I

- Open MS Paint
 (Start>Programs>Accessories>Paint)
- Pick the text tool, set the font to 50pt, type in your name
- Pick the text tool again, set the font to 12pt, type in your name
- Select the small font and resize it to the size of the big font
- Do they look the same?

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Activity 2

- Draw an oval in MS Paint, then select it and resize it, watch what happens
- Draw an oval in Affinity Photo,
 - Select Layer>Layer Style and give it an outline (Stroke)
 - Select the oval layer and select *Edit*>*Transform Path*>*Scale* and resize it, watch what happens.
- Usually when you see the command "Document>Flatten" in Affinity Photo, it is changing your Vector layers into a one flat Bitmapped layer!

Try it out

- <u>http://www.csd.uwo.ca/~lreid/cs1033/vectors/</u> <u>star.html</u>
- https://upload.wikimedia.org/wikipedia/comm ons/e/e6/Phone.svg

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Bitmapped Graphics vs. Vector Graphics • Question: Which of these statements do you think is TRUE: A or B?

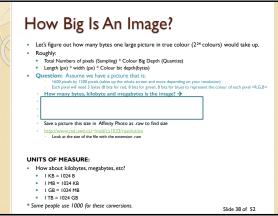
A:You can convert a vector graphic image into a bitmapped image easily but you cannot easily convert a bitmapped image into a vector graphic image.

B:You can convert a bitmapped image into a vector graphic easily but you cannot easily convert a vector graphic image into a bitmapped image.

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We need to make our webpages download as fast as possible • We want them to be the "appropriate size" for our page, in terms of proportion • Want the image to look good ("high quality") Want image to download quickly • THUS WE NEED TO MAKE OUR IMAGE

FILES SMALLER BUT OUR IMAGE TO STILL LOOK GOOD!

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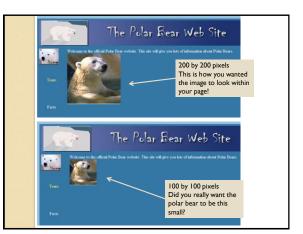
How do we download faster?

Make our image file size smaller!

Question: What can we do to make our images smaller?

- OPTION I: Make the image be physically smaller → LESS PIXELS (BUT that will change the size it is displayed at on the screen).
 - For example, a 100 pixel by 100 image pixel (30KB) is smaller than a 200 pixel by 200 pixel image (118KB)

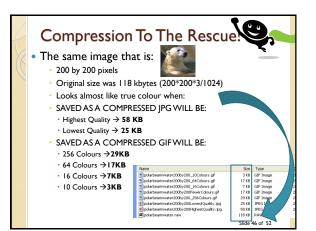
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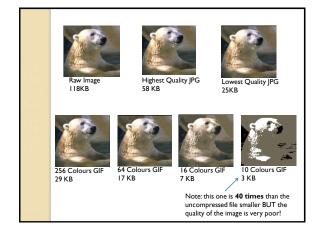


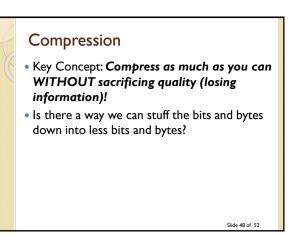
How do we download faster and keep the image the size we want it? OPTION 2: COMPRESS THE IMAGE FILE: use tricks to make file smaller without losing the quality of the image or the size (in pixels of the image) Still 200 pixels by 200 pixels but the file size is smaller than the original. An uncompressed image that is: 200 by 200 pixels True Colour (16 million colours → <R,G,B>) Will be 200 * 200 * 3 bytes = 120,000 bytes

• Will be 120,000 / 1024 = 117.2 Kilobytes

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Two Types of Compression

- Lossless:
 - Compress the original bits and bytes into less bits and bytes without losing any of the original information about the picture When we reopen the file, all the original information about the picture is still there!



- NO INFORMATION IS LOST • Lossy:
 - When compression occurs, some of the original information is lost Selected portions of the image are discarded but the selected portions are the ones that will be the ones that least missed or noticed



Nerf Ball vs. Orange ©

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Several different algorithms for (ways

to perform) compression

- Each different type of image file format represents the use of a different compression algorithm
- Common compressed image file formats that are acceptable on the World Wide Web:
 - gif
 - jpg, jpeg
 - ° png
- Uncompressed file formats:
 - bmp (for Windows)
 - raw (common on digital cameras)

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