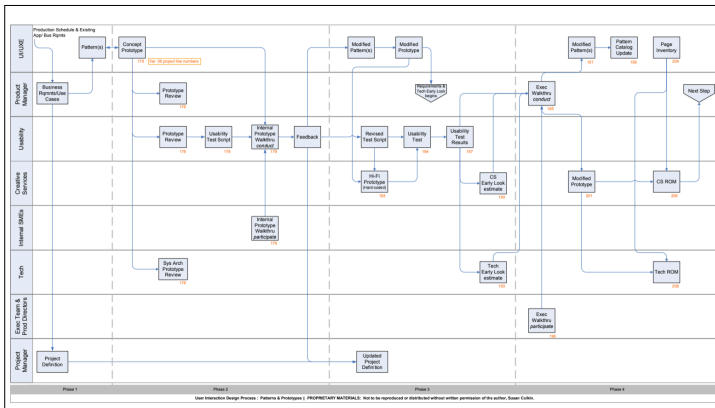
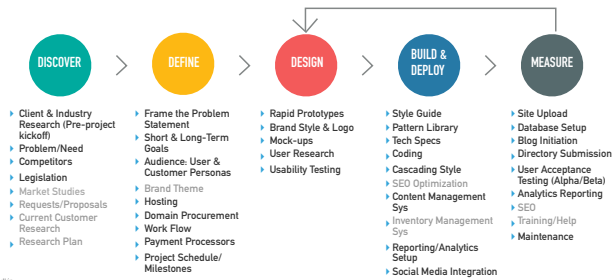


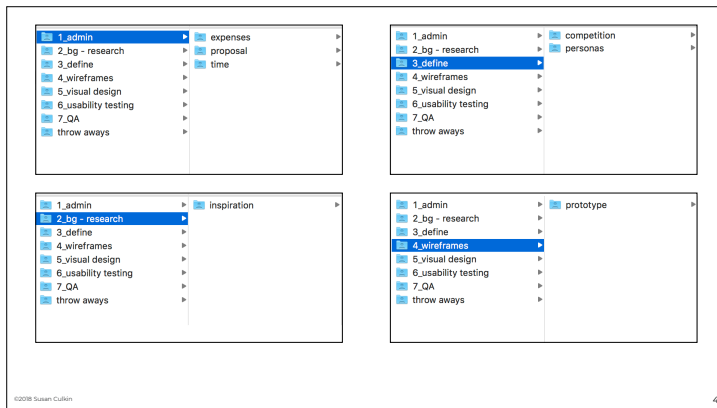
## Team Work



## Design Process



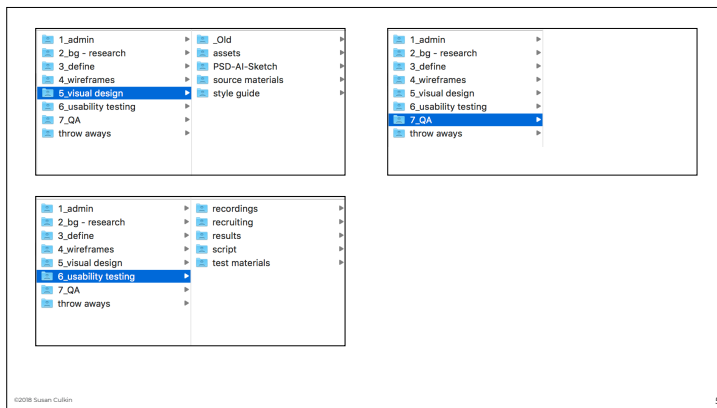
Not the ENTIRE list of deliverables and every project won't need every deliverable, but this is a good general snapshot or outline to follow.



I love Sam's @here Hey y'all, regarding Susan's talk this morning, I created a quick way to create a file structure using Automator on the . I know there is a way to do it on a PC, but I can share the application to anyone interested in using it.

<https://www.dropbox.com/s/ljm51zmpp4apxix/File%20Automation.mov?dl=0>

Sam's set-up app: <https://www.dropbox.com/sh/>



## Naming Files

**Formula:** ClientInitials\_Project\_Screen\_Item\_Version

**Examples:**

- NSS\_Cohort24\_Home\_v1.psd
- NSS\_Cohort24\_Home\_Banner\_v1.psd
- NSS\_Cohort24\_Icons\_v1.psd

**No spaces in file names!** Some programming languages use spaces to signify the end of a character string, and many software applications don't recognize file names that contain spaces. Use the underscore symbol (\_) or dash (-) in between words to represent a space, or use *camelCase* and omit spaces from your file names altogether.

## File Storage



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7

PC Mag has a review of *The Best Cloud Storage and File-Sharing Services of 2018*  
<https://www.pcmag.com/roundup/306323/the-best-cloud-storage-providers-and-file-syncing-services>

## IMAGES

### Raster vs. Vector

- Raster images are defined using a grid of pixels — a raster image file contains information showing exactly where each pixel is to be placed, and exactly what color it should be. Popular web raster formats include Bitmap (`.bmp`), PNG (`.png`), JPEG (`.jpg`), and GIF (`.gif`).
- Vector images are defined using algorithms — a vector image file contains shape and path definitions that the computer can use to work out what the image should look like when rendered on the screen. The Scalable Vector Graphics (`.svg`) format creates vector graphics for use on the Web.

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8

Since all modern displays are raster-oriented, the difference between raster-only and vector graphics comes down to where they are rasterized; client side in the case of vector graphics, as opposed to already rasterized on the server.



Raster (PNG)



Vector (SVG)

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## Typical Image File Types



### JPG

- Joint Photographic Experts Group
- Full color photographs
- Keep a copy of your original photo in a "lossless" compression format. Every re-save of a JPG loses quality; most obvious in small, blocky elements.



### .PNG

- Portable Network Graphics
- Text images
- Large image size (to save loading time)
- Transparent backgrounds
- Not meant for scaling larger than image dimensions
- Lossless compression



### .GIF

- Graphics Interchange Format
- Simple animations
- Small images with few colors
- High compression for small file sizes but limited quality



### .SVG

- Scalable Vector Graphics
- Vector based, paths, shapes and fills
- Can be animated and styled with CSS

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ORIGINAL (.tif)



ARTIFACTS (.jpg)

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Look at the edge or leaves, petals to see lost quality

Example found here: <https://www.fatrabbitcreative.com/blog/what-image-format-should-i-use-on-my-website>

## Technical Specs

Nobody feels bad when you have to delete a paragraph or two.



When you design your product in a human language, it only takes a few minutes to try thinking about several possibilities, revising, and improving your design.

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12