

Project: Design Toolkit

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GRA 200: Digital Design Tools

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Design Software Overview

Software Overview

Complete an overview of the three primary software applications (Adobe Illustrator, Photoshop, and InDesign) used in the graphic design industry, using the table below:

Software Application	Purpose (i.e., photo manipulation or multi-page documents)	Examples of How They Are Used (i.e., newsletter, flyer, etc.)	Three Advantages to Using This Software (i.e., preset options)	Three Drawbacks in Using This Software (i.e., poor type rendering)
Adobe Illustrator	Vector Photo Manipulation	Logos, vector images	<ol style="list-style-type: none">1. Create high-quality graphics and illustrations.2. Can export files as psd files.3. No pixelation and loss of detail.	<ol style="list-style-type: none">1. Limited 3-D capabilities.2. Lack of animation tools.3. Cannot handle multi-page documents.

Software Application	Purpose (i.e., photo manipulation or multi-page documents)	Examples of How They Are Used (i.e., newsletter, flyer, etc.)	Three Advantages to Using This Software (i.e., preset options)	Three Drawbacks in Using This Software (i.e., poor type rendering)
Adobe Photoshop	Photo Manipulation	Image Manipulation, Raster Images	<ol style="list-style-type: none"> 1. Versatile file types 2. Complete Creative Control 3. Fast Editing 	<ol style="list-style-type: none"> 1. Lack of vector support. 2. Not suitable for a bulk number of photos. 3. Toolbar is not detailed and intuitive.

Software Application	Purpose (i.e., photo manipulation or multi-page documents)	Examples of How They Are Used (i.e., newsletter, flyer, etc.)	Three Advantages to Using This Software (i.e., preset options)	Three Drawbacks in Using This Software (i.e., poor type rendering)
Adobe InDesign	Multi-page Documents	Business Cards, Stationary, Interactive PDFs, books, newspapers, magazines, eBooks, flyers.	<ol style="list-style-type: none"> 1. Streamlining designs for print. 2. Alternative text. 3. HTML Export. 4. Supports accessibility with Photoshop and Illustrator. 	<ol style="list-style-type: none"> 1. No way to edit images. 2. No automatic spell-checker. 3. Version incompatibility.

File Format Overview

Describe the 10 most commonly used file formats in graphic design pieces using the table below.

File Format	Examples of When This File Format is Used (i.e., image to be used in a PowerPoint presentation)	Which of the Software Applications (Adobe Illustrator, Photoshop, and InDesign) Support This File Format?
1. EPS	Use this format when printing vector logos, and high-resolution illustrations.	<ul style="list-style-type: none">• Adobe Illustrator• Adobe InDesign
2. JPG or JPEG	“Typically for photos, email graphics and large web images like banner ads” (Lundquist). Lossy images. Small file sizes.	<ul style="list-style-type: none">• Adobe Illustrator• Adobe Photoshop• Adobe InDesign
3. PDF	This format is good for printing documents on the web. Sharing documents across platforms i.e., AI, PDS, INDD	<ul style="list-style-type: none">• Adobe Illustrator• Adobe Photoshop• Adobe InDesign

File Format	Examples of When This File Format is Used (i.e., image to be used in a PowerPoint presentation)	Which of the Software Applications (Adobe Illustrator, Photoshop, and InDesign) Support This File Format?
4. PNG	Use this format if you need transparent web graphics, more than 256 colors, and small files. Web images.	<ul style="list-style-type: none"> • Adobe Illustrator • Adobe Photoshop • Adobe InDesign
5. TIFF	This format is used for high-quality/resolution graphics and high-quality scans. Photo editing and page layout. CMYK, RGB	<ul style="list-style-type: none"> • Adobe Illustrator • Adobe Photoshop • Adobe InDesign
6. GIF	This format is used to create web animation, when you need transparency, and small files. Logos, lossless compression. No more than 256 colors. Limited colors. Not suitable for photos.	<ul style="list-style-type: none"> • Adobe Illustrator • Adobe Photoshop • Adobe InDesign

File Format	Examples of When This File Format is Used (i.e., image to be used in a PowerPoint presentation)	Which of the Software Applications (Adobe Illustrator, Photoshop, and InDesign) Support This File Format?
7. SVG	This is used for creating computer/vector generated graphs and diagrams, web graphics. Online uses.	<ul style="list-style-type: none"> • Adobe Illustrator • Adobe InDesign
8. PSD	This format is if you need to retouch photos, edit artwork, digital images for the web, website or app mock-ups, and animation and video. Multi-layer images.	<ul style="list-style-type: none"> • Adobe Photoshop • Adobe Illustrator • Adobe InDesign
9. AI	This format is used to edit vector files, logos, icons, or brand mascot, one-page print pieces, and setting type. Vector Images.	<ul style="list-style-type: none"> • Adobe Illustrator • Adobe InDesign
10. INDD	This file format is used for single or multi-page documents.	<ul style="list-style-type: none"> • Adobe InDesign

Comparing Tools and Features

Adobe Photoshop

1. Insert an image of the poster you edited in Adobe Photoshop.

CHEESE

FAMILY FUN FOR THE WHOLE WEEKEND.

Enjoy the festival atmosphere. Eat a corn dog, sample the Cheese, take a tractor Ride, watch a parade, listen to some music, visit the farm shop... just enjoy.

SATURDAY, JULY 18

10AM - 4PM

LOCAL FAIRGROUNDS

FREE ADMISSION

TASTINGS: \$2/SLICE

Thousands of different varieties of cheese: cow, goat, sheep, yak, camel—even reindeer and horse.



SPONSORED BY:



AMERICAN
CHEESE
SOCIETY



2. Identify the tools in Adobe Photoshop you used to complete each of the six design tasks and describe where the tools/features are located in the software application.

1. Change the background color to one you believe is more appealing.

I used the paint bucket tool. I selected the layer then selected the color I wanted to use then clicked the paint bucket tool



I then clicked on the background I wanted to change. This tool is located on the side menu bar about halfway down the screen.

2. Remove the last “Sponsored by:” item (mouse with cheese in bottom right corner).

For this I selected the layer that this item was on and deleted that layer. I used the layers panel to get this completed.

The layers panel is usually already on the screen, however, if it is not then you can click the window tab at the top then click on layers. The tab should then open on the screen.

3. Move the remaining three “Sponsored by:” items so they are evenly spaced across the bottom.

I clicked on the objects and then used the align and distribute tab to evenly space them. The align and distribute menu is located under the properties tab.


4. Add a drop shadow to the circle with text.

I changed the object to a smart object. Then I put a drop shadow on the layer style and changed the settings to what I thought looked good. By clicking on the layer with the object and right clicking you'll be able to change the object to a smart object. Then click on the object on the poster, once selected click on the layer tab at the top and click drop shadow. A box will come up and you are then able to change the setting to what you think is the best look for it.

5. Add a text box above the picture of cheese using the following content: "Thousands of different varieties of cheese: cow, goat, sheep, yak, camel—even reindeer and horse."

I created a new layer and added the text required. Then I aligned it that same way the other text was aligned on the poster, so that it looked in sync. I used the layers panel for this task as well.

6. Replace the picture of cheese with any cheese-related image of your choosing.

I chose a picture of cheese that I thought would look good on this poster. I opened it in photoshop and re-sized it. Then I pasted the image in Photoshop. I created a frame so that only what I needed of the picture was showing. For this task I used the frame tool. It is in the side bar about 6 icons down. The Icon looks like .

Adobe Illustrator

1. Insert an image of the poster you edited in Adobe Illustrator.

CHEESE

FAMILY FUN FOR THE WHOLE WEEKEND.

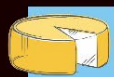
Enjoy the festival atmosphere. Eat a corn dog, sample the Cheese, take a tractor Ride, watch a parade, listen to some music, visit the farm shop... just enjoy.

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CHEESE

2. Identify the tools in Adobe Illustrator you used to complete each of the six design tasks and describe where the tools/features are located in the software application.

1. Change the background color to one you believe is more appealing.

I clicked on the background then clicked on the fill and stroke icons. Once I do that double click on the icon so that you can pick another color of your choosing.

2. Remove the last “Sponsored by:” item (mouse with cheese in bottom right corner).

To remove the mouse in the bottom right corner I just clicked on the image and clicked delete on the keyboard.


3. Move the remaining three “Sponsored by:” items so they are evenly spaced across the bottom.

I clicked on the last one towards the right side of the poster and placed it where it would align with the end of the text on that side, then I placed the first one on the poster to align with the beginning of the text then Illustrator shows you where to place the middle one where there is that same amount of space on either side.

4. Add a drop shadow to the circle with text.

I selected the circle by clicking on it, then I clicked on the effect tab in the top menu and then clicked on stylize. Once I did this the settings box for the drop shadow appeared. I changed the settings to my liking.

5. Add a text box above the picture of cheese using the following content: “Thousands of different varieties of cheese: cow, goat, sheep, yak, camel—even reindeer and horse.”

I used the text tool to create a text box then typed the required text in and moved the box to where it should go. The text tool looks like  and is located on the toolbar, first row/forth icon.

6. Replace the picture of cheese with any cheese-related image of your choosing.

Once I chose a picture I wanted, I pasted it into Illustrator. I then resized the image using the mouse and shift key. Once it was a manageable size, I moved it to the correct place.

Adobe InDesign

1. Insert an image of the poster you edited in Adobe InDesign.

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FREE ADMISSION
TASTINGS: \$2/SLICE

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2. Identify the tools in Adobe InDesign you used to complete each of the six design tasks and describe where the tools/features are located in the software application.

1. Change the background color to one you believe is more appealing.

I clicked on the background once I did this the properties tab popped up and within properties there is an appearance tab. I clicked on the color fill and changed it to the color I wanted.

2. Remove the last “Sponsored by:” item (mouse with cheese in bottom right corner).

For this I was able to click on the image and hit delete to remove it from the poster.

3. Move the remaining three “Sponsored by:” items so they are evenly spaced across the bottom.

InDesign has great rulers and guides. I used them to place the three-remaining sponsored by logos evenly across the bottom of the poster. To get a guide, you must click on the ruler and pull out the guidelines.

4. Add a drop shadow to the circle with text.

For This I clicked on the circle and then right clicked and selected effects than drop shadow. You are also able to do this by selecting the object then going to the top menu and clicking on effects then drop shadow.

5. Add a text box above the picture of cheese using the following content: “Thousands of different varieties of cheese: cow, goat, sheep, yak, camel—even reindeer and horse.”

I used the text tool for this. I clicked on the text tool and created a text box. I typed the required text and aligned it with the text already on the poster.

6. Replace the picture of cheese with any cheese-related image of your choosing.

I selected the image already on the poster and then deleted it. I then searched for an appropriate image to replace it with. Once I saved the image, I created a frame box in InDesign. I then clicked on file and place so that when I placed the image, I could adjust it to where I needed it to be and adjust what the viewer would see.

Compare the Tools and Software Applications

1. For each of the six design tasks, explain which tool and software application you found easiest to use in accomplishing the task and why.

I was able to complete each task in all three applications easier than I would have thought when I first started this course. I have more experience with Illustrator and InDesign and would have said they would be the easier ones to get these things done. I was really surprised to see that I did the Adobe Photoshop part just as efficiently and fast as the other two applications.

When changing the background color for Illustrator I just clicked on the background and in the properties panel I selected a different color from the fill. In Photoshop I selected the layer that the background was on. Once selected I clicked on paint bucket tool and then on the color panel once I had a color selected that I wanted I think clicked on the background of the picture. To change the background in InDesign I opened the Swatches panel, clicked on the background, double clicked on a Swatch, and changed it to a color I wanted and clicked ok button. Illustrator was the one I found easiest to use for this task. I have more experience using Illustrator and things are easier to maneuver and get to in Illustrator versus Photoshop.

To delete the “sponsored by” in Illustrator I clicked on the element and then clicked delete on the keyboard. This was the same for InDesign as well. In Photoshop I selected the layer that that element was on and deleted that layer. I could have also turned the layer off so that it was not viewable. Both InDesign and Illustrator were easier only because it took two clicks of the mouse.

To move the remaining three “sponsored by” elements I selected all three of them and then opened the properties panel. When you have them selected the align section appears. By clicking on the object and the black background piece you can align them left, right and center to that selection or to the artboard in Illustrator. In Photoshop I Selected the layer for the three remaining elements and when to the properties panel. Under properties when the elements are selected you have a distribute section. Tell it to distribute horizontally and align to canvas. In InDesign I also used the properties panel and alignment tools. In InDesign I aligned the elements to the margins. I did not find one of these more difficult than another. They were all almost the same as they all have the properties panel and the align tool appears when the elements are selected. From there it is trial and error until you understand what they do.

When adding a drop shadow for Illustrator I selected the circle element and then clicked on effect in the top menu, once that drops down, I clicked stylize and then on drop shadow. I changed the settings to my own specifications. In Photoshop I converted the circle object to a smart object. I then right clicked when that layer is selected and clicked on blending options. Drop shadow is the last option when that window opens. To do the drop shadow in InDesign I selected the object then in the top menu I clicked on object, effects, then drop shadow. Once the setting box comes up you can then do the drop shadow to your preferences. For this task Illustrator was the easiest for me to use to do the drop shadow. InDesign was a very close second. Experience is key to this task. I have more experience using these two applications than I do Photoshop so things and ways to do them do not come to me as easily for Photoshop.

To add a text box in Photoshop you create a new layer and while still in that new layer, select the text tool and create a text box. Once you have the text box put the preferred text in and move the box to where indicated. In both Illustrator and InDesign, you

would just click on the text tool and create a text box. Highlight the fill-in text and change it to what you want it to say. Move the box with the mouse to the appropriate place indicated. For this task I feel like they were all easily done, however, Illustrator and InDesign were the easiest applications for this.

To Replace a picture in InDesign you select the picture and click delete. I then used the rectangle frame tool to position the space where my photo would go. I then selected a photo and saved it to my computer. I went back to InDesign and clicked on file, place and placed the chosen photo in the frame I created. I then moved the photo around in the frame until I got the best picture from it. In Photoshop I deleted the photo layer. I then added another layer and put the new picture on that layer. Like InDesign I used a frame to put the picture in. Illustrator was the easiest to do this in because it only took a few clicks of the mouse and some adjustments. I selected the photo and hit delete. I then Copied and pasted the photo I chose into the poster and moved it to where I wanted it and that was it.

2. For each of the six design tasks, explain which tool and software application you think had the best result and why.

Illustrator, when changing the background color, was the application with the best result because it was easy to do, and the colors panel is easier to navigate than the other applications. The selection tool is used in selecting the background and changing the color.

Deleting the “sponsored by” in Illustrator and in InDesign, as well, were the easiest for this task. Both applications have a selection tool which is used to delete an element. It was less time-consuming. Not that it took a long time to do it in Photoshop, but times when you are trying to meet a deadline the smallest things help.

To move the remaining three “sponsored by” elements all the applications had the same way to disperse the elements, I feel like any of the applications would do this task sufficiently and in a timely manner so all of them were equally good. I used the selection tools and then the properties panel where you find align and disperse options.

When adding a drop shadow InDesign was the easiest application to do this task. It was simple to click and then find drop shadow even if you were not familiar with InDesign but were with the other applications you knew the places where to look and what to click on. The selection tool is used to select the circle then clicking object and effects from the menu to get to drop shadow was simple to get to and apply.

Adding a text box was relatively easy in all the applications, but if I must choose, I would say Illustrator and InDesign would have been the easiest to perform this task. Both applications used the same steps to do this task and it was simple to do. Layers were

not an issue with these applications as you don't have to use them either. The text/type tool are in both applications and are simple to use.

Replacing a picture was easiest in Photoshop and InDesign. Both have a frame tool that helps to place the photo and use exactly the part of the photo you wanted to use.

Analyzing and Improving Designs

Effective Graphic Design Elements

1. Capture the newsletter as the front image, and then the back image, and use one of the software applications to circle or highlight 2 to 3 effective design elements, based on the five elements and the six principles of design defined in Chapter 2 your textbook, *Graphic Design: Learn It, Do It*. Insert the captured image below.

zumiez

Corporate Headquarters
1234 Main St
Manchester, NH 03063



zumiez
UPCOMING TRENDS

INSIDE:

- DANNY DUNCAN ROCKS!
- THE MYSTERY BOX
- THE HISTORY OF SKATEBOARDING
- CONTEST TIME!

VANS WELCOMES BACK THE 80S WITH NEON

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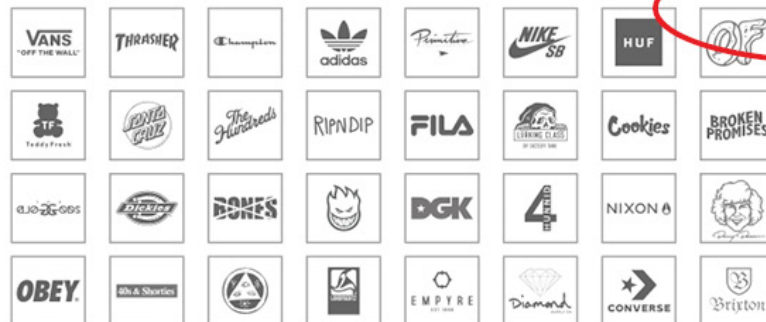
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Alignment

FEATURED BRANDS THIS MONTH AT ZUMIEZ



BRING THIS COUPON IN TO RECIEVE 20% OFF ANY ONE OF THIS MONTH'S FETAURED BRANDS.

Void if copied, transferred, prohibited, taxed, or restricted. Limit one coupon per person per family.

DANNY DUNCAN ROCKS!

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DANNY'S YOUTUBE CHANNEL

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MYSTERY BOX



HISTORY AND EVOLUTION OF SKATEBOARDING

Skating, originally referred to as 'Sidewalk Surfing' emerged in 1958 as southern Californian surfers found a way to mimic surfing on land. They discovered that by using a small wooden board with metal roller skate wheels, they could make smooth turns on the sidewalk. "Smoothly paved schoolyard banks also served as endless asphalt waves on which to practice surf maneuvers" (Vivoni 2009). Although skateboards began to be mass-produced and sold in stores beginning in 1962, they were still very primitive and many people made their own. A groundbreaking moment for skating occurred in 1972 when Frank Nasworthy invented urethane wheels. These wheels rode much more smoothly and safely. In fact, they were so successful that urethane wheels are still used on skateboards to this day. Another revolutionary moment for skateboarding occurred in 1978, when Alan Gelfand invented a skateboarding trick called the 'Ollie' (Adelman, 2). This trick is still probably the most recognizable skater term, and was the foundation of many tricks to follow.

There are two primary types of skateboarding: vertical skating and street skating. A group of skateboarders called the zephyr team (Z-Boys or Dogtown-Boys) originated vertical skateboarding, often referred to as vert skating, in the '70s. "Dogtown" describes the depressed, lower-middle class, south Santa Monica neighborhood that witnessed the birth of contemporary skateboarding. The "Z Boys"

(not all of whom were boys) are the twelve members of the original Dogtown skateboarding team, a group of unsupervised Santa Monica preadolescents in the mid-1970s who convened around and then were sponsored by the local Zephyr surf shop and who went on to revolutionize the sport of skateboarding.

Although the original Z-Boys consisted of men who went on to become famous skaters including Tony Alva, Stacy Peralta, and Jay Adams, it was Tony Hawk, not a Z-Boy, who broke the boundaries of skating by launching out of the side of an empty pool into the air. This redefined what skateboarding had the potential be and raised the ceiling of what people imagined they could do on a skateboard. In an attempt to make this platform more accessible "a poor man's version of the pool was developed by skateboarders who didn't have access to good pools or skateboard parks. The 'ramp' was a ply-coated two-by-four-framed structure that mimicked the transition and lip of backyard pools" (Transworld 1999). Although street skating remained more accessible and more widely participated in, media attention and international competitions made vertical skating more visible. Media continued to bring attention to the scene in the 1980s, and although skateboarding's popularity took a dive in the early 1990s, it came back in a wave accumulating attention and popularity to become what it is today, a global, multibillion dollar industry (Donnelly 2008).

zumiez STASH



CONTEST TIME!

You can log in with your Zumiez account, track your points and redeem those points for rewards.

This month's prizes include:



2. Name each highlighted graphic design element (i.e., “White space”) and explain how the newsletter effectively applied this design element.

Alignment, Direction, and Shape – These elements were used to ensure that the information presented was organized vertically and horizontally in a way that was visually pleasing to the viewer. All the text is aligned and easy to follow throughout the newsletter. With these elements being implemented, everything flows well, and the viewer is guided through the piece easily.

The use of moving the text around the image creates a circular shape in the middle of the page. This gives the eye a break from all the text on the page. The alignment from one page to the next is perfect. This creates eyelines for the reader and helps to visually relax the viewer so that the eye is not busy trying to figure out where to read next in the article.

Ineffective Graphic Design Elements

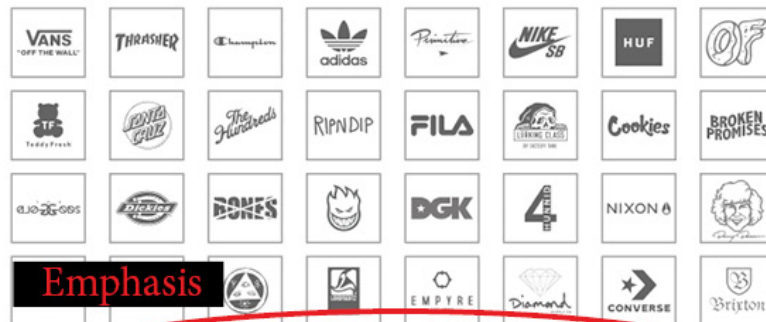
1. Capture the newsletter as the front image, and then the back image, and use one of the software applications to circle or highlight 2 to 3 ineffective design elements, based on the five elements and the six principles of design defined in Chapter 2 of your textbook, *Graphic Design: Learn It, Do It*. Insert the captured image below.

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BRING THIS COUPON IN TO RECIEVE 20% OFF ANY ONE OF THIS MONTH'S FETAURED BRANDS.

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- THE MYSTERY BOX
- THE HISTORY OF SKATEBOARDING
- CONTEST TIME!

VANS WELCOMES BACK THE 80S WITH NEON

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MYSTERY BOX



HISTORY AND EVOLUTION OF SKATEBOARDING

Space referred to as the first skateboard to emerge in 1958 as southern Californian surfers found a way to mimic surfing on land. They discovered that by using a small wooden board with metal roller skate wheels, they could make smooth turns on the sidewalk. "Smoothly paved schoolyard banks also served as endless asphalt waves on which to practice surf maneuvers" (Vivoni 2009). Although skateboards began to be mass-produced and sold in stores beginning in 1962, they were still very primitive and many people made their own. A groundbreaking moment for skating occurred in 1972 when Frank Nasworthy invented urethane wheels. These wheels rode much more smoothly and safely. In fact, they were so successful that urethane wheels are still used on skateboards to this day. Another revolutionary moment for skateboarding occurred in 1978, when Alan Gelfand invented a skateboarding trick called the 'Ollie' (Adelman, 2). This trick is still probably the most recognizable skater term, and was the foundation of many tricks to follow.

There are two primary types of skateboarding: vertical skating and street skating. A group of skateboarders called the zephyr team (Z-Boys or Dogtown-Boys) originated vertical skateboarding, often referred to as vert skating, in the '70s. 'Dogtown' describes the depressed, lower-middle class, south Santa Monica neighborhood that witnessed the birth of contemporary skateboarding. The 'Z-Boys'

(not all of whom were boys) are the twelve members of the original Dogtown skateboarding team, a group of unsupervised Santa Monica preadolescents in the mid-1970s who converted around and then were sponsored by the local Zephyr surf shop and who went on to revolutionize the sport of skateboarding.

Although the original Z-Boys consisted of men who went on to become famous skaters including Tony Alva, Stacy Peralta, and Jay Adams, it was Tony Hawk, not a Z-Boy, who broke the boundaries of skating by launching out of the side of an empty pool into the air. This redefined what skateboarding had the potential be and raised the ceiling of what people imagined they could do on a skateboard. In an attempt to make this platform more accessible "a poor man's version of the pool was developed by skateboarders who didn't have access to good pools or skateboard parks. The 'ramp' was a plywood two-by-four-framed structure that mimicked the transition and lip of backyard pools" (Transworld 1999). Although street skating remained more accessible and more widely participated in, media attention and international competitions made vertical skating more visible. Media continued to bring attention to the scene in the 1980s, and although skateboarding's popularity took a dive in the early 1990s, it came back in a wave accumulating attention and popularity to become what it is today: a global, multibillion dollar industry (Donnelly 2008).

zumiez STASH



CONTEST TIME!

You can log in with your Zumiez account, track your points and redeem those points for rewards.

This month's prizes include:



2. Name each highlighted graphic design element (i.e., “font”) and explain how the newsletter ineffectively applied this design element.

Emphasis, Font, and Space – These elements are not used effectively in this design where I have indicated. The discount coupon does not have any emphasis on it to draw the eye to it to make the viewer aware of what it is and that it is important. Without the emphasis how would the viewer know that there is a discount. The stores selling the products would want their sales to go up and by not drawing attention to the discount this would not bring sales up the way they may be expecting. The font used for the newsletter is a serif and these are not easy to read. They don’t have great readability and legibility as a sans-serif typeface would.

Making Improvements

Determine which combination of software applications and tools (Adobe Photoshop, Illustrator, or InDesign) you will use to make needed improvements to the newsletter design. Be sure to identify the most appropriate software application and tools to address each ineffective design element you identified and explain your selection.

For the improvements, I have indicated, all of them are sufficiently done within InDesign. I used the color theme (eye dropper looking) tool to grab the yellow off the Vans in the picture to put a color behind the discount coupon for emphasis. I

changed the typeface to Helvetica to make the readability and legibility better for the viewer. There is a lot of text and having good readability is crucial for this newsletter. The last page has a lot of text, and the viewer does not have any breaks so to speak. So, I put in drop caps throughout the newsletter for repetition and to help the eyes of the reader get a small break when reading through all the text. You don't want the viewer to see all the text and deem it not worth reading because it looks to overwhelming. The drop caps help this issue within the newsletter. They give the reader a break or a spot to relax.

Visual Presentation of the Design Software Overview

Insert a visual presentation that summarizes information about **Adobe Illustrator** and associated file formats. Use this visual to highlight the key information you want to quickly reference. Use your Communicating Visually activity as a base, and then revise your visual presentation using instructor feedback and consideration of industry standards for design (design principles and elements).

Adobe Illustrator

Advantages

Vector Photo Manipulation

No pixelation and loss of detail.

Create high-quality graphics and illustrations.

Can export files as psd files.

File Formats

Disadvantages

Lack of Animation Tools

Limited 3-D capabilities

Cannot handle multi-page documents

JPG/JPEG - Photos, Email Graphics, & large web Images like banners.

TIFF - High Quality Graphics & Scans

PDF - Printing & Web Documents

EPS - Vector logos/ high resolution

PSD - Photoshop File

GIF - Web Animation, Transparency, Small Files

AI - Illustrator File

SVG - Computer Generated Graphs, Diagrams, & Web Graphics

PNG - Transparent Web Graphics, Limited Color, Small Files

Insert a visual presentation that summarizes information about **Adobe Photoshop** and associated file formats. Use this visual to highlight the key information you want to quickly reference. Use your Communicating Visually activity as a base, and then revise your visual presentation using instructor feedback and a consideration of industry standards for design (design principles and elements).

Adobe Photoshop

Advantages

Fast Editing

Versatile File Types

Complete Creative Control

Photo Manipulation, Raster Images

Disadvantages

Not suitable for a bulk number of photos

Toolbar is not detailed and intuitive

Lack of Vector Support

File Formats

JPG/JPEG - Photos, Email Graphics, & large web Images like banners.

TIFF - High Quality Graphics & Scans

PDF - Printing & Web Documents

GIF - Web Animation, Transparency, Small Files

PSD - Photoshop File

PNG - Transparent Web Graphics, Limited Color, Small Files

Insert a visual presentation that summarizes information about **Adobe InDesign** and associated file formats. Use this visual to highlight the key information you want to quickly reference. Use your Communicating Visually activity as a base, and then revise your visual presentation using instructor feedback and a consideration of industry standards for design (design principles and elements).

Adobe InDesign

Advantages

Business Cards, Books, Newspapers, Magazines
Multi-Page Documents

Supports Accessibility w/ Photoshop and Illustrator

Alternative Text & HTML Export

Streamlining Designs for Print

File Formats

JPG/JPEG - Photos, Email Graphics, & large web Images like banners.

GIF - Web Animation, Transparency, Small Files

TIFF - High Quality Graphics & Scans

PSD - Photoshop File

PDF - Printing & Web Documents

PNG - Transparent Web Graphics, Limited Color, Small Files

INDD - InDesign File

AI - Illustrator File

SVG - Computer Generated Graphs, Diagrams, & Web Graphics

Disadvantages

No way to edit images.

No automatic spell-checker

Version Incompatibility

Works Cited

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