


# #DIGITAL IMAGING

101

A BASIC GUIDE TO FILE  
TYPES, COLOR TRICKS,  
LAYOUTS AND MORE FOR THE  
NON-DESIGNER.



CHAKONAS  
CREATIVE

A decorative graphic on the left side of the slide, consisting of a grid of squares in various shades of blue, purple, and teal, arranged in a pattern that tapers to the right.

No matter what you do for a living, you have probably created some form of graphic design. Whether it was for that big presentation for the board of directors or the poster for the annual company meeting, a little graphic design expertise would sure help. What follows is the tinniest tip of the iceberg of graphic design knowledge, but every little bit helps.



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## IMAGE FILE TYPES

### Bitmap vs. Vector

Bitmap (or raster) images are made up of a series of small dots called pixels. The higher the pixel density (or resolution) of the image, the sharper it will appear.

Vector based images are not made up of pixels. Vector images utilize mathematical formulas to draw lines and curves that create the image from geometric shapes such as circles and polygons. This allows Vectors images to be scaled or enlarged infinitely without compromising the image integrity.

VECTOR	RASTER
File Types	
.ai .eps .pdf .svg	.jpg .gif .png .tif
Printing	
Source files can be printed directly at any size.	Only high resolution files can be printed. This usually requires 300dpi.

High resolution raster image (JPEG) at 100%



As you begin to zoom in, the image starts to “break up”. This can also happen if you attempt to print an image too large for it’s resolution.



## RESOLUTION

### How high is high enough?

Resolution is usually measured in dots per inch (dpi) or pixels per Inch (ppi).

For example, 300 dpi means that the image will have 300 pixels per inch; if you see 150 dpi it means 150 pixels per inch, and so on. The final size of your image depends on the resolution that you choose.

RESOLUTION	APPLICATION
300+ ppi High Resolution (High Res)	For larger or higher quality print deliverables a high resolution may be required.
300 ppi	This resolution is usually sufficient for graphics being printed and how viewing HD displays.
96 ppi - 150 ppi	This resolution is usually sufficient for web page graphics and projected graphics like keynote presentations.
72 ppi - 96 ppi	Images with this resolution are usually small enough in file size to email easily.





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## COLOR SPACES

### CMYK & RGB

"Web design uses color as RGB (red, green, blue) and print design uses color as CMYK (cyan, magenta, yellow, black.) Basically, monitors emit light and papers absorb light. Computer monitors show color as red, green and blue light at a low-medium resolution usually 72-75 dots per inch. Print production usually requires the four-color process CMYK in high resolution of at least 300 dpi.

Printers who accept RGB files automatically convert the images to CMYK and that can result in faded, dull or inaccurate color representation in the final project. Converting your file to CMYK gives you better control over the final image outcome."

Source: [SumyDesigns.com](https://www.sumydesigns.com)

Source: <https://www.sumydesigns.com/rgb-vs-cmyk-colors-web-vs-print/>

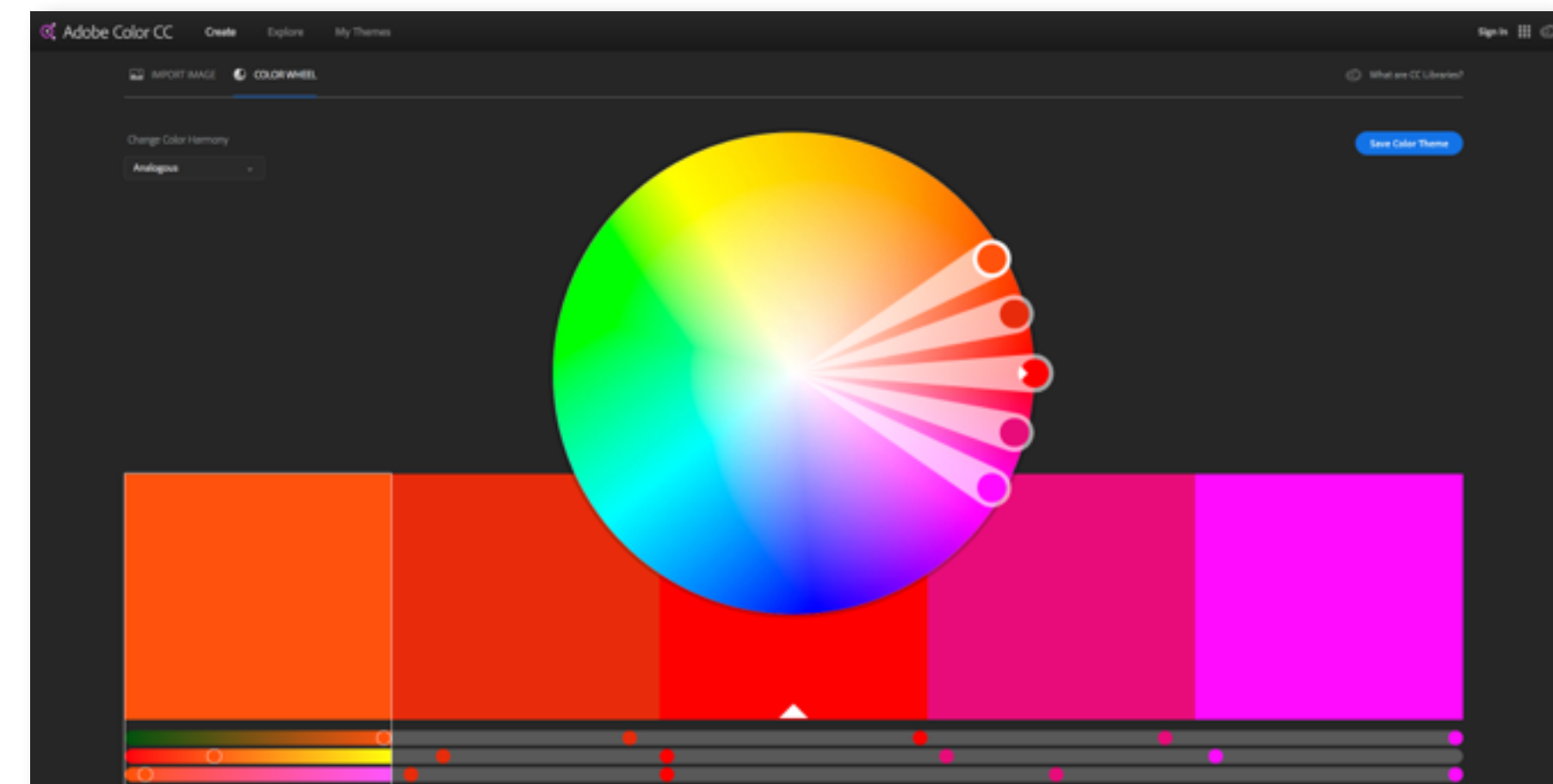
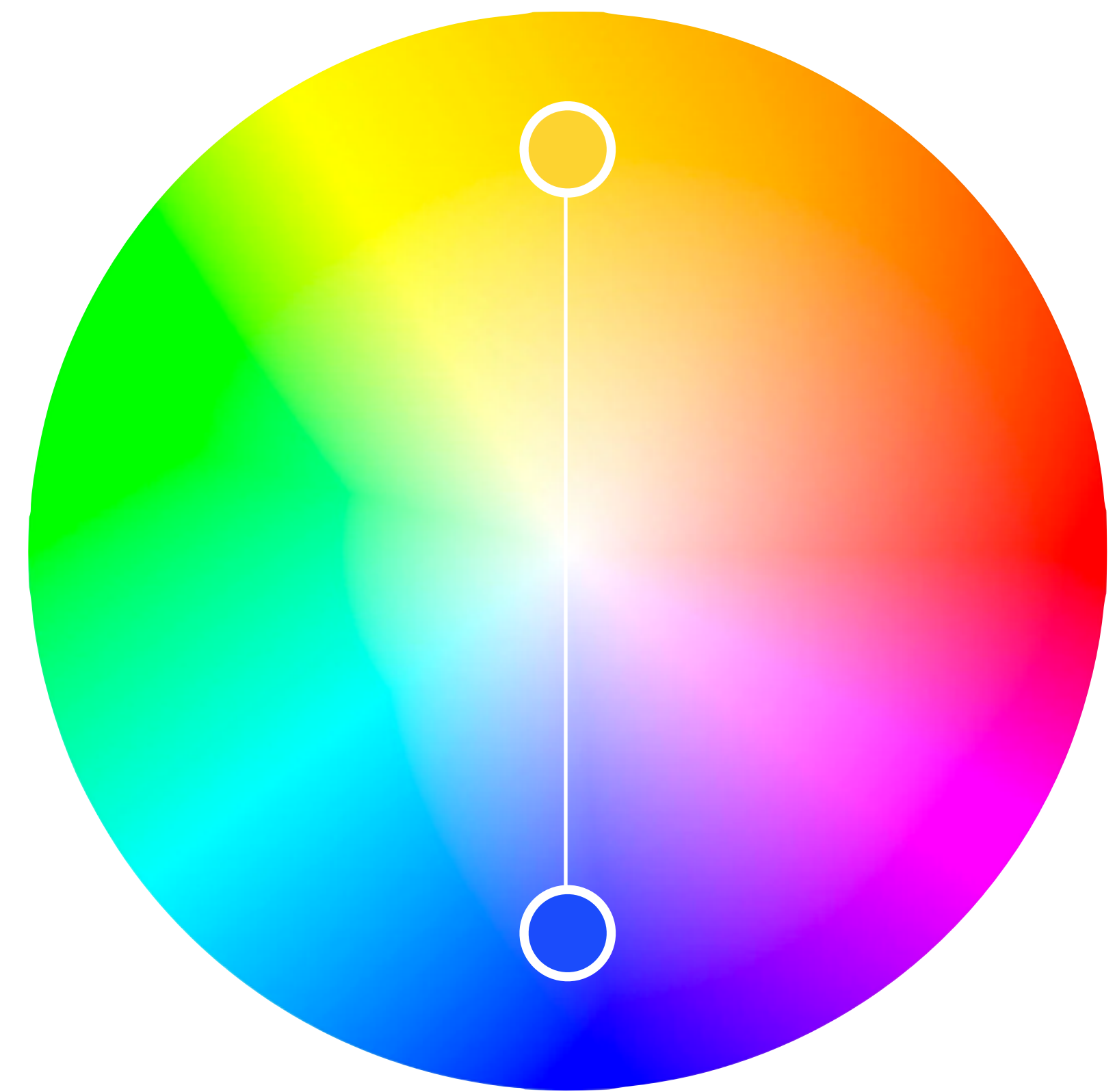
### Complimentary Colors

Understanding the color wheel and color theory can help you select the right colors for your design. As an example, complimentary colors come from opposite sides of the color wheel.



### Learn more:

Learn the Basics of Color Theory to Know What Looks Good: From [LifeHacker.com](https://lifehacker.com)



Adobe Color CC is a great online color tool to help you choose a color scheme for your next project.



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## LAYOUT

### Keep it clean

Layout design is critical to good graphic design. You can have great photographs or illustrations, expertly chosen fonts and colors and still have a bad overall design if the layout isn't right. Whether you are making a poster for an event, designing a PowerPoint presentation or working on a new web design, a good layout is key.

There are many guidelines and principles that help guide designers to creating engaging layouts. Since this ebook is only meant to give you a starting off point to learn more, we won't go into all of these principles here.

A few guidelines include:

1. Use a grid to align and organize all layout elements
2. Use the rule of thirds to help you place key visual focal points (see page 7).
3. Create a visual hierarchy to denote importance
4. Choose two typefaces that convey the look and feel of your brand or message

### Great videos on layouts

#### Working on a grid

John McWade

<https://youtu.be/NKW6tjRBtSU>




#### Beginning Graphic Design: Layout & Composition

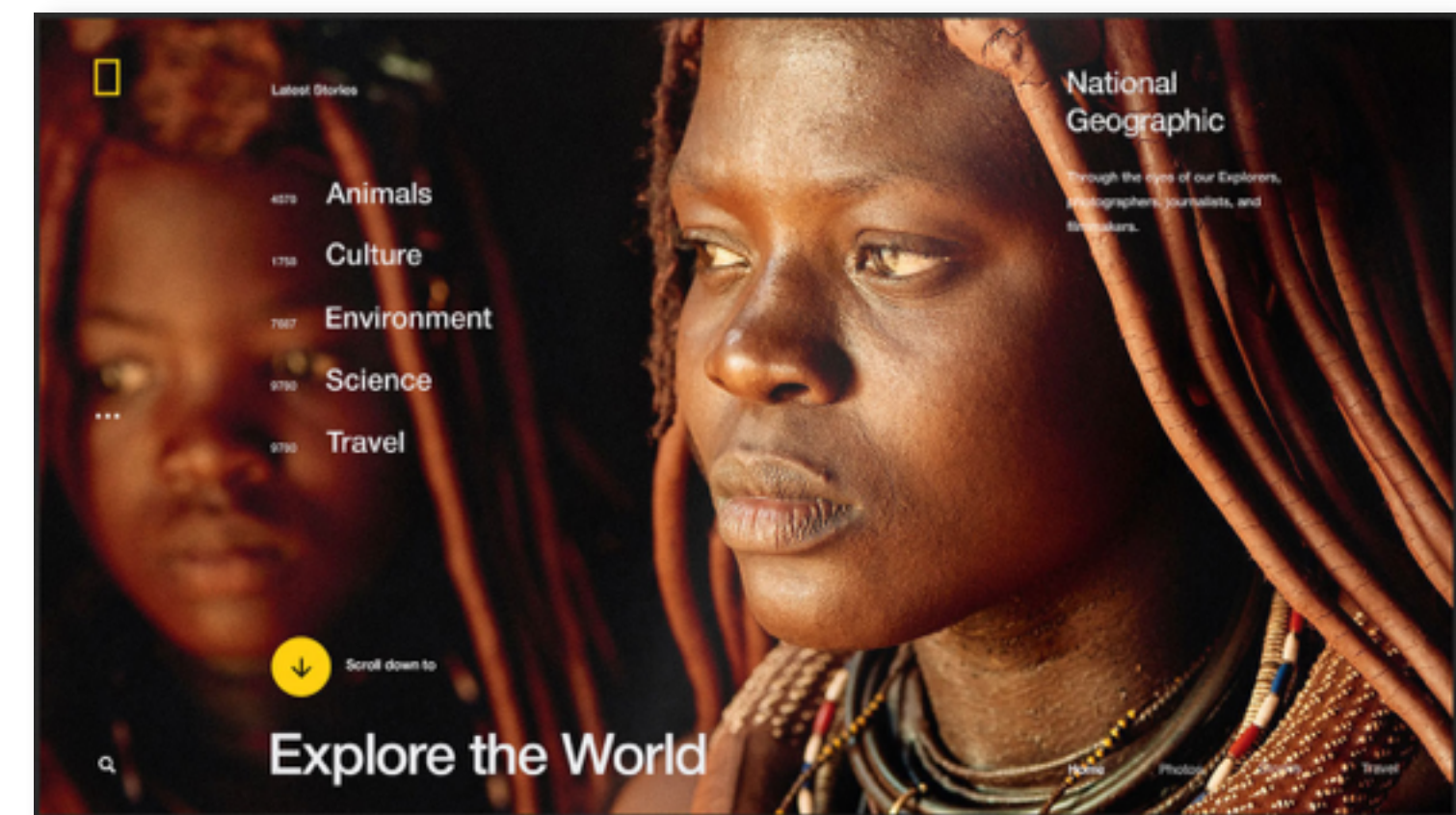
[GCFLearnFree.org](https://GCFLearnFree.org)

<https://youtu.be/a5KYIHNKQB8>

<https://www.behance.net/gallery/63816007/National-Geographic-World-Changing-Intuitive-Website>

National Geographic Concept Design by Dops Digital demonstrates how you can design beautiful grid based layouts. See the Behance link at the bottom of the page to see more.

-  **Daniel Korenowski**  
Los Angeles, CA,...
-  **Andrew Dopilko**  
New York, NY, USA
-  **Dops Digital**  
Lviv, Ukraine





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Main navigation text aligned along a vertical line as dictated by the grid.

Visual hierarchy gives these categories more importance than the ones in the bottom right.

A single large visual focal point.



Intentional use of color to denote that an action can be taken.

A clean and uncluttered layout with good use of negative space.



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Using the rule of thirds, the designer has placed the bird's face and the fish at one of the four best spots for a visual focal point.



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# FREE DESIGN RESOURCES

Tips & tricks to help your work look more professional

## Behance

Behance is a portfolio website where over 10 Million creatives share their best work. Behance is an amazing website to browse or search for specific types of graphic or video artwork. It's a great place to go when you need some inspiration or an idea on how to get started on a design. Find something you really like and try to emulate part of the design.

[behance.com](https://behance.com)

## Fonts In Use

Fonts In Use is a web gallery of typography. The coolest part about the site is that for every design they highlight, they have identified which fonts are being used. If said font is not already on your computer (a system font) it may be available for free online or it may be a font that must be licensed through a type foundry like Hoefler & Co.

[FontsinUse.com](https://fontsinuse.com)

## Adobe Kuler

Adobe Kuler is an incredible free online tool that allows you to create color scheme from the color wheel using some preset tools. You can also upload a photo or image and pull colors directly from the image to use in a layout to create a more cohesive look.

<https://color.adobe.com/create/color-wheel/>

## Gravit Designer

Gravit Designer is a free online design tool that bills itself as "A cross-platform design tool for the 21st century empowering everyone to design.". If you aren't a designer, you may not have access to professional design tools like Adobe's Creative Cloud. Gravit can be a good alternative if you need something to professional looking layouts and designs that you just can't achieve in PowerPoint or Keynote.

<https://designer.io/>

## lynda.com (Not Free)

OK, lynda.com isn't free...but its awesome so it deserves an honorable mention. This subscription based learning and tutorial site is one of the best on the web. You can learn to do almost anything in the creative and marketing fields. They have great quality online classes in graphic design, video editing, leadership, photo editing, illustration, animation and the list goes on.

<https://www.lynda.com/>

## Theme Forest (Not Free)

Well, one more that isn't actually free, but it can be a bargain. Theme Forest, part of the Envato Marketplace, has all kinds of tempalte for presentations, posters, WordPress websites and more. The designs are clean and professional and a great presentation template can save you tons of time and help your ideas look more professional.

<https://themeforest.net/>



# WHAT DESIGN AND CREATIVITY RESOURCES DO YOU NEED?

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CREATIVE TOOLS &  
RESOURCES FOR THE  
NOVICE AND PRO.

