



Adobe Visual Design 1

Objective: 2.04

Apply procedures to publish digital images using Adobe Photoshop Creative Cloud.



ADOBE VISUAL DESIGN

Abode Classes

Wake County Public Schools



Saving and Exporting Files

- **.PSD**

- Native Adobe Photoshop file that saves work so projects and individual components can be edited.



- **.JPEG/.JPG**

- Popular bitmap photograph / image file format. A compressed (lossy) image that has a small file size.



- **.GIF**

- Index bitmap file type (256 colors) that can also contain frame by frame animations. 256 colors makes this file not ideal for photographs.



Saving and Exporting Files

- **.TIFF**

- Bitmap file commonly used for desktop publishing. Lossless file format (uncompressed) leads to larger file sizes compared to JPEG.



- **.PNG**

- Popular lossless (uncompressed) bitmap file that can maintain transparency.



Saving and Exporting Files

- **.EPS**

- A meta format that contains vector and raster data that can be used with a wide range of software.

- **.PDF**

- Universal vector file format that all computers are able to view using a PDF reader program.



Saving and Exporting Files

- **Exporting Individual Project Elements**
 - Using Photoshop to export individual layers or elements instead of an entire design.
 - To export one or more layers only:
 - Go to the Layer menu > Select Export layer

Exporting Files

- **File Metadata**

- Extra information embedded in a file. Information can include date created, camera type, lens used, author, and copyright status.

- **Publishing Graphics**

- Preparing (exporting and saving) graphics to be used for a specific purpose.

- **Optimize for Web Delivery**

- Optimizing, saving, and exporting graphics to be used on websites.

Exporting Files

- **Prepare for Print Delivery**
 - Optimizing, saving, and exporting graphics to be printed.
- **Images for Video Delivery**
 - Optimizing, saving, and exporting graphics to be used in video.
- **Safe Zones:**
 - Area in a design that ensures all elements will be printed properly. Objects outside of the safe zone might be printed incorrectly.

Exporting Files

- **Saving to the computer vs. saving to the cloud**
 - Saving works in progress or finished projects to the hard drive on the computer or to the cloud (can be accessed from any device that can connect to the internet).