Photoshop CC 2018

Domain 1

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Fill-in-the-Blanks

Instructions: While watching Domain 1, fill in the missing words according to the information presented by the instructor. [References are found in the brackets.]

Lesson 1

1. Knowing your ___**target audience**___ includes knowing the demographics of those your work will be directed at. [Audience and Purpose]

2. ___**Scope**___ is a term used to define how long a project will take to complete, what will be created in the project, and how much it will cost. [Design Plans]

3. When printing, be sure to use color mode ___**CMYK**___. For web or video, use color mode RGB. [Design Plans]

4. When the project exceeds previously determined timelines or resources, it is called ___**scope creep**___. [Design Plans]

5. Being able to reasonably use a portion of a copyrighted work as long as it doesn't affect the profit of the copyright owner is ___**Fair Use**___. [Copyright, Permissions, and Licenses]

6. A ___**derivative work**___ represents an original work that was created from or based on a copyrighted work that already exists. [Copyright, Permissions, and Licenses]

7. A legal term to describe a work of the mind is ___**intellectual property**___. [Copyright, Permissions, and Licenses]

8. ___**Attribution-ShareAlike**___ includes the provision that a work created from your original work must have the same license. [Copyright, Permissions, and Licenses]

9. The license type that allows others to use your work unaltered is ___**Attribution-NoDerivs**___. [Copyright, Permissions, and Licenses]

Lesson 2

10. Images using pixels are ___**raster**___ images, while images using mathematics are ___**vector**___ images. [Digital Imaging Terminology]

11. The amount of detail an image can hold is called its ___**resolution**___. [Digital Imaging Terminology]

12. ___**Bit depth**___ is either the number of bits used to indicate the color of a single pixel, or the number of bits used for each color component of a single pixel. [Digital Imaging Terminology]

13. ___**Forms**___ are three dimensional; ___**shapes**___ are two dimensional. [Basic Design Principles]

14. ___**Tone**___ is the meter of light and dark values used to render a realistic object. [Basic Design Principles]

15. In art, ___**balance**___ often refers to the visual weight that is being shown. [Basic Design Principles]

16. Negative space, also called ___**white space**___, is all of the area that exists around the elements of your composition. [Basic Design Principles]

17. 16:9 and 4:3 are numbers that refer to an image's ___**aspect ratio**___. [Basic Design Principles]

Fill-in-the-Blanks (Continued)

18. The subject of your photograph that you want to bring attention to is called the __**focal point**__. [Basic Design Principles]

19. You are __**resampling**__ an image when you resize it by increasing or reducing its number of pixels. [Basic Design Principles]

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Audience and Purpose

A designer's job is to create an image that will meet the client's needs and create an image that will portray the client's desired message. To determine the audience, the gender, age range, and education need to be considered. The audience and purpose of the image is the foundation of any design plan to create the message.

Purpose:

Upon completing this project, you will be able to begin a new Photoshop design project by determining the needs of the audience and the purpose of the project.

Steps for Completion:

1. What questions should be asked to help you determine the target audience?

   a) __What age range is the target audience?__

   b) __What gender is the target audience?__

   c) __What type of education does the target audience have?__

   d) __Is there a specific ethnicity?__

   e) __Is there a specific region of the country?__

   f) __What are the needs of the target audience?__

2. Graphic design is a form of communication. What kinds of communication are possible using graphic design?

   __Answers will vary but should include persuading the target audience, informing, or explaining.__

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Design Plans

The keys to a good design plan are communication, transparency, and being observant. The more details that are accounted for and followed with good communication, the better the client's experience will be with the design process. Communication is vital for feedback; this lets the designer know the project is meeting the client's expectations and that scope creep is being kept in check.

A good design plan will contain technical, visual, resolution, and dimensions for the media type that will be used. Once the technical and visual needs are determined, a mockup or rough draft of the file should be sent to the client for feedback. Then at different steps in the plan the changes should again be communicated to the client so the client stays informed and can approve the design direction.

Scope creep occurs when things are added to the project that will affect the time and budget. Scope creep can damage the client design relationship if communication is not kept as something of prime importance.

Purpose:

Upon completing this project, you will understand the planning details for technical, scope, and client communication.

Steps for Completion:

1. For what three media types can Photoshop optimize images?

   a) ___Web___

   b) ___Print___

   c) ___Video___

2. What three things does the scope of a project define?

   a) ___What is to be created___

   b) ___How long it will take___

   c) ___What the budget will be___

3. What are the seven phases of design plans and the main features of designer–client communication at each phase?

   a) ___Planning: answer should include listening and asking questions___

   b) ___Analysis: answer should include presentations, diagrams, charts, and feedback___

   c) ___Design: answer should include mock-ups, sketches, reviewing, and feedback___

   d) ___Building: answer should include building several options and receiving feedback___

   e) ___Testing: answer should include reviewing plans, gauging reactions, and feedback___

   f) ___Implementation: answer should include staging, approval, and receiving feedback___

   g) ___Publishing: answer should include proofs, planning, approval, and feedback___

Project Details

Project file
N/A

Estimated completion time
5 minutes

Video reference
Domain 1
   Topic: Purpose, Audience, Design, Copyright, Permissions, and Licensing
      Subtopic: Design Plans

Objectives covered
1 Working in the Design Industry
   1.2 Communicate with colleagues and clients about design plans
      1.2a Demonstrate knowledge of techniques for communicating about design plans with peers and clients
      1.2b Demonstrate knowledge of basic project management concepts

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Copyright, Permissions, and Licenses

It is important to use only items in your design that you have received written permission to use. It is also important to follow copyrights, permissions, and licenses to give credit to the creator of the original item.

Copyright is an original design owned by the creator that requires others to have permission to use the design. When permission has been given to use a copyright item, always indicate the copyright symbol or publication dates.

Permissions outline the use of a photo or item in design work. This release will detail how the photo or item will be used, and what type of compensation the model/owner will receive. This written consent allows the model/owner to agree to the set terms. If the photo or item is to be reused, then another release would need to be signed.

A Creative Commons license does not charge money for the use of copyrighted work. This allows others to share, use, or build upon the licensed item. This license should not be used if an item is no longer under a copyright.

Purpose:

Upon completing this project, you will understand the different types of copyrights, permissions, and licenses that will need to be used in the design industry to publish works created in Photoshop.

Steps for Completion:

Match the following symbols to their licenses:

1.

2.

3.

4.

5.

6.

7.

8.

CC BY-NC-SA __7__

CC BY-NC __4__

CC BY __8__

Copyright __1__

CC BY-NC-ND __2__

Public Domain __6__

CC BY-SA __5__

CC BY-ND __3__

Copyright, Permissions, and Licenses (Continued)

9. What does CC stand for? _____**Creative Commons license**_____

10. What does BY stand for? _____**Attribution required**_____

11. What does SA stand for? _____**No change of license**_____

12. What does ND stand for? _____**No changing and adapting**_____

13. What does NC stand for? _____**No commercial use**_____

14. Which licenses do not allow changes? _____**SA, ND**_____

15. Which licenses do not require attribution? _____**Public domain**_____

16. If you change an item that is not public domain, is the design now yours? Why?
    _____**No, the original creator should still receive attribution**_____

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Digital Imaging Terminology

Digital images are the creation of raster or vector images through computerized devices or methods. Raster and vector images will create very different results.

Purpose:

Upon completing this project, you will know the terminology needed to work in the digital design industry.

Steps for Completion:

1. For each image characteristic, indicate if the characteristic is indicative of a raster image or a vector image.

   a) Stroke: __**Vector**__

   b) Array: __**Raster**__

   c) Rasterize: __**Raster**__

   d) Lines: __**Vector**__

   e) Pixel: __**Raster**__

   f) Square: __**Raster**__

   g) Object: __**Vector**__

   h) High resolution: __**Vector**__

   i) Low resolution: __**Raster**__

   j) Fill: __**Vector**__

   k) Path: __**Vector**__

2. To __**render**__ is to create an image with artistic tools.

3. __**Resolution**__ is the number of pixels an image holds.

4. Typography is the use of text in __**visual communication**__.

5. Changing a vector image to a raster image is __**rasterizing**__.

6. __**Nondestructive editing**__ saves the original image.

7. The __**stroke**__ and __**fill**__ determine the look of the object.

8. A vector uses __**lines**__ along a __**path**__ to define the shape of an object.

9. The quality of an image is compromised when __**pixels**__ are stretched.

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Basic Design Principles

There are many basic principles that create harmony in a design. The form, color, balance, and spacing of the image will draw the human eye to an item and invoke a message.

Purpose:

Upon completing this project, you will understand how to use form, color, balance, spacing, and other design principles to create a harmonious design.

Steps for Completion:

Form

1. What is a one-dimensional basic component in art and geometry?
   __line__

2. What are the differences between a shape and a form?
   __Shape: two dimensional basic shapes__
   __Form: three dimensional and uses light and shadow to__
   __create depth__

3. Light and shadow are used to create ___form___ and ___texture___.

Color

4. In a standard artist's color wheel, the primary colors are ___red___, ___yellow___, and ___blue___.

5. If the three colors listed above are the primary colors, then the secondary colors are ___orange___, ___green___, and ___purple___.

6. Complementary colors are ___across___ the color wheel from each other.

7. Analogous colors are ___next___ to each other on the color wheel.

8. Tone is created using ___tint___ and ___shade___.

9. Tint will add ___white___ to a color and shade will add ___black___ to a color.

10. Black and white are also used to create ___contrast___.

Balance

11. What are the four text alignments? ___Left___, ___center___, ___right___, and ___equal to the sides___

12. A design is ___symmetrical___ when the visual weight is balanced on all sides.

13. A design is ___asymmetrical___ when one side is not balanced, or heavy.

14. Negative space is also called ___white space___.

15. What is a modern screen's aspect ratio today? ___16:9 aspect ratio___

Space

16. What is an example of framing? ___Answers will vary but should be similar to placing the subject in the middle of a background like trees___"

17. What is the rule of thirds? ___Dividing the image in two evenly spaced horizontal and two evenly spaced vertical lines and placing the important subject between or on these lines___

18. If the background is out of focus, you are creating a **focal point** .

19. Foreground is **closest** to you, while background is **furthest** from you.

20. Resampling will resize an image by reducing or increasing the **pixels** in the image.