GLASGOW CLYDE
COLLEGE

Outcome Covered 1 – Digital Graphics Fundamentals

Exercise Instructions

For this exercise you are required to **complete** the following task.

This Exercise relates to the **World of Graphics.**

This document **must** be completed using **Acrobat Reader** and **submitted to Canvas on completion.**

Complete the following proforma, answering the required questions. This Exercise is **open-book,** and you may access canvas materials & the Internet to assist in answering the questions.

Q1. What is meant by the term **Bitmap Graphics**?
Q2. What is the main difference between a **JPEG** & a **PNG** graphic?
Q3. What is a **GIF** graphic normally used for on a website?

Q4. What is meant by the term **Vector Graphics**?

Q5. Name **2 Bitmap & 2 Vector file formats**?

Q6. Why would a company want their own **Graphic Branding**?

Q7. Name **3 types of graphics** used in web pages?

Q8. What is meant by the term **Graphic Resolution**?

Q9. What is meant by the term **Graphic Compression**?

Q10. Which graphic colour model is used for **screen** & which one is used for **print**?

Q11. What is the difference between a **Serif & Sans Serif** font?

Q12. Copyright is covered by which Act of Law?

Q13. Why do Graphic Designers add a **watermark** to their Photographs?

Name:	
Class:	
Date:	