

GD+M Tools 2C Layout and Imaging

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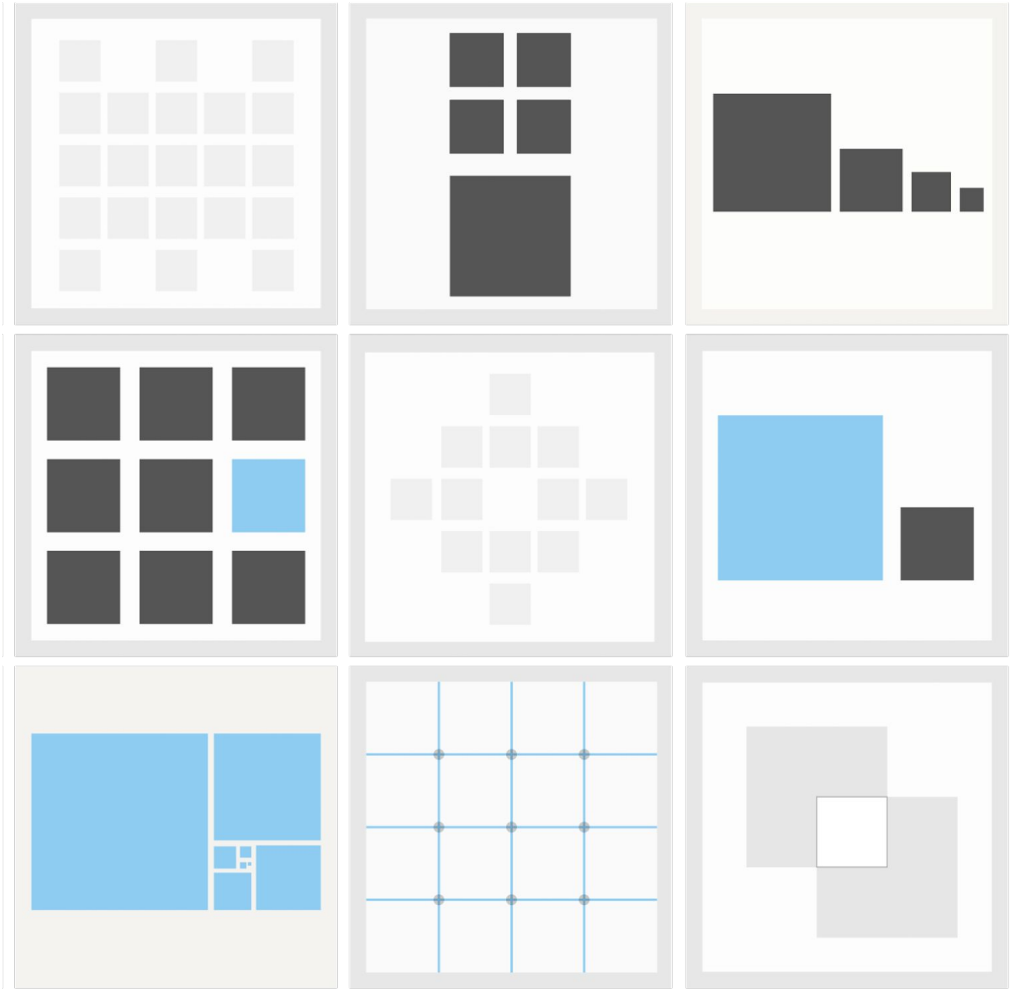
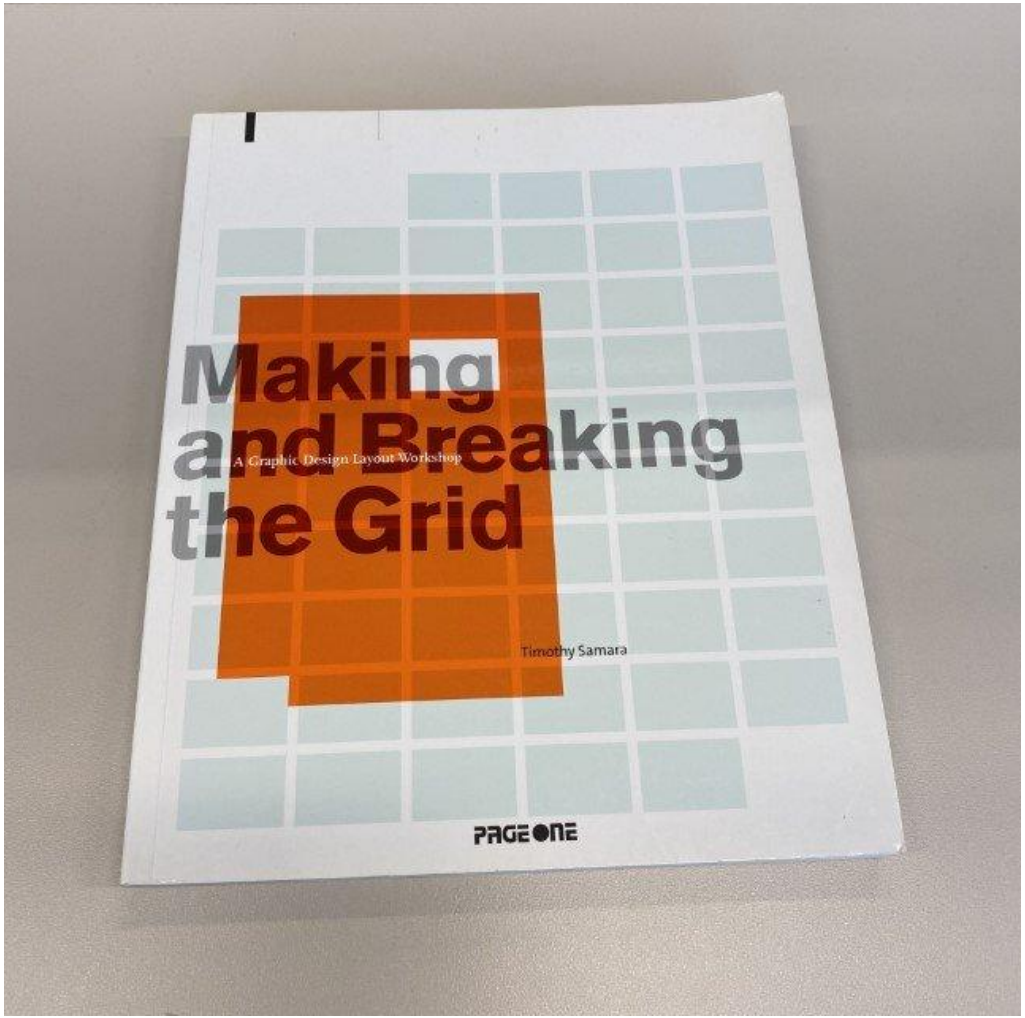


Layout Software

Free
Google Drawing, Google Documents, Google Fonts, Scribus, Figma and Canva

Demo
Adobe Express

Paid
Adobe InDesign, Photoshop, Illustrator, Apple Pages, Microsoft Word, Procreate



Course Literature

Making and Breaking the Grid
by Timothy Samara (2017)

ON CANVAS

Grid
Anatomy

1. **MARGIN**
   The space that separates the content from the edge of the page.

2. **FLOWLINES**
   Divides the page into horizontal intervals creating additional alignment points.

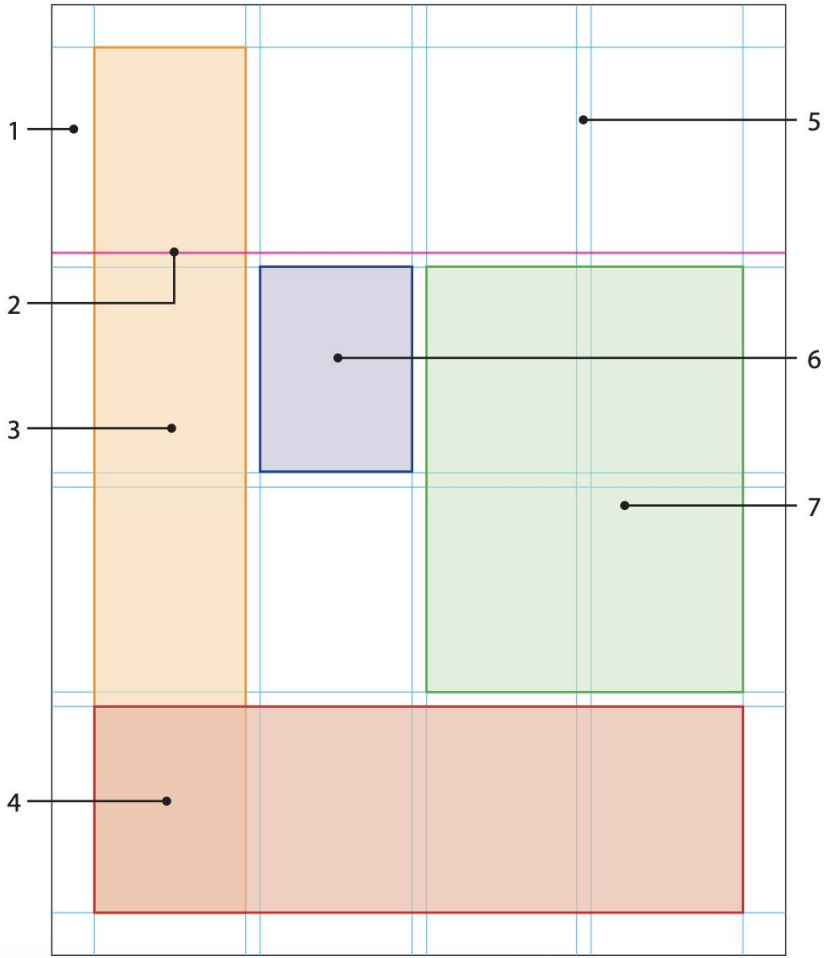
3. **COLUMNS**
   Vertical divisions of space used to align the visual elements.

4. **ROWS**
   A series of flowlines creating horizontal divisions of space.

5. **GUTTERS**
   Negative inactive space that separates rows and columns.

6. **MODULES**
   Individual units of space created from intersecting rows and columns.

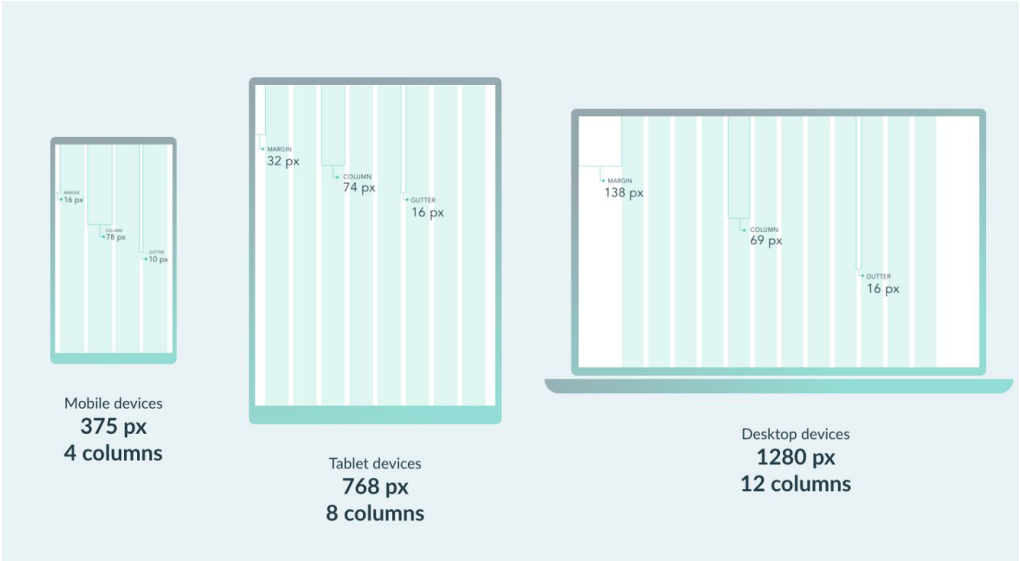
7. **SPATIAL ZONES**
   Groups of modules that cross multiple rows and columns.

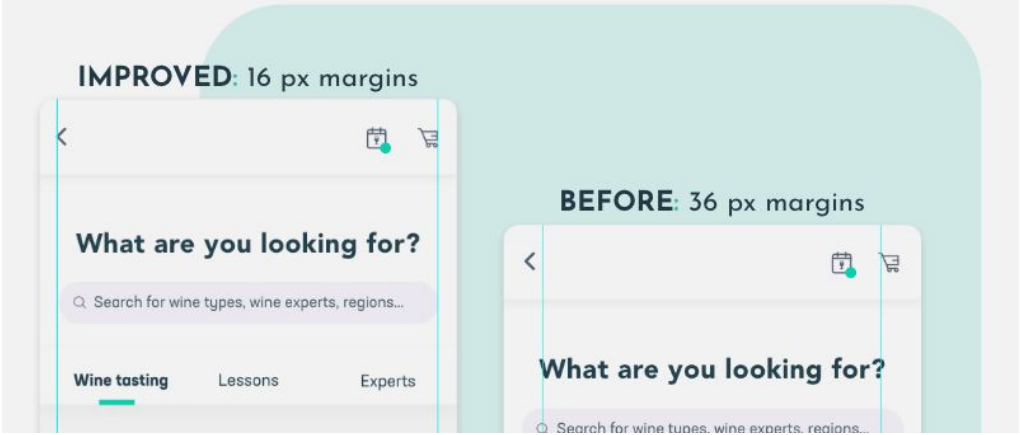


Website Grids

Grid

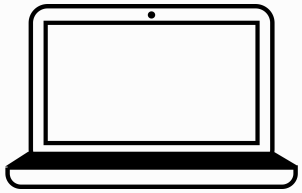
Responsive





Related to web and app
Using Material Design — Link

Adobe CC
Desktop
Mobile
Web

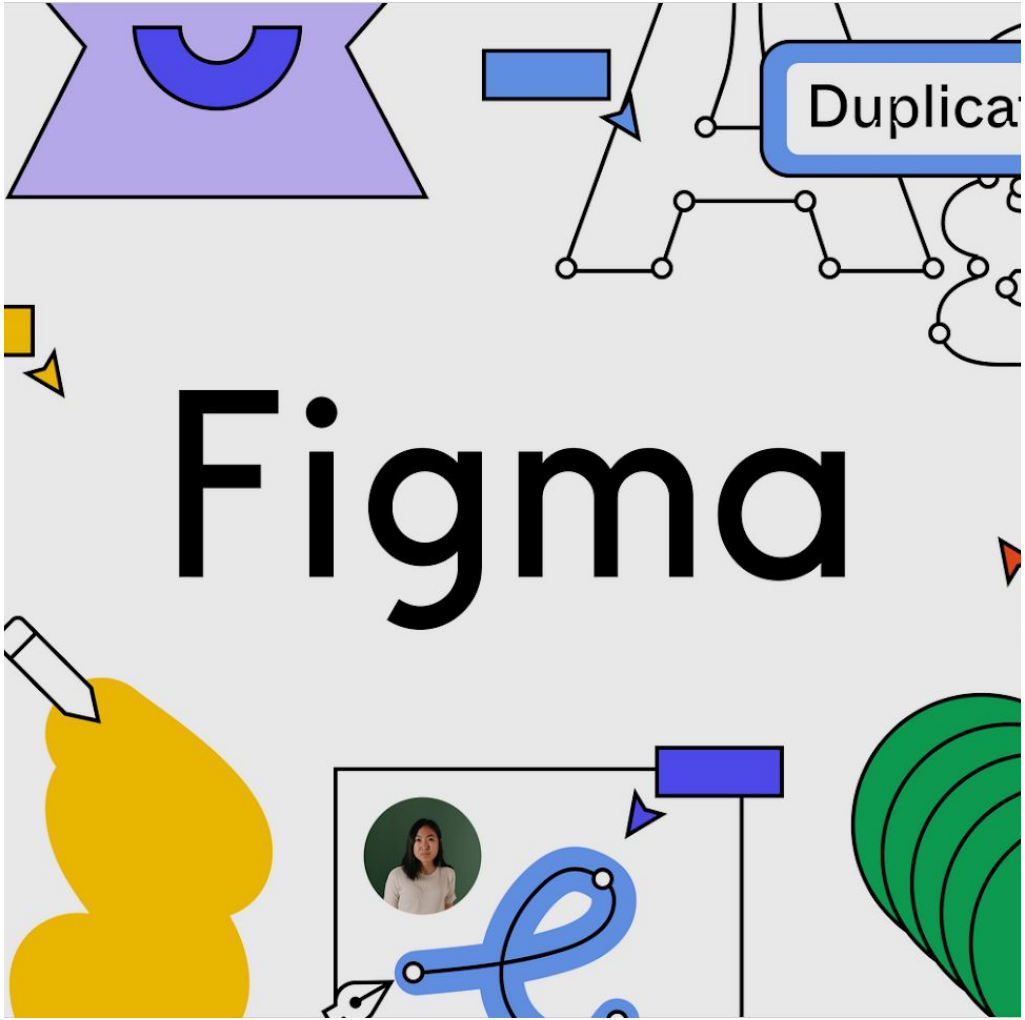






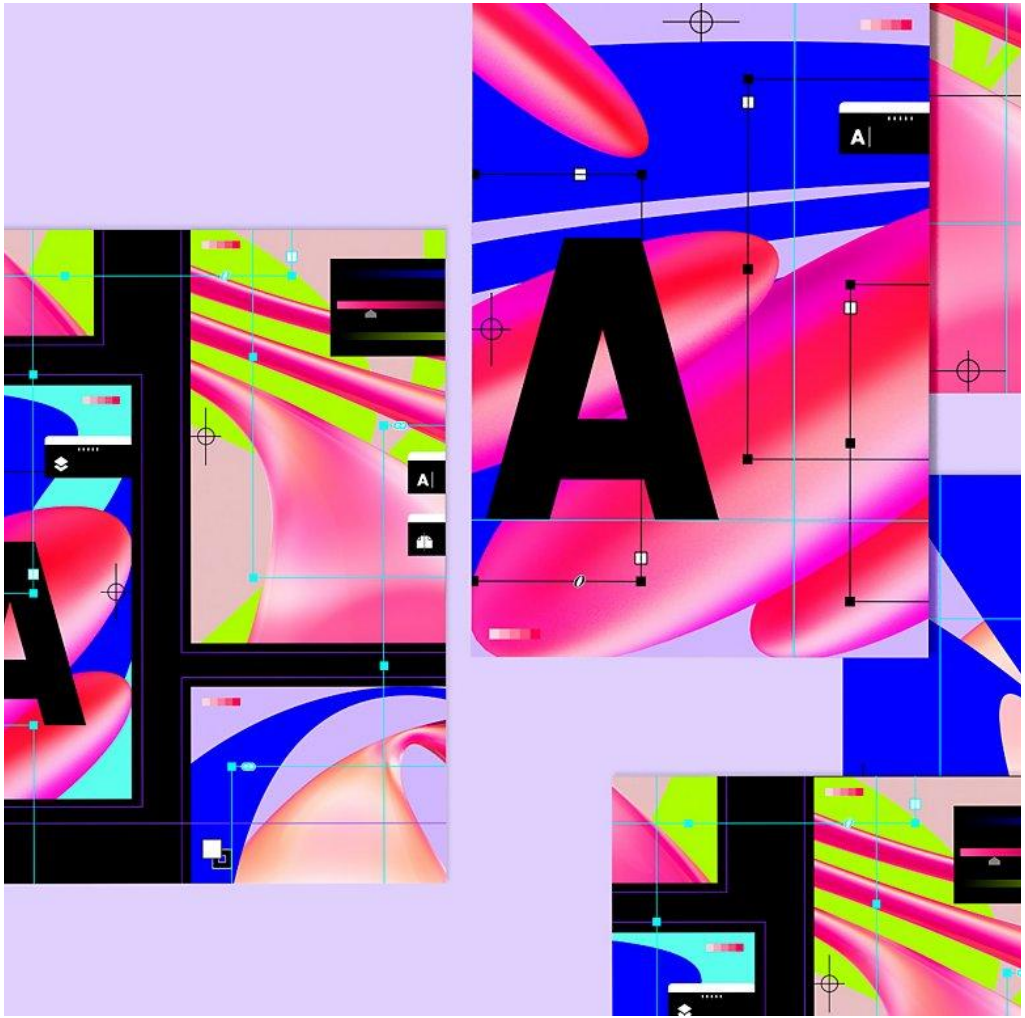
	Desktop	Mobile	Web
Pros	more powerful	easier to use	able to be used from any device
Cons	take up more space	less powerful	less robust

Review All



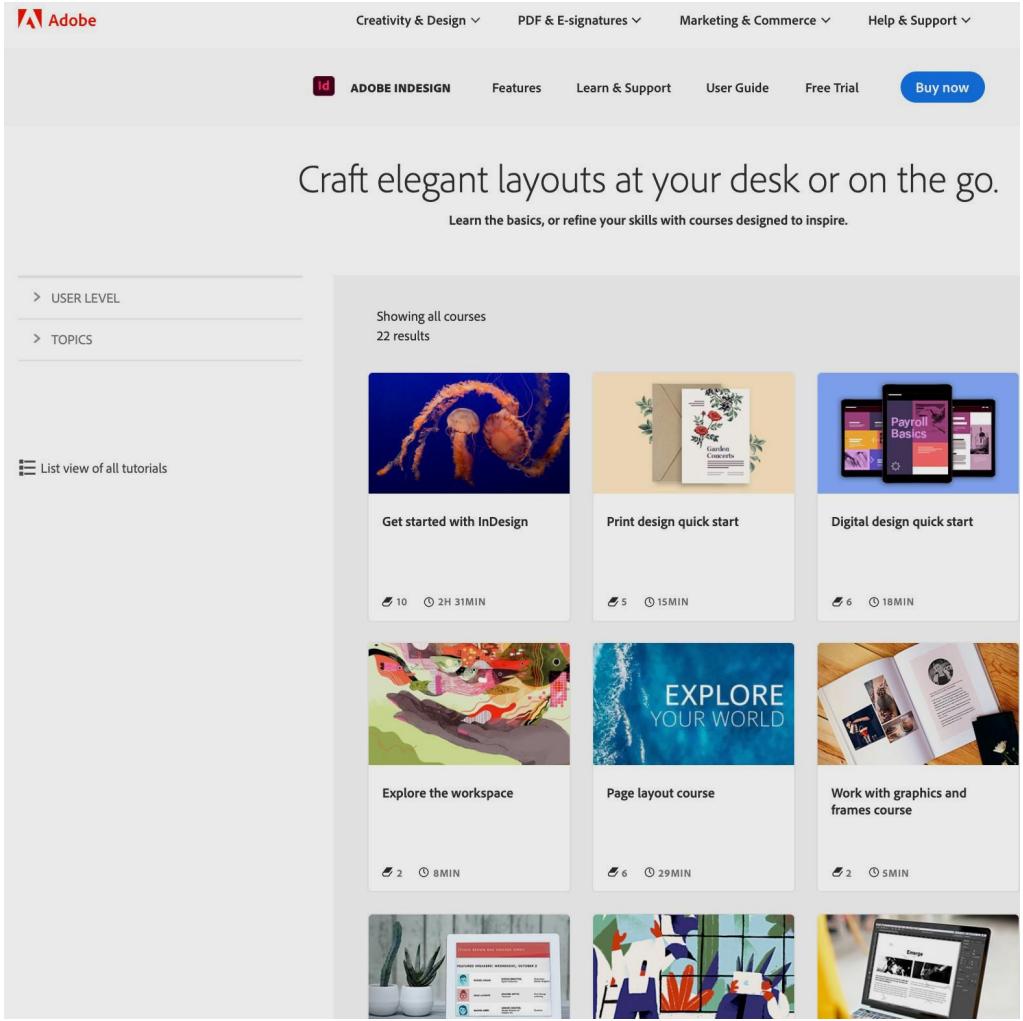
Figma (Alternative to InDesign)

Rapid design for prototyping
Interaction for Web and App
Figma



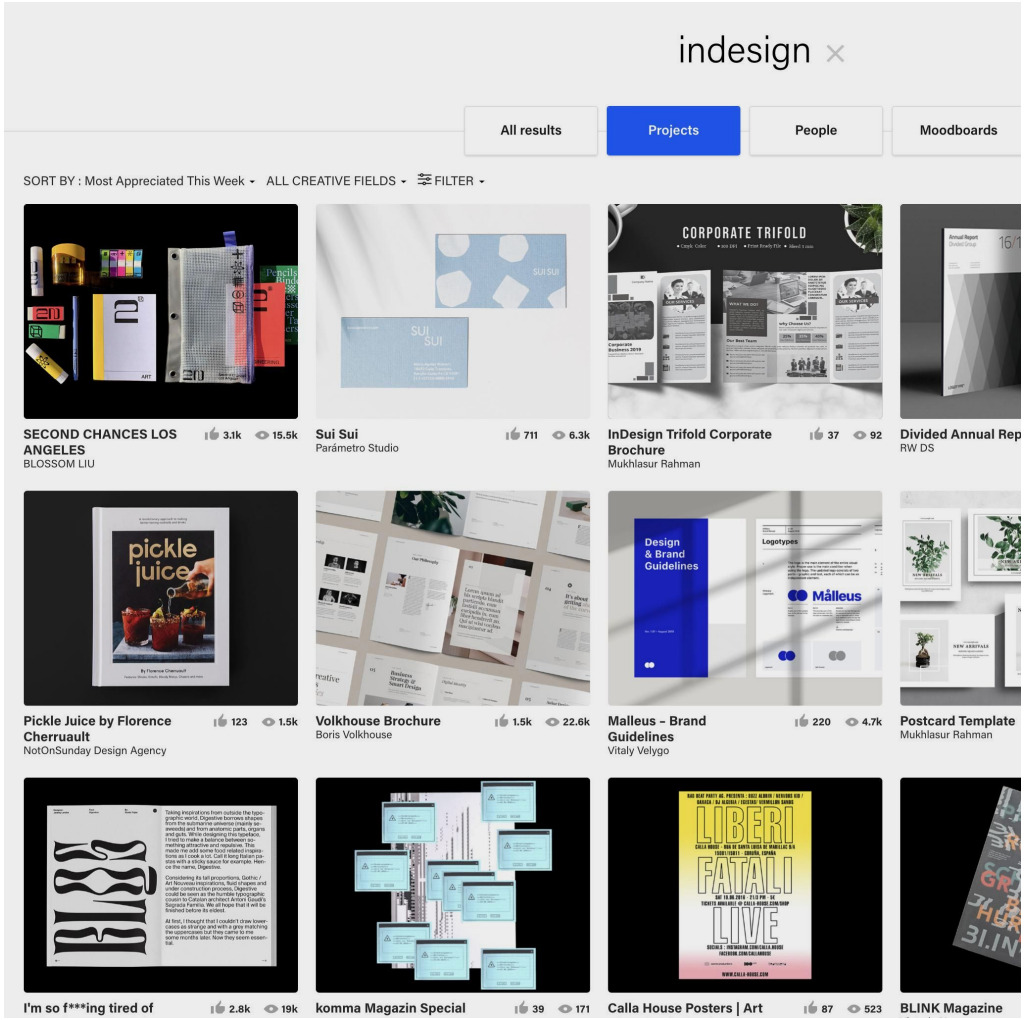
Industry Standard Adobe InDesign

Adobe InDesign is a desktop publishing and layout application for creating books, magazines, and brochures, as well as print and digital publications.



InDesign Get Started / Tutorials

[Getting Started Tutorial Link]



Layout Inspiration Through Creating Moodboods

InDesign Samples



Industry Standard Adobe Photoshop

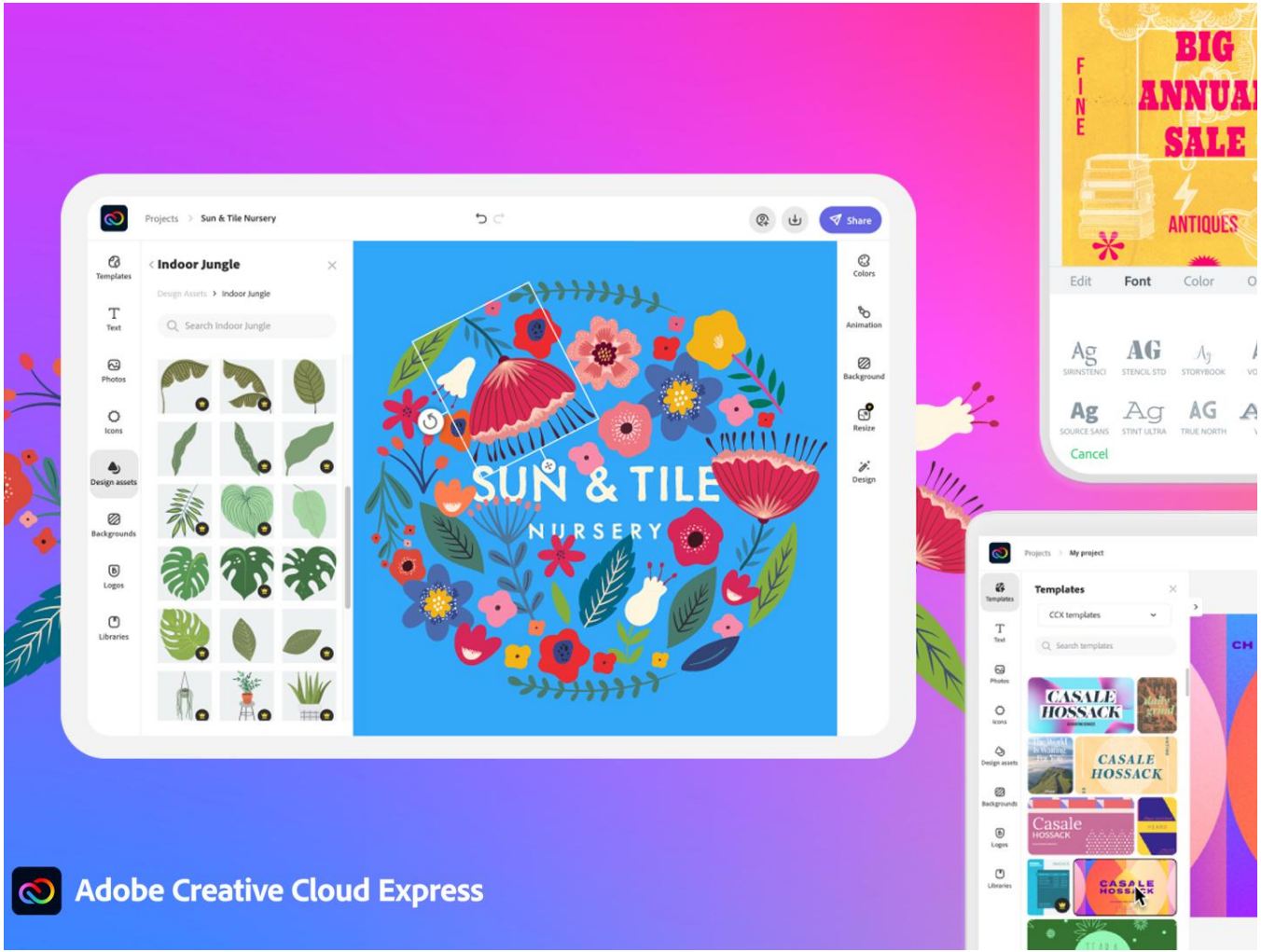
Created 30+ years ago



Adobe Photoshop / Tablet

LINK

Adobe Express



Similar to Canva

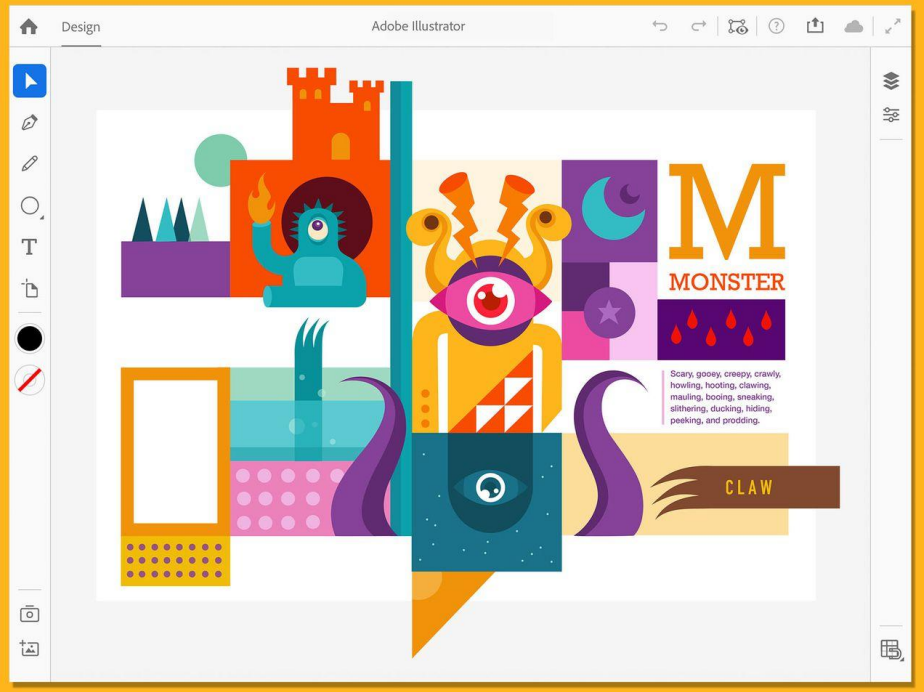
Online



Adobe Illustrator

Adobe Illustrator is the industry-leading graphic design tool that lets you design anything you can imagine – from logos and icons to graphics and illustrations – and customize it with professional-level precision, as well as time-saving features like Repeat for Patterns or Global Edits.

Get to Know and Tutorials

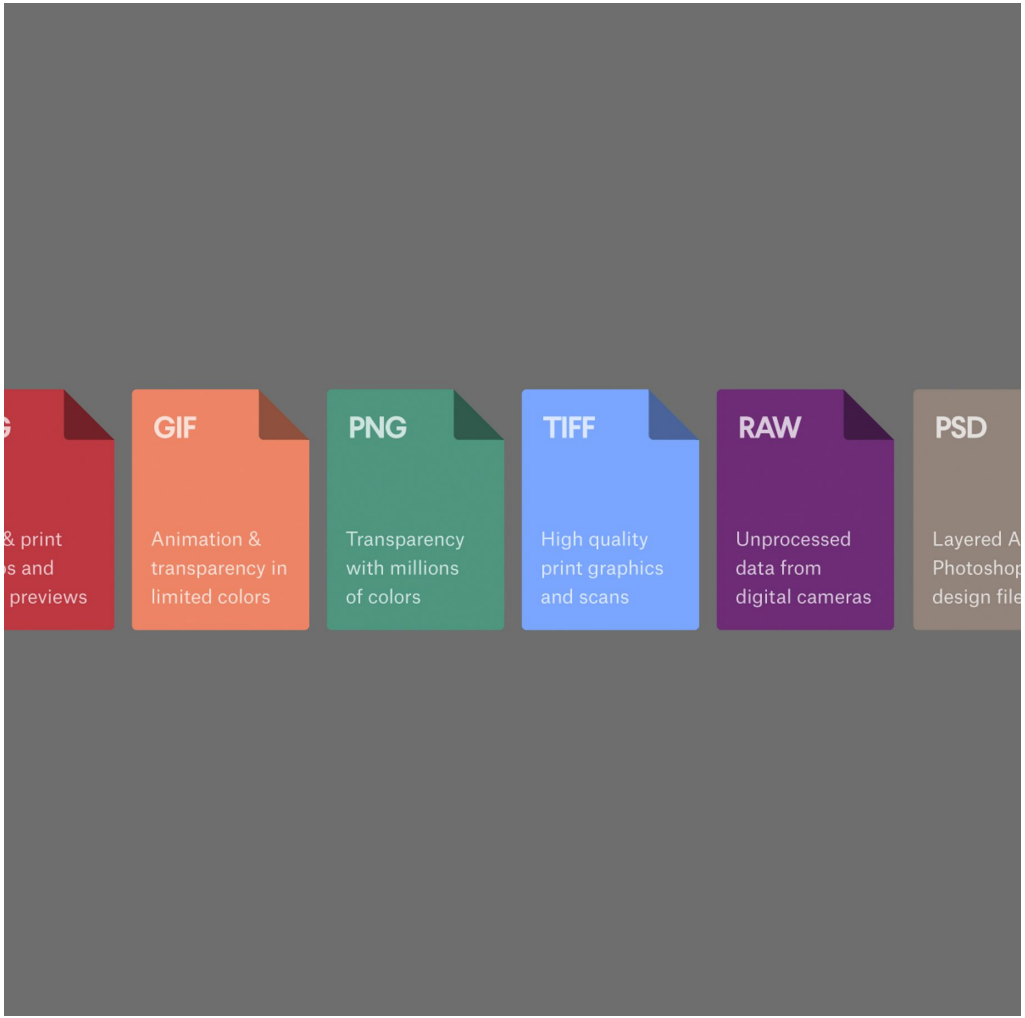


Illustrator Tablet Version

Apple Pencil

Link Online

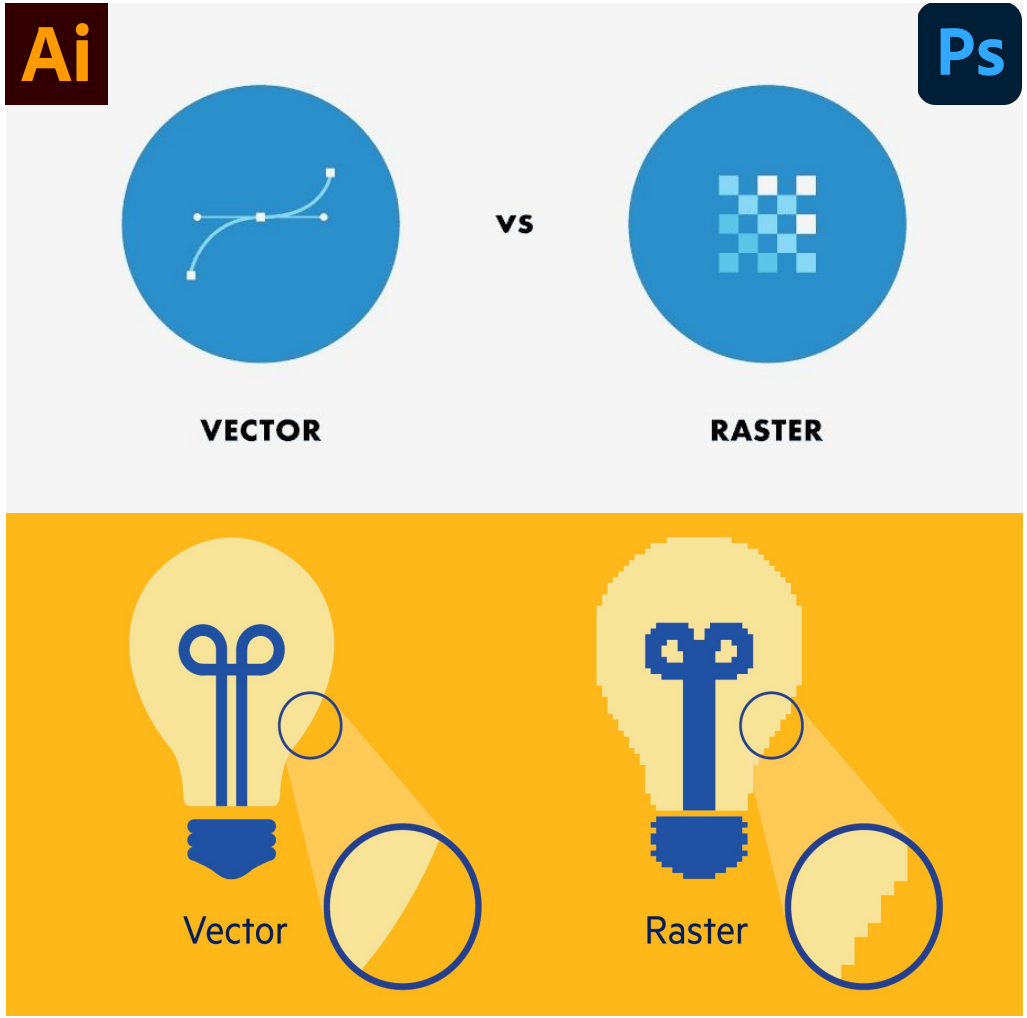
File Types



What is the difference between PSD, PSB, Tiff, Jpg, gif and png?

ADOBE LINK

COMMON FILE TYPES LINK



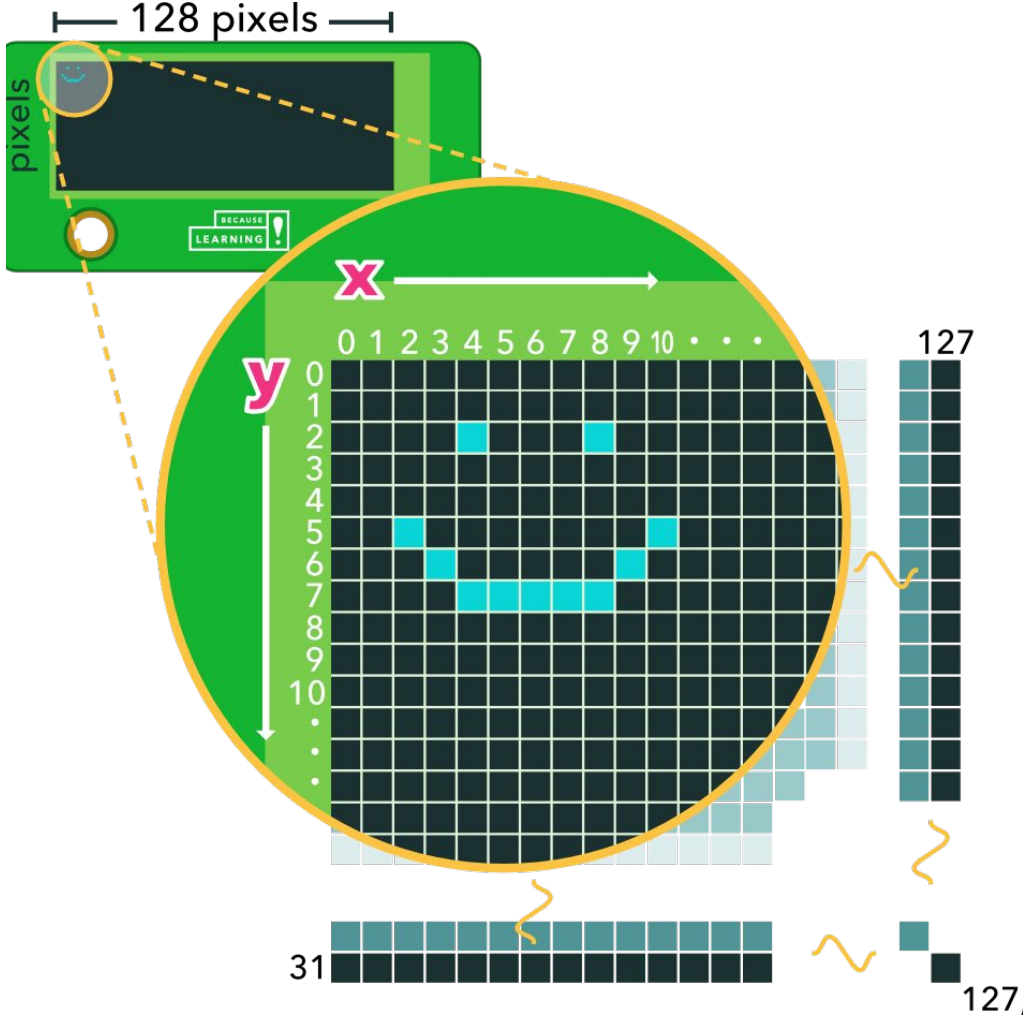
Vector vs Raster

TYPICAL
Adobe InDesign both
Adobe Illustrator is best for Vector
Adobe Photoshop best for Raster

PRO / CON
Vector line and fill, scalable, small files
Raster large, for photography

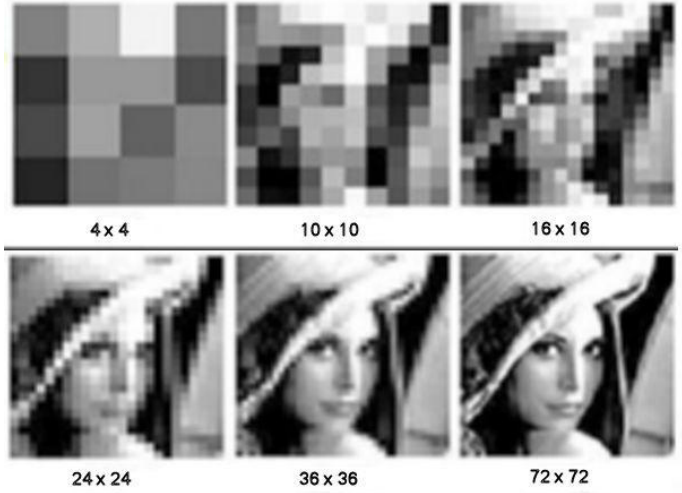
ADOBE LINK
THE DIFFERENCE LINK

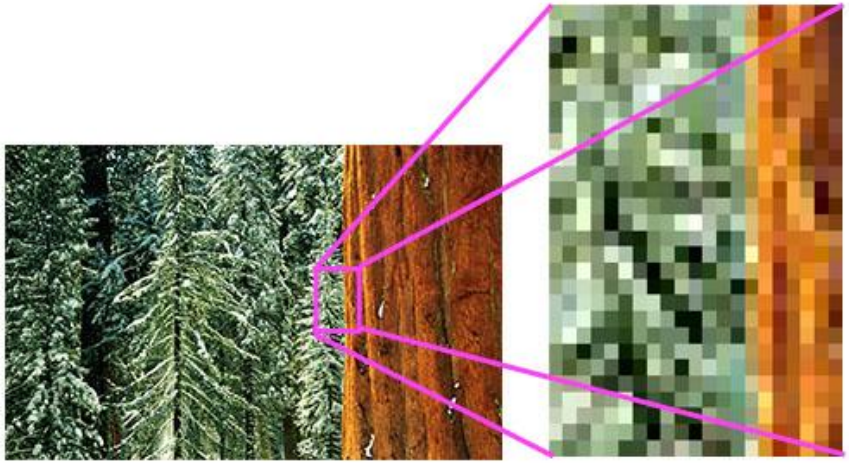
Pixels



Pixels are the individual building blocks of every digital photograph and most other digital images. In addition to pixels in a digital image, pixels can refer to pixels in a digital display, a digital camera sensor, and other devices. Video Link

Image Resolution

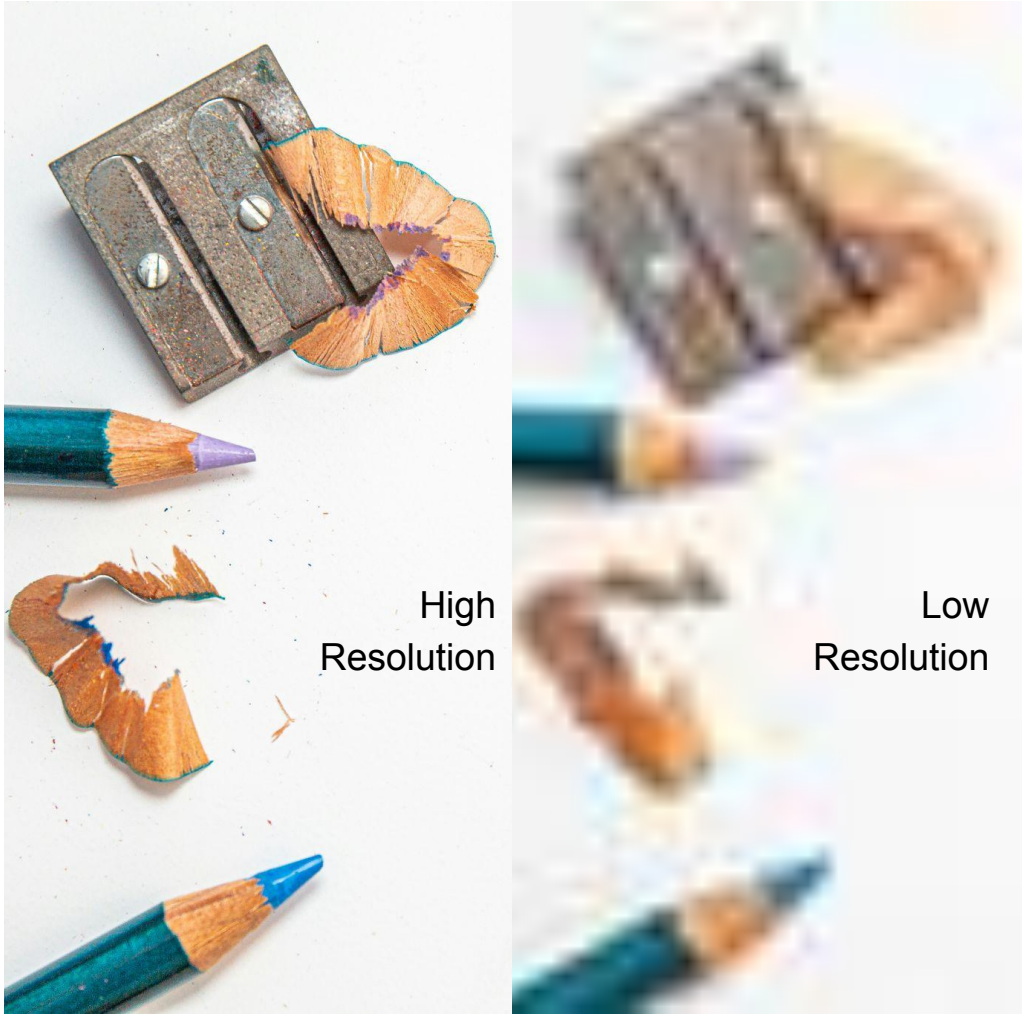




Low Resolution:
Quick to load but blurry.

High Resolution:
Takes time but looks crisp and detailed.

Image resolution measures how clear an image is, with higher resolution offering more detail.



Raster
Pixels
Quality

File Types:
Jpegs
PNG
Tiffs

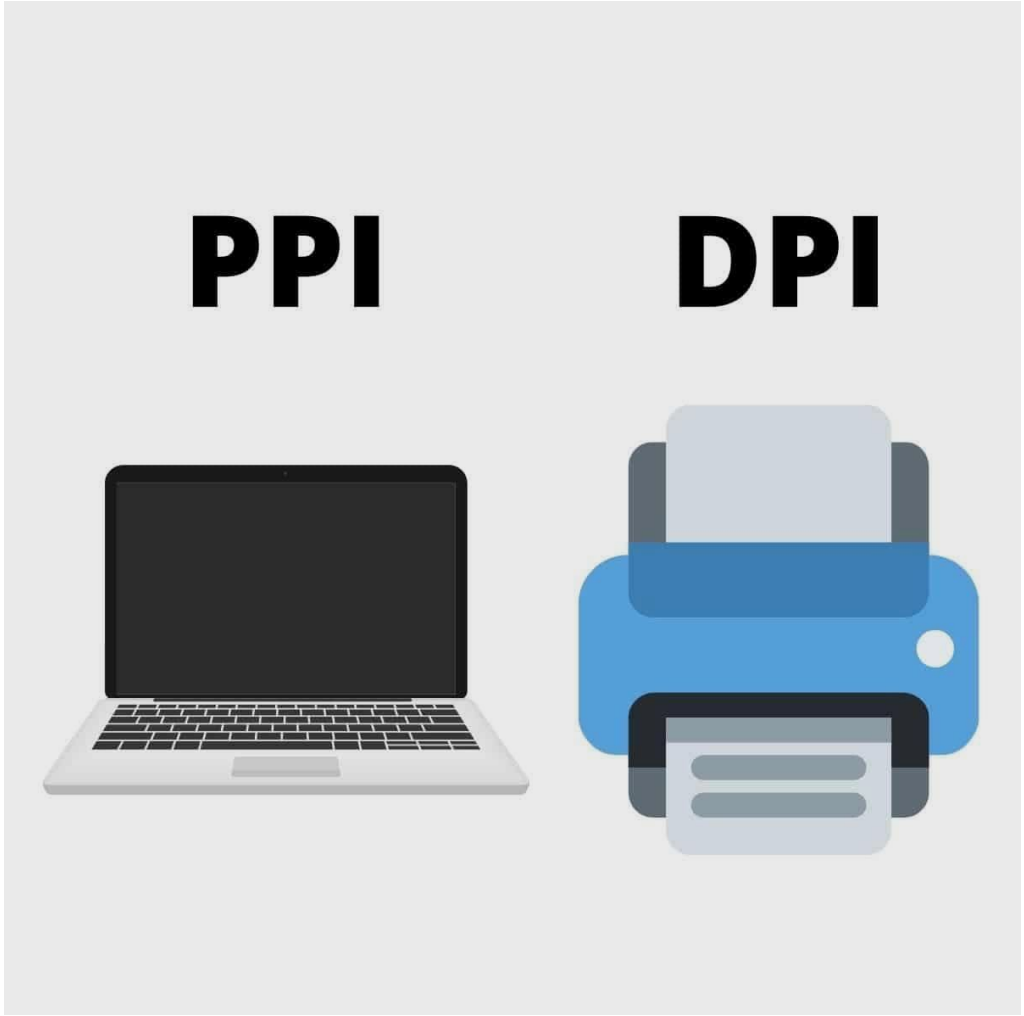


Vector Quality

Scalable

File Types:
SVG
AI
EPS

DPI / PPI



PPI (Pixels Per Inch) and DPI (Dots Per Inch) are like the secret codes that tell us how clear a picture will be.

PPI is for pictures on your phone or computer, and DPI is for pictures that are printed out. Both of them help make sure our images look sharp and not blurry!

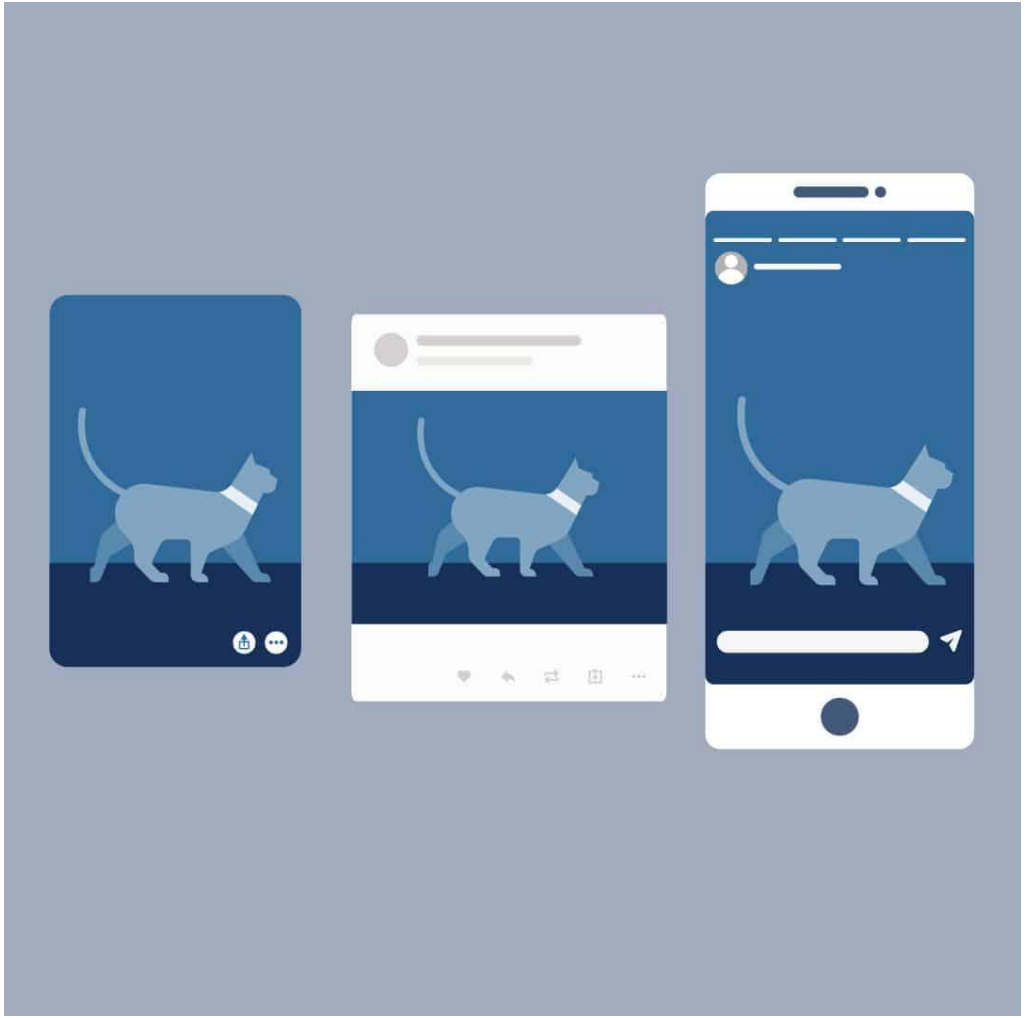


Image Sizes

For Printing: We use 300 DPI, making images super detailed. Picture a big 6,299 x 8,910 pixel image fitting on an A4 paper, with colors mixed in CMYK style.

For the Web: It's more about speed, so we stick to 100 PPI. An Instagram Story size image at 1,080 x 1,920 pixels shines bright in RGB colors.

Low Res images are small, just a few Kilobytes (KB), so they load fast. High Res images pack more detail, taking up space in Megabytes (MB), but they look way better.



Stock / Photography

Review License type

iStock by Getty
Adobe Stock
Unsplash, Free
Pexels, Free



Stock / Vectors

Review License type

FreePik
Free Vector
Vecteezy



Photoshop 3D Mockups

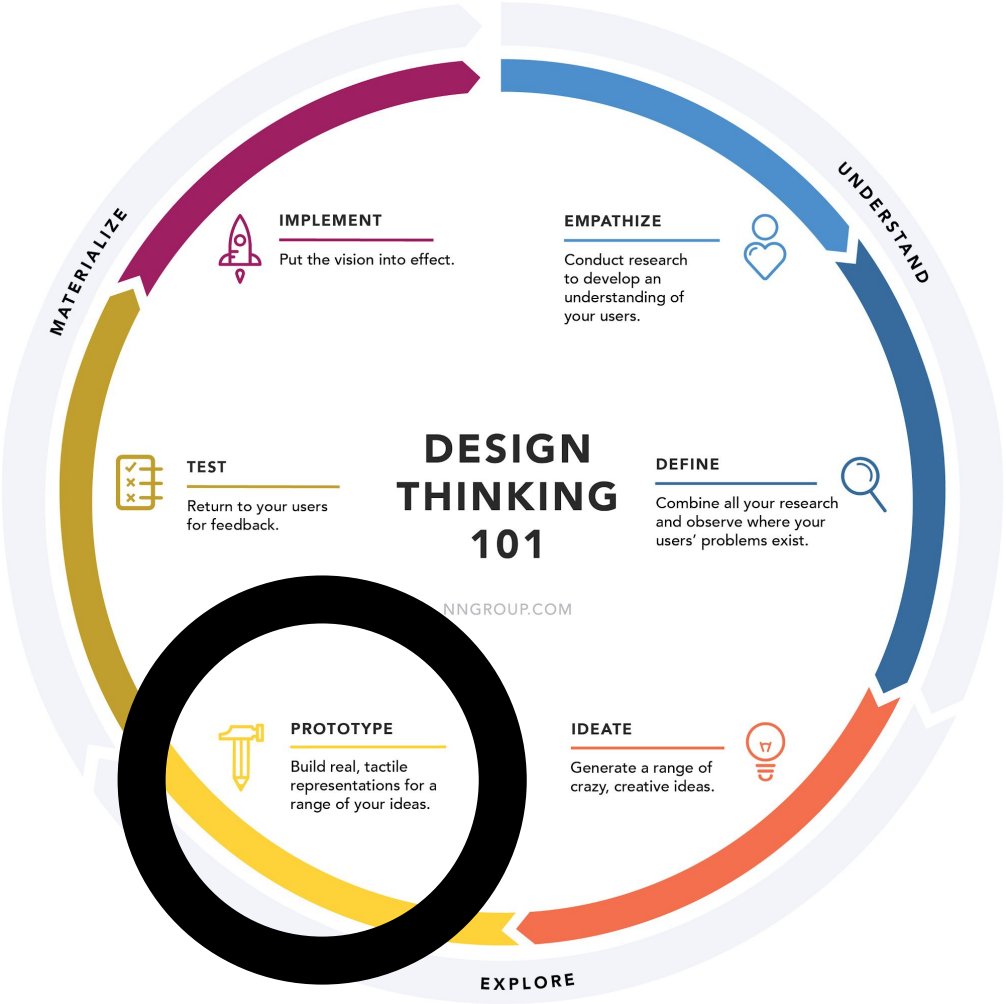
Unblast (Free)



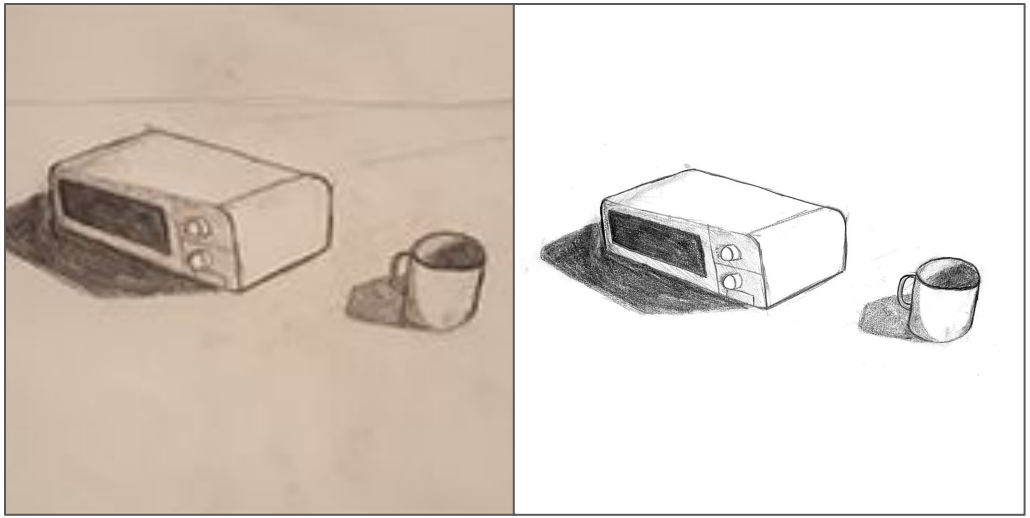
AI Tools
(Artificial Intelligence)

When you use AI tools in your exercises, make sure to mention that you've used them. This helps clarify where your results or insights are coming from.

Caption: Here's an image that complements the text about using AI tools in your exercises and the importance of noting their use. ChatGPT DALLe.



Prototype / Stages of Design Thinking



In-Class Group Discussion and Activity

1. Discussion:
Which image is better and why? Which image you prefer and why?

2. Activity:
Find a royaly free high res. photo on Unsplash of a “PRODUCT”.
Find a 3D mock high res. photo on Unblast of the same “PRODUCT”.
Share the images on your computer and explain how the image could be useful in a presentation document?



Prototype / Mockups

BILLBOARDS FREEPIK

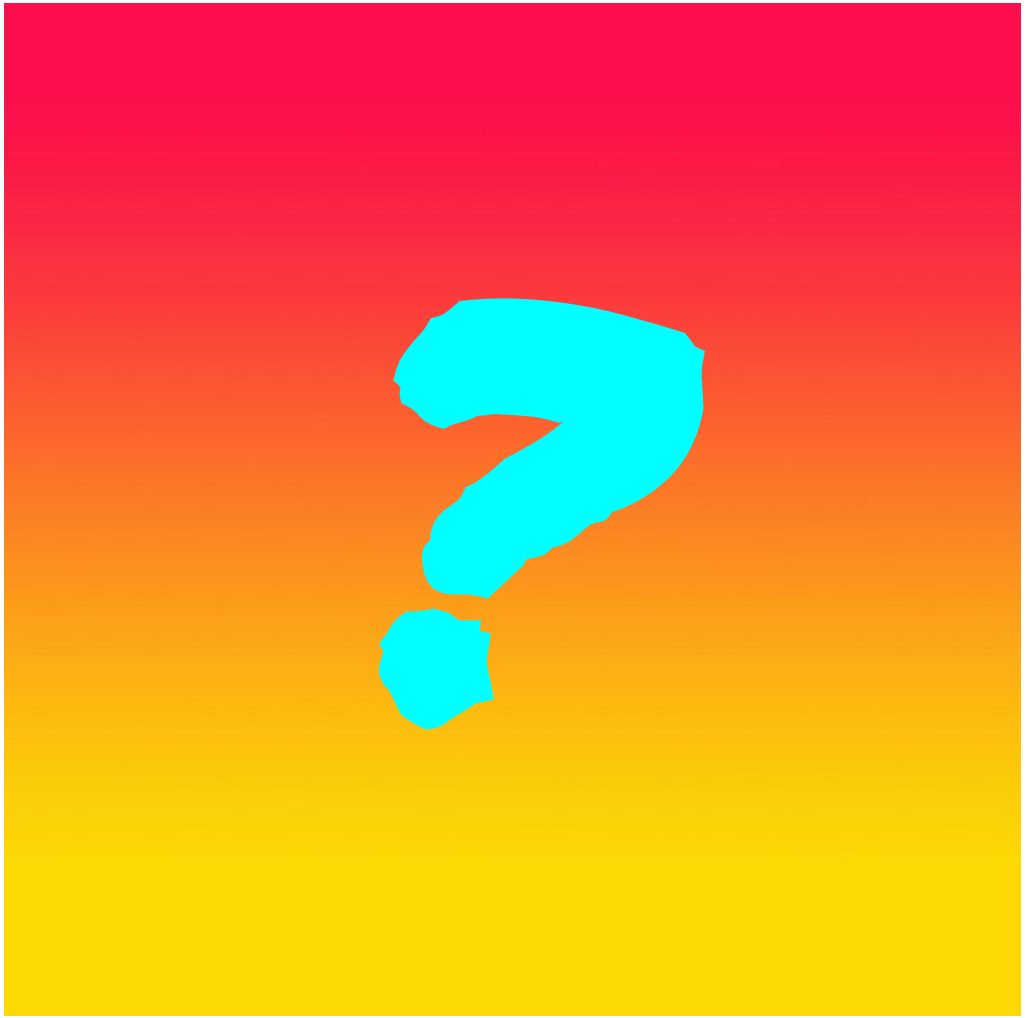


Tools 2C Layout and Imaging Exercise

Stage 1, 2, 3 +4



Demo and Exercise Guidance



Q&A

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