

# **INTRODUCTION TO COMPUTER GRAPHICS**

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Raster images



- Pixel-based designs
  - Image layers vs. selectable shapes
  - Select and alter areas of pixels
- Image quality is dependent on image resolution (dpi) — 72low/300high
- Relatively large file sizes — depends on
  - Image resolution (dpi)
  - Physical dimensions
  - Number of layers
  - Color mode (grey, rgb, cymk, etc)
- Resolution **Dependent**
  - Cannot be enlarged without loss of quality (depending on resolution)
- Acquire and manipulate existing images

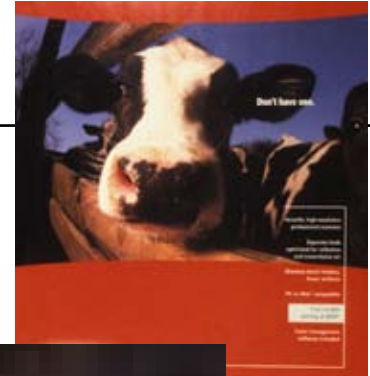
## Raster

- .psd** (native format)
- .tiff** (full resolution, high quality)
- .jpeg** (lossy compression, one time distribution, web)

## *Other*

- .png** (alternative raster format)
- .giff** (web)

# RASTER IMAGE TECHIE **PIXELS**



FOR ON SCREEN

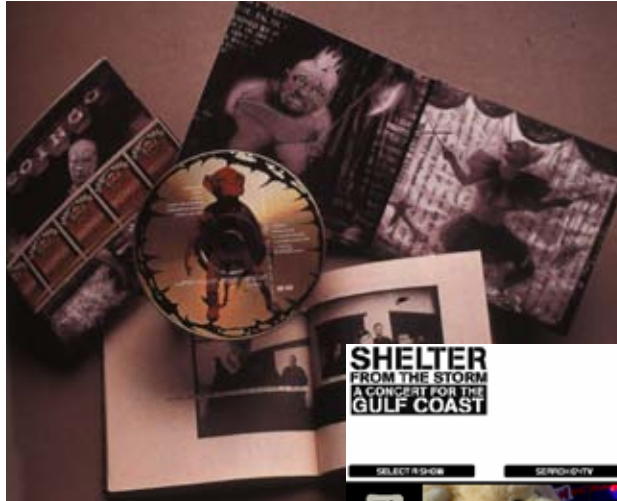
**RGB**

FOR PRINT

**PANTONE** - SPOT COLOR

**CYMK** - PROCESS COLOR

## Publications Layouts



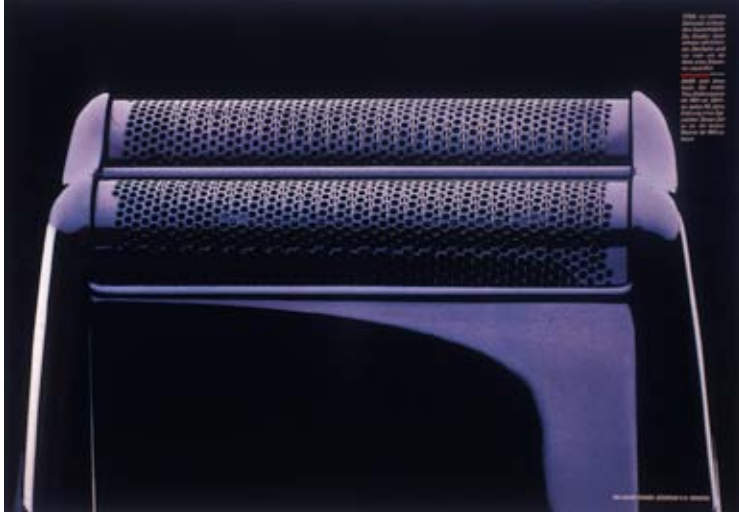
Packaging

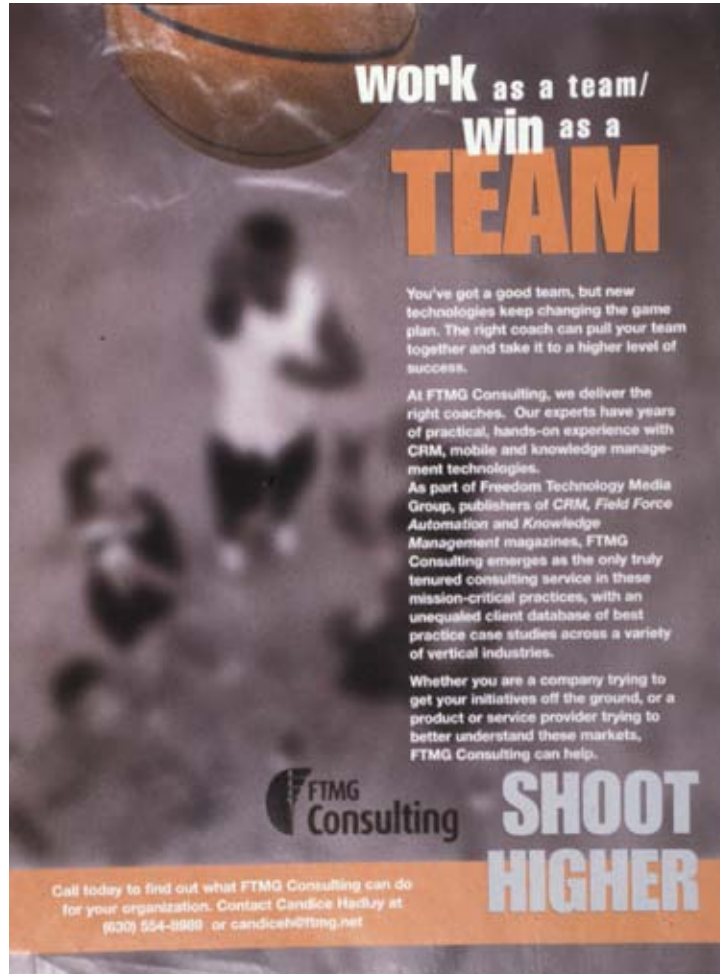


Web Pages



Ads





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win as a  
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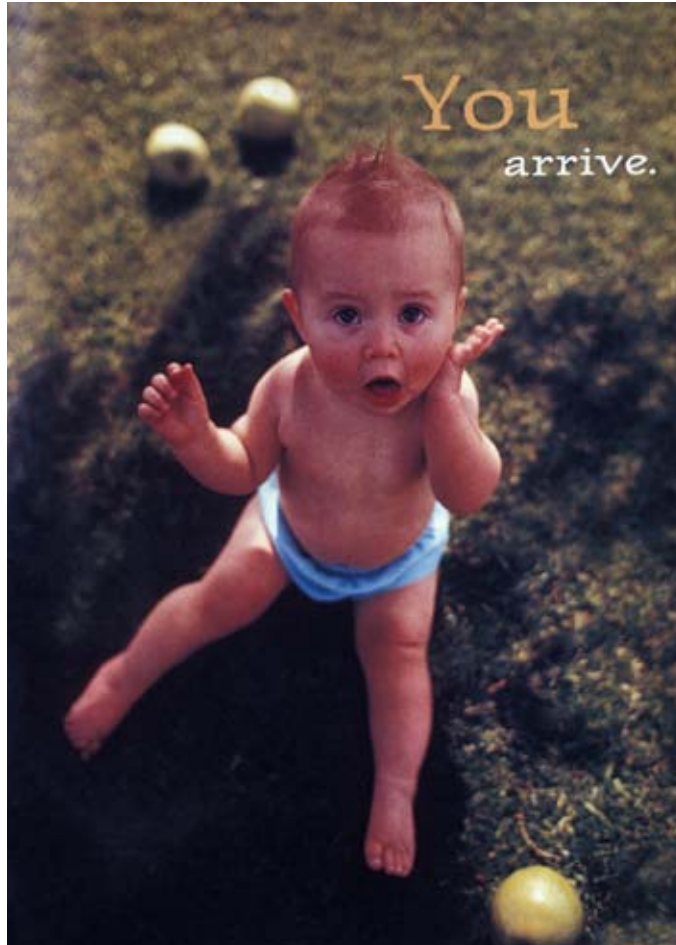
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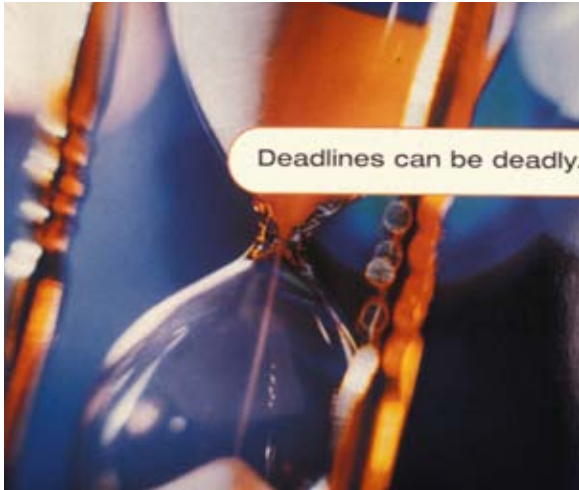
Before

remove



After





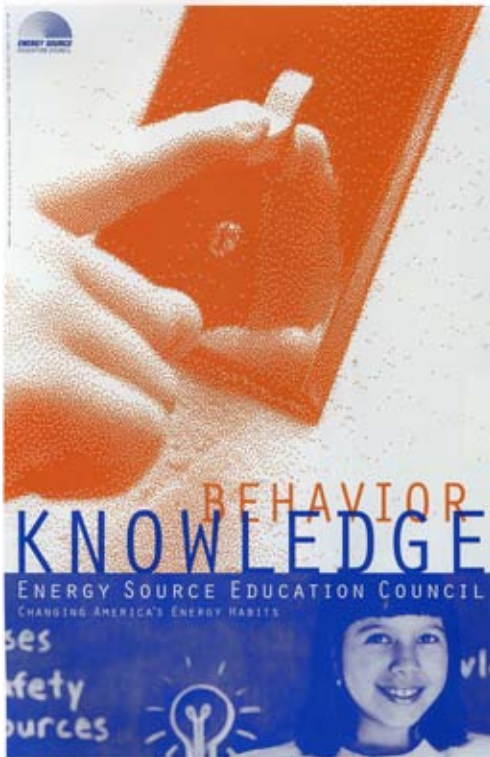
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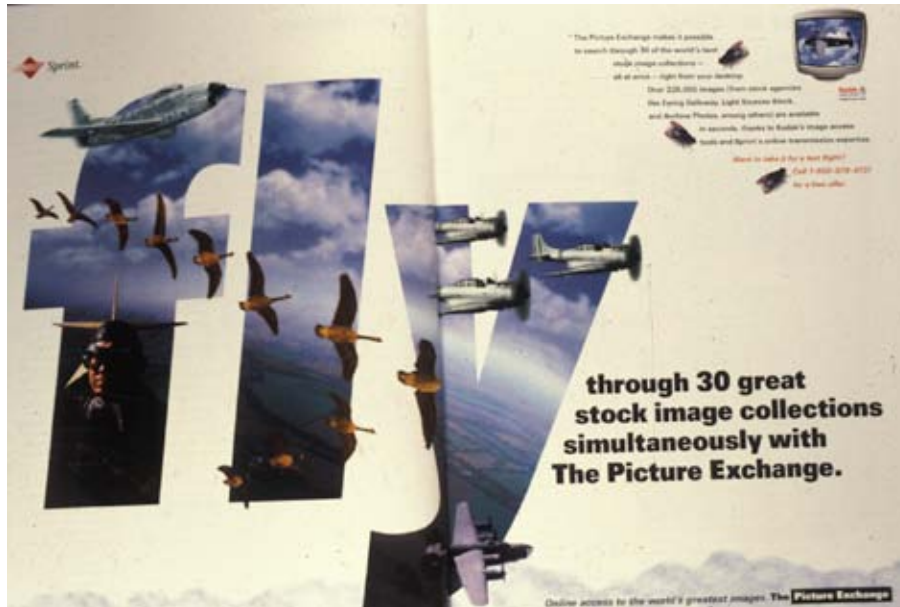








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