Adobe Visual Design II

Objective: 1.00

Apply knowledge of the visual design industry.

ADOBE VISUAL DESIGN
Abode Classes
Wake County Public Schools

Objective 1.01

Identify the purpose, audience, and audience needs for preparing images.

Working with a Client

- **Client Goals**
  - A client's aim or desired result of a project.

- **Target Audience**
  - A group of people, at which a film, advertising, or campaign is aimed at, defined based on their common characteristics such as demographics and behaviors.

Working with a Client

- **Demographics**
  - Breaking groups or markets into segments according to age, race, religion, gender, ethnicity, income, education, or other statistically measurable data.

- **Accessibility**
  - Ensuring that graphics are accessible to everyone including individuals with disabilities.

Objective 1.02

Communicate with colleagues and clients about design plans.

Stages of Production

- **Stages of Design**
  - Pre Production: Planning
  - Production: Creating
  - Post Production: editing, changing, reviewing, exporting

Stages of Production

- **Define**
  - Defining project goals, guidelines, budget, etc. etc.
- **Structure**
  - Structuring a project with team members and defined roles.
- **Design**
  - Creating the InDesign document.
- **Build & Test**
  - Exporting and testing an InDesign Document.
- **Delivery**
  - Delivering a final product to a client.

Stages of Production

- **Design Comps**
  - Multiple renditions of the design to show clients, provides a visualization of a product before it is professionally completed.
- **Design Brief**
  - A written plan that identifies a problem to be solved, its criteria, and its constraints. The design brief is used to encourage thinking of all aspects of a problem before attempting a solution.
- **Sketches**
  - Rough drafts of a potential design showing the main features to communicate a look and feel of the design.

Stages of Production

- **Specifications**
  - Technical requirements for the design for agreed on deliverables.
- **Wireframe**
  - A layout of a web page that demonstrates what interface elements will exist on key pages.
- **Prototype**
  - A first, typical or preliminary model of something, especially a machine, from which other forms are developed or copied.
- **Iteration**
  - A design methodology based on a cyclic process of prototyping, testing, analyzing, and refining a product or process.

Stages of Production

- **Drafts**
  - Rough designs or mockups that show the client the designer's intentions for the final product.

- **Redesign**
  - Using feedback to make changes to the original project with the ultimate goal of meeting the client's needs. Can occur several times throughout the time span of a particular project.

- **Feedback loop**
  - Two-way communication between the designer and the client where each round of feedback helps to guide the development of the design.

Stages of Production

- **Change Order**
  - An order that adds or deletes content from the original scope of work.
- **Project Scope**
  - Defines the boundaries of a project. It spells out the expectations for what needs to be done.
- **Scope Creep**
  - Incremental expansion of the project scope. Introducing features not originally planned. Delays project and adds cost.
- **Project Management**
  - The application of processes, methods, knowledge, skills and experience to achieve the project objectives

Objective 1.03

Identify the type of copyright, permissions, and licensing required to use specific content.

Copyright

- **Copyright**
  - The legal ownership of an intellectual property which allows the owner to create copies and profit from the intellectual property.
- **Intellectual Property**
  - A creation of the mind that the law protects from unauthorized users.

Copyright

- **Permissions**
  - The process of obtaining permission from the owner of an IP to use their copyrighted work.
- **Licensing**
  - The process of paying for copyrighted materials, such as images or fonts, for use in design.

Copyright

- **Commercial Use**
  - A use that generates income.
- **Attribution**
  - Acknowledgement of credit to the copyright holder.
- **Work for Hire**
  - Work subject to copyright law that is created as an employee as part of their job. The employer retains all copyrights, not the employee.

Creative Commons

- **Creative Commons:**
  - A nonprofit organization that enables the sharing and use of creativity and knowledge through free legal tools. Free, easy-to-use copyright licenses provide a simple, standardized way to give the public permission to share and use your creative work — on conditions of your choice. Creative Commons licenses are not an alternative to copyright. They work alongside copyright and enable you to modify your copyright terms to best suit your needs.

Sites for CC

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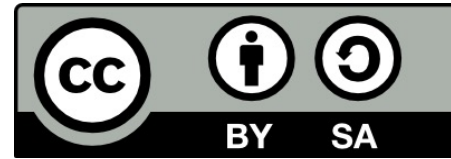 - https://wiki.creativecommons.org/images/6/6d/6licenses-flat.pdf

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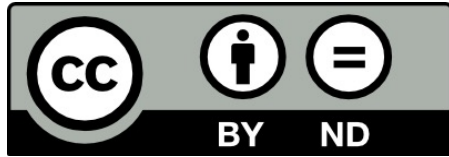

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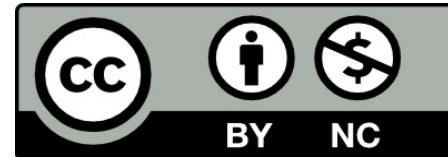

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Copyright and Fair Use

- **Fair Use**
  - A legal doctrine that allows the use of some copyrighted materials without having to ask for permission
- **Fair Dealing**
  - A limitation and exception to the exclusive right granted by copyright law to the author of a creative work.
- **Image Permissions**
  - Obtaining permission to use a copyrighted image from the copyright holder.

Copyright

- **Model Release**
  - A release form that allows the owner of an image to use a model's face and likeness.
- **Location Release**
  - A release form that allows an individual to use a specific location in a commercial use.

Objective 1.04

Build knowledge of key terminology related to publications.

Publication of Graphic Design

- **Resolution**
  - How many pixels are in an image usually defined in Pixels Per Inch or Dots Per Inch.

- **Image Size**
  - The size of a specific image used in an InDesign document.

Creating Publications

- **Embedding**
  - Permanently placing an asset into a project. If the project moves, the asset moves as well.
- **Linking**
  - Placing an asset into a project where the asset is not permanent. If the project moves the asset will not stay with the file. If the original asset is updated the asset is updated in the project as well.

Types of Graphics

- **Bitmap Graphics**
  - Also known as Raster Graphics, these are images made up of individual pixels. They lose clarity as they are enlarged.

- **Vector Graphics**
  - Graphics made up of points and lines using mathematical formulas. Can be scaled without losing clarity.

Parts of Graphics

- **Paths**
  - These are created when 2 or more points are connected, these are created using the pen tool.
- **Object**
  - Any item that can be added to a page. Can include paths, shapes, and images.
- **Type**
  - Text in InDesign.

Creating Publications

- **Rendering**
  - InDesign gives a preview of the document. You can increase or decrease the quality of the preview in the view menu.
- **Resizing**
  - Changing the size of objects in a design.

Color

- **Color Management**
  - Making sure you are working with the right color profile with the correct printer drivers installed. Ensures compatibility between a document, the computer, and the printer.
- **Color Depth**
  - How many colors an individual pixel can display.
- **Color Gamuts**
  - Range of colors within a color model.

Color

- **Color Modes**
  - How different components of a color are combined or subtracted to create color. Examples: RGB, CMYK, Grayscale.
- **RGB**
  - Red, Green, Blue color model is used for screens.
- **CMYK**
  - Cyan, Magenta, Yellow, & Black color model used for printing.
- **Grayscale**
  - Monochromatic shades of gray from white to black.

Document Design using InDesign

- **Multi-Page Layouts**
  - Document Publications that contain more than one page.
- **Title**
  - The name of the document, typically placed at the start of the design.
- **Header**
  - A small amount of text that is separated from the body text and appears at the top of a printed page.
- **Footer**
  - A small amount of text that is separated from the body text and appears at the bottom of a printed page and typically includes the page number.

Document Design using InDesign

- **Body Text**
  - The main part of a printed text, excluding items such as headings and footnotes.
- **Block Quote**
  - A quotation in a written document that is set off from the main text as a paragraph, or block of text, and typically distinguished visually using indentation and a different typeface or smaller size font.
- **Caption**
  - A title or brief explanation appended to an article, illustration, cartoon, or poster.

Document Design using InDesign

- **Table of Contents**
  - A list of titles of the parts of a book or document, organized in the order in which the parts appear along with the page numbers.
- **Index**
  - An alphabetical list of names, subjects, etc., with references to the places where they occur, typically found at the end of a book.

Document Design using InDesign

- **Page Size**
  - The size of the paper for the final printed document.
- **Orientation**
  - The way the page is oriented for viewing, either portrait or landscape view.
- **Facing Pages**
  - Two pages shown side-by-side used for book style publications that will be bound.
- **Spreads**
  - Any two facing pages in a publication.

Document Design using InDesign

- **Bleed**
  - Extra space beyond your page that allows you to run objects beyond the edge of the page to ensure that they print to the edge of the page to prevent a white border when cutting.
- **Trim**
  - Small guidelines that denote the actual size of the page after printing.
- **Slug**
  - Extra space beyond your page used to show markings or provide notes for the printer.

Document Design using InDesign

- **Master Pages**
  - Non-printing pages that allow you to pace text and graphic elements that will appear on all pages of a publication.
- **Column**
  - A vertical division of a page or text.
- **Gutter**
  - Space between columns in a publication. Sometimes referred to as an "Alley".
- **Margins**
  - Space between the edge of the page and the content.

Document Design using InDesign

- **Frames**
  - Objects that serve as containers or placeholders in InDesign for text, graphics, and other design elements.

- **Alternate Page Layout**
  - An alternative layout for a document if the document might be viewed on different sized screens or different sized pages.

Document Design using InDesign

- **Liquid Layout**
  - Allows flexibility to design for multiple page sizes, orientations, or aspect ratios within a document.

- **Liquid Layout Panel**
  - Panel that allows the user to control the dimensions and aspects of a liquid layout document.

- **Liquid Page Rule**
  - Ability to create a "rule" where you manually define the sizes of different liquid pages. Can assign rules to pages or documents.

Document Design using InDesign

- **Content**
  - Any design element on a page.

- **Object Constraints**
  - Making sure objects remain proportional when scaled.

Objective 1.05

Utilize knowledge of basic design principles and best practices employed in the design industry.

Elements of Design

- **Lines**
  - A point that moves throughout a design.
- **Shapes**
  - Areas of colors defined by lines.
- **Texture**
  - The illusion of a three-dimensional physical surface (tactile) created by shapes, lines, and shadows.
- **Color**
  - The element of art that is produced when light strikes a specific object. Consists of three aspects: hue, saturation, and brightness.

Principles of Design

- **Emphasis**
  - The component of a design that first attracts attention.
- **Unity/Harmony**
  - Creating a pleasing design by following the principles of design. Everything belongs.
- **Variety**
  - Having different colors, shapes, lines, fonts, etc. etc. in a design.

Principles of Design

- **Balance**
  - The way in which visual elements are positioned in a design.
- **Alignment**
  - Arranging design components in an organized and visually appealing manner
- **Proximity**
  - How close objects, shapes, images, or text is to other elements in a design.

Principles of Design

- **Repetition**
  - Repeating elements in a design to create contrast, interest, or movement.
- **Rhythm**
  - The suggestion of movement within a design.
- **Scale**
  - The size of objects in a design. Can be used to create emphasis or contrast.

Principles of Design

- **Movement**
  - The appearance of movement. Created by rhythm.

- **White Space**
  - The absence of text or graphics in a design; visual breathing room for the eye; helps avoid overcrowding and creates natural flow.

Principles of Design

- **Gestalt Principle**
  - How humans perceive grouped objects and patterns. Used to create aesthetically pleasing and easy to understand designs.
- **Alignment**
  - Formatting the appearance of text with the margins of the text box.

Principles of Design

- **Kerning**
  - This is the adjustment of the space between two individual letters.
- **Tracking**
  - This is the adjustment of the overall spacing between letters.
- **Leading**
  - This is the adjustment of the space between lines of text.

Composition

- **Rules of Composition**
  - Established rules for setting up a photograph so that it is visually appealing.
- **Aspect Ratio**
  - The ratio of the width of the height of a design composition.

Composition

- **Rule of Thirds**
  - Dividing a photograph or video into a tic-tac-toe board. The subject takes up one third of the screen with eyes usually on the bottom third or top third line.
- **Depth of Field**
  - The range of "acceptable sharpness" in front of the camera within which objects appear in focus to the human eye; objects closer to the camera or beyond the far end of that range will appear blurry and out of focus.
- **Visual Hierarchy**
  - The design process of directing the viewer where to look and what order to look at a design in.

Composition

- **Field of View**
  - The amount of the observable world that is observable in that moment.

- **White Balance**
  - The balancing of the color white on a camera that ensure all other colors are correct.