Digital Graphics

Keywords

Colour wheel:
An important tool for designers as it displays the relationship between colours

Composition
The placement of text and images on a graphic

Visualisation Diagram
A planning technique to show what the final product will look like

Digital Graphic
A visual representation that is usually computer generated
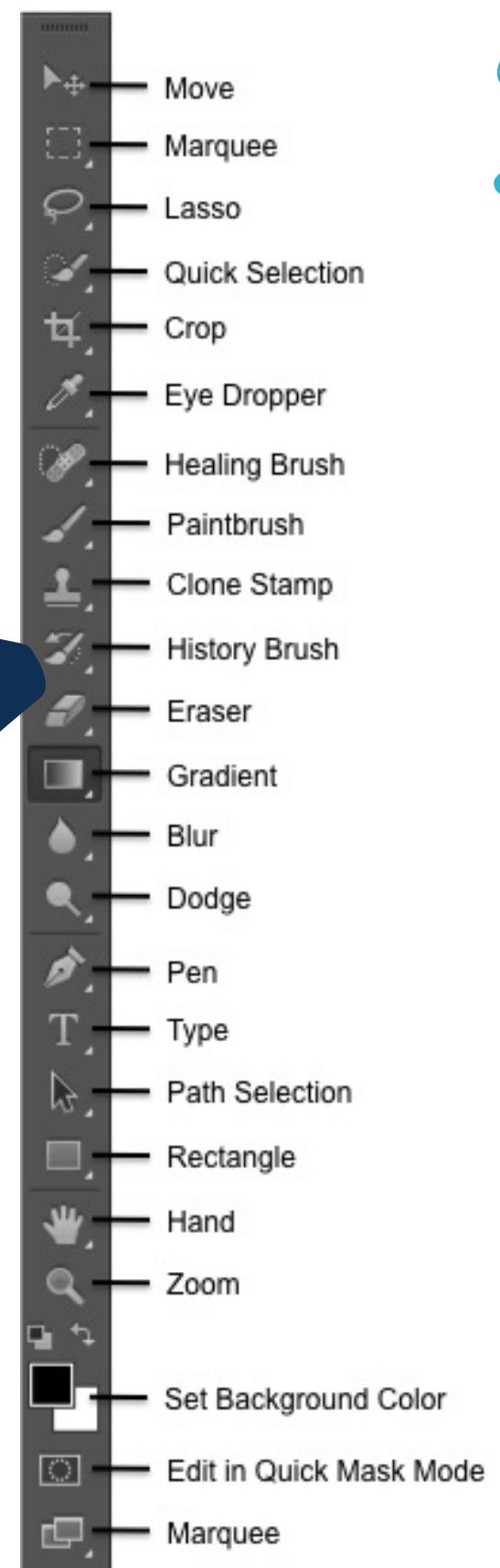
Refine
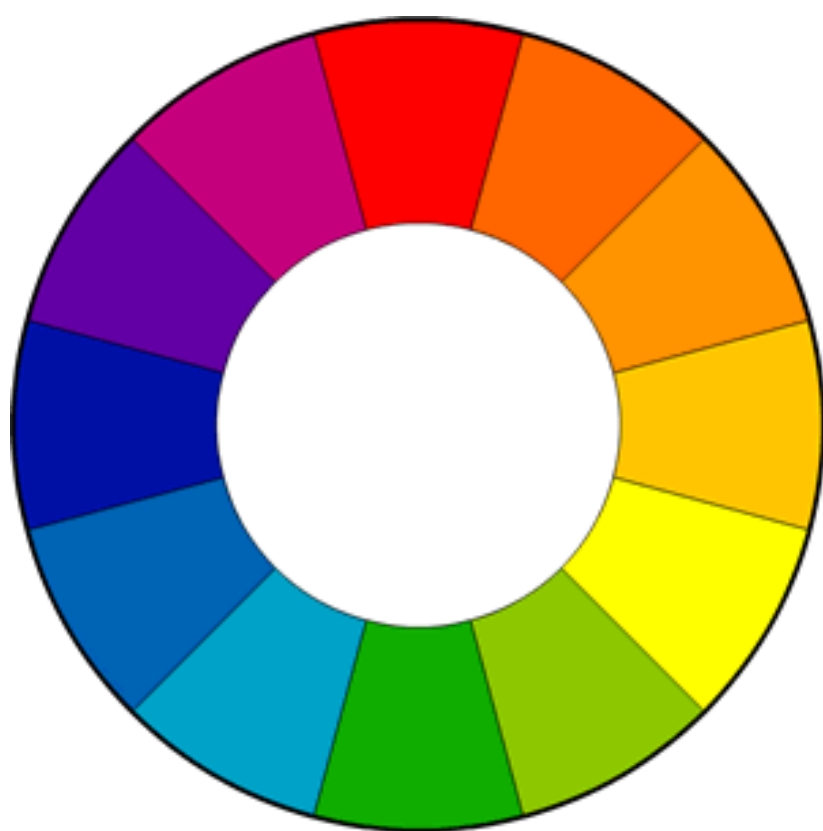Making changes to improve

Transparency
Being able to see through

Layer
The different levels at which you can place an object

Photoshop tools

- Move
- Marquee
- Lasso
- Quick Selection
- Crop
- Eye Dropper
- Healing Brush
- Paintbrush
- Clone Stamp
- History Brush
- Eraser
- Gradient
- Blur
- Dodge
- Pen
- Type
- Path Selection
- Rectangle
- Hand
- Zoom
- Set Background Color
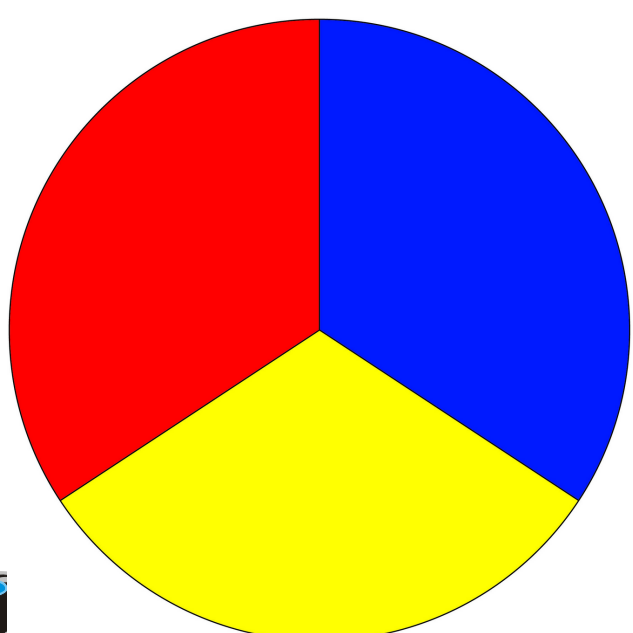- Edit in Quick Mask Mode
- Marquee

The colour wheel

Used to show how different colours relate:
- Primary colours
- secondary colours
- Tertiary colours
- Harmonious colours
- Contrasting colours

Primary Colours
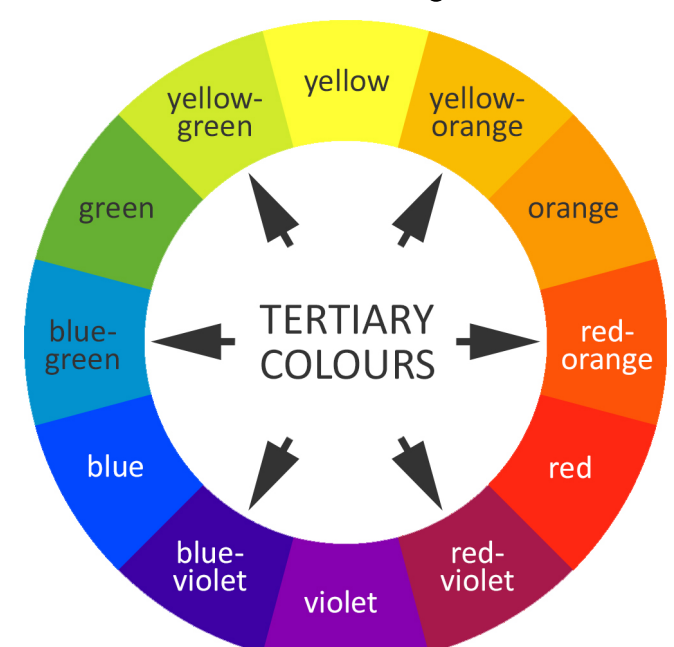Colours that cannot be made from other colours

Secondary Colours
Made by mixing two primary colours

Tertiary Colours
Made by mixing one primary and one secondary colour

TERTIARY COLOURS

yellow-green · yellow · yellow-orange · green · orange · blue-green · red-orange · blue · red · blue-violet · violet · red-violet

Digital Graphics

Composition

The placement and arrangement of the components that make up a graphic
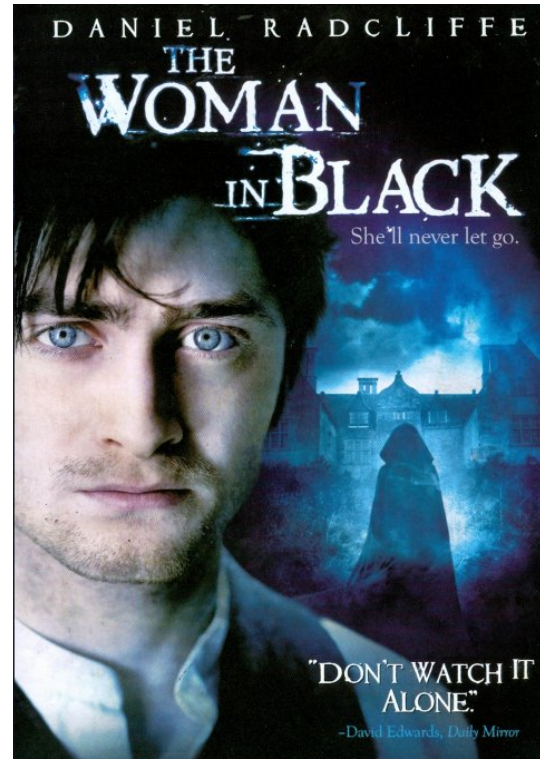
Symmetrical Balance

The graphics are even on each side

Asymmetrical Balance

The graphics are not even on each side

Dominance

There is a focus on one element

Features of a magazine cover

Title

Contrasting colours

Taglines

Main image to give focus - relevant to taglines

Date/Issue Number

Barcode

Price