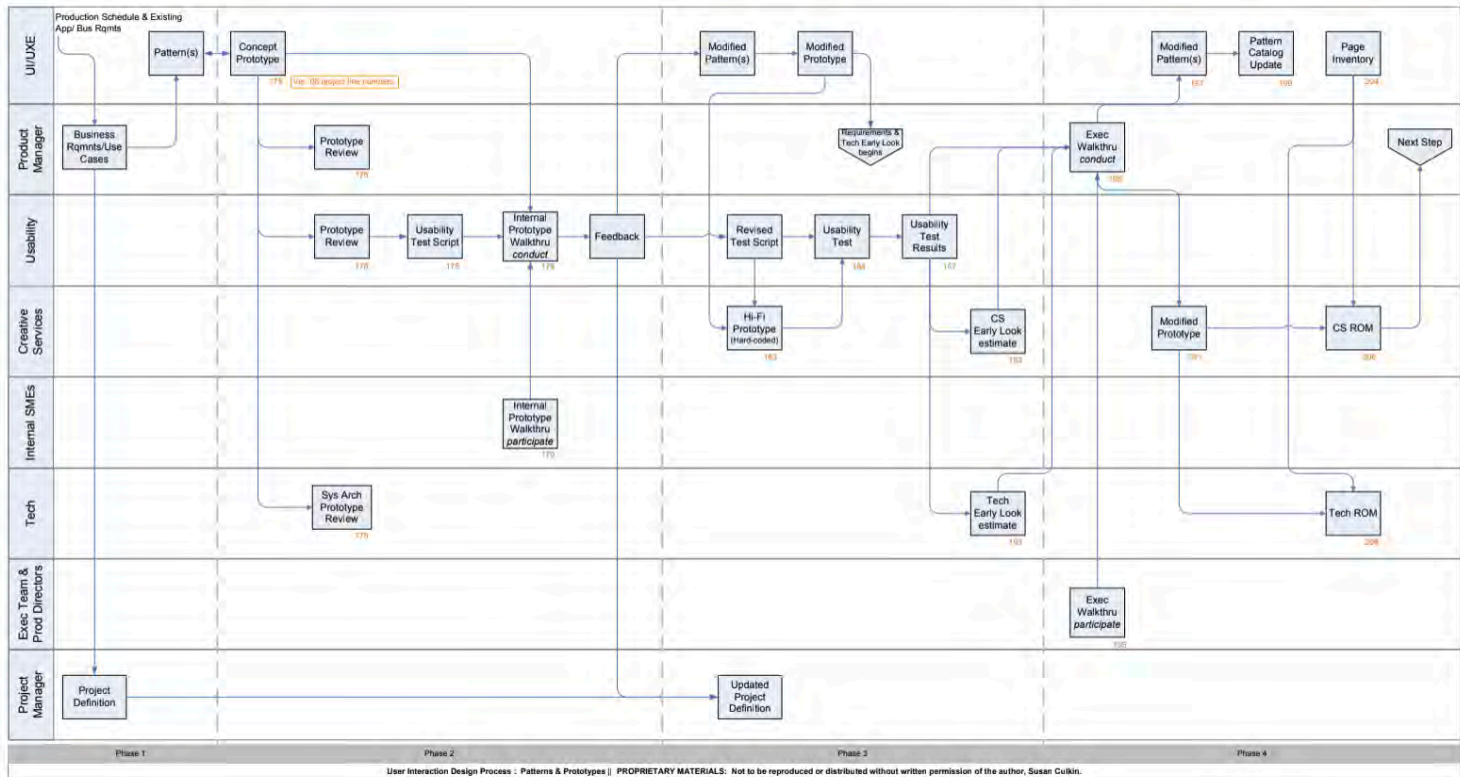


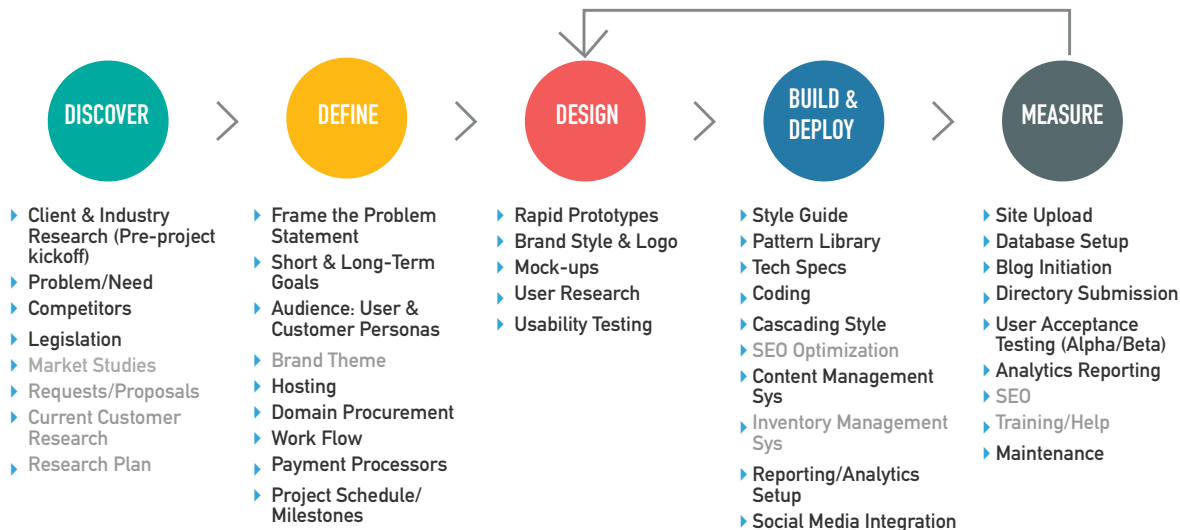


Working Together





Design Process



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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.

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.

1_admin	expenses	
2_bg - research	proposal	
3_define	time	
4_wireframes		
5_visual design		
6_usability testing		
7_QA		
throw aways		

1_admin	inspiration	
2_bg - research		
3_define		
4_wireframes		
5_visual design		
6_usability testing		
7_QA		
throw aways		

1_admin	competition	
2_bg - research	personas	
3_define		
4_wireframes		
5_visual design		
6_usability testing		
7_QA		
throw aways		

1_admin	prototype	
2_bg - research		
3_define		
4_wireframes		
5_visual design		
6_usability testing		
7_QA		
throw aways		

1_admin	_Old	
2_bg - research	assets	
3_define	PSD-AI-Sketch	
4_wireframes	source materials	
5_visual design	style guide	
6_usability testing		
7_QA		
throw aways		

1_admin		
2_bg - research		
3_define		
4_wireframes		
5_visual design		
6_usability testing		
7_QA		
throw aways		

1_admin	recordings	
2_bg - research	recruiting	
3_define	results	
4_wireframes	script	
5_visual design	test materials	
6_usability testing		
7_QA		
throw aways		

File Storage



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.

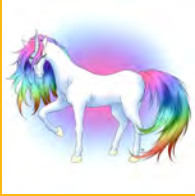


Raster (PNG)



Vector (SVG)

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

Portale 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



ORIGINAL (.tif)



ARTIFACTS (.jpg)

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>