



Antal blad /  
Number of sheets

05

USB ✓

# TENTAMEN / EXAMINATION

## Anvisningar:

Skriv din anonymitetskod på varje blad.  
Endast en uppgift får lösas på varje blad.  
Var vänlig skriv tydligt!

## Instructions:

Write your anonymous code on each sheet.  
Answer only one question on each sheet.  
Please write clearly!

Vänligen texta anonymitetskoden i textboxen enligt exempel nedan!  
Please write the Anonymous Code clearly in the textbox like example below!

### Bokstäver/Letters:

A-B-C-D-E-F-G-H-I-J-K-L-M-N-O  
P-Q-R-S-T-U-V-W-X-Y-Z-Å-Ä-Ö

### Siffror/Numbers:

Ø-1-2-3-4-5-6-7-8-9

Exempel:

A	B	C	1	7	Ø	-	Ø	1	7
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MKGA43 Web and digital imaging

Kurskod + Kurs / Course Code + Course:

Delkurs / Part course:

Anonymitetskod / Anonymous code =  
Kurskod + kodnr / course code + code number

M	K	G	A	4	3	-	Ø	Ø	7
---	---	---	---	---	---	---	---	---	---

Tentamensdatum /  
Examination date:

12/05/2016

## Behandlade uppgifter / Solved problems

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
X	X	X	X	X	X	X	X		X	X	X	X		X
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

## Ifylles av lärare / To be completed by the examiner

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

Poäng / Marks gained:

41,5  
G

Betyg / Grade:

Max poäng / Total marks gained:

60

För Gk poäng / Marks gained to be passed:

30

Examin. lärare / Kursansvarig signatur / Signature of the examiner

M - K-Bach

Namnförtydligande / Clarification of the signature

MARIA K-BACH

## Exam MKGA43 – Web and digital imaging

Date: 2016-05-12

Anonymity code: MKGA43-007

Number of pages: 5

1. Resolution is a measurement of how many pixels build up the image. It is measured in PPI (Pixels Per Inch) and when working in an web environment most people use 72PPI or 96PPI to get a good image. If you work with print you need a higher amount, from 150-300PPI depending on the printer. If you use a low resolution the mage will become blurry. 2
  
2. A raster image is made up of pixels, little boxes with different colors. A vector image is made of vectors, which basically are curves that are mathematically generated by your computer, just like calculators that can draw graphs except vector images are much more complex. The image doesn't get blurry no matter how close you zoom in because your computer can always calculate how the curves bends and the shapes are formed. 2
  
3. Raster image:
  - Advantages: Easy to create. Have been around for a long time. ?
  - Disadvantages: Gets blurry if you zoom in. If you want a high resolution the file size becomes very large. *that is: 'enlarge'*Vector image:
  - Advantages: Never blurry. The files usually don't become large.
  - Disadvantages: Can't take photographs in this file format and transforming raster images to vector is a hard job.3
  
4. Red, Blue and Green. 1
  
5. **Jpeg**: Is used for photographs and alike. It's strengths are that jpeg can handle millions of colors.  
**Png**: Is used for logos and alike. It's strengths is that pngs can use transparency and depending on which kind of png different amounts of colors.  
**Gif**: Is used as animated pictures or in similar ways with png. Can also use transparency but has limited colors (256). Can also show a very short animation. 6

## Exam MKGA43 – Web and digital imaging

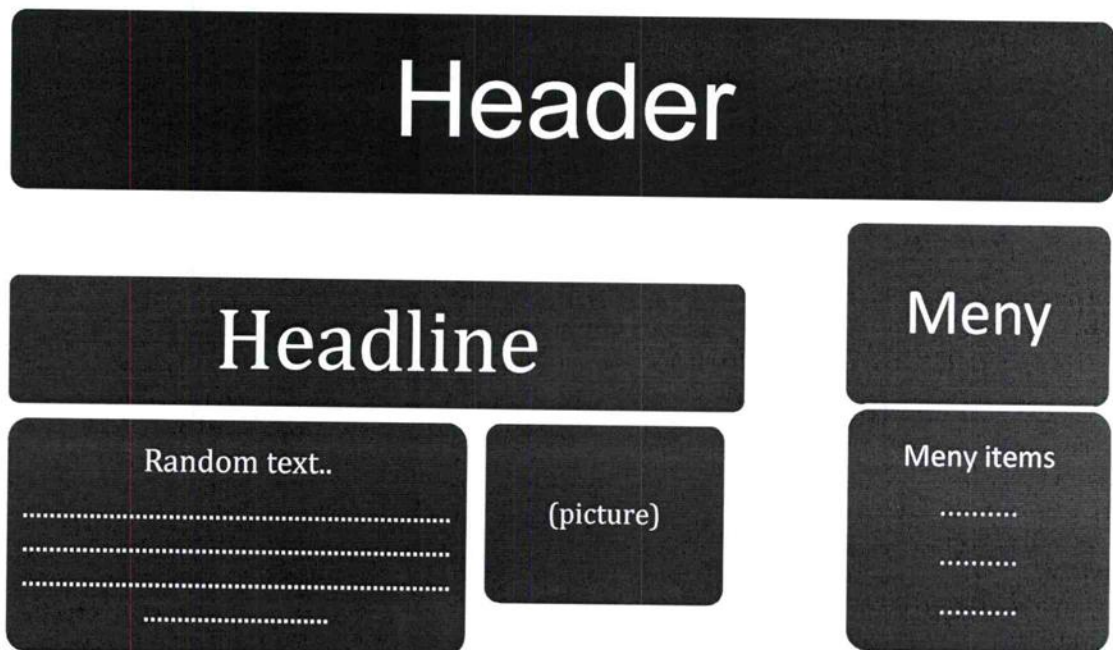
Date: 2016-05-12

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6. **Why:** Why do the client need the website? Is it to make it possible for their customers to message them easily? Or is it to sell products? Or is it just a marketing site? If we know why we get a starting point.  
**What:** What is it about? Messages about complaints or help or just facts about their product? What product? Or if it's about marketing, what do they want to market themselves as? 9  
**Whom:** Who's going to be using the site? The target group in other words. You will need to know these things if you want to design a website that suits the clients needs, their customers needs, works well and actually is used by the target group.
7. When you start design a website today is it important to think of all the platforms it's going to be used on and compared to ten years ago we use a very wide range of devices today. It has to look just as good on all of them. Since a mobile screen is so small the hierarchy is so much more important. On a wide screen you can place a lot of different objects next to each other without deciding a detailed hierarchy and get away with it but when you try to turn that site mobile friendly later on it's going to be really hard. /  
Therefore; start with mobile and work your way up! It's much easier that way.
8. The company values are a group of things the company think is important and want people to associate them with. When creating a website for someone it's very important to make a website that they are happy with and that they feel can represent them accurate if not even better. The company values tell us just how we should represent them. 2
9. (No answer) —
10. - ~~The law of~~ proximity: Things that are in close proximity to each other we group and connect to each other. I use the to create nice easily navigational websites by placing text with their belonging picture close to each other, the text and pictures boxes a little further apart and separate parts of the website very far apart. I created a quick illustration to demonstrate:





- Similarity*
- The ~~law~~ of likeness: It's aesthetically pleasing to most people if there is a common theme throughout the website. As good as every website has a pattern, things that pop up again and again. *?*
  - The law of closeness: If you add a closed line around some objects the group becomes connected just like with the law of proximity. *Purpose? 1.5*

*Contrast, balance, alignment... there are principles  
You have written gestalt laws*

11. Colors (or the lack of) can represent different emotions and make the visitor feel different things. Red is connected to romance, blood and lust for example and blue is connected to business and coldness.

*or elegant?* If you want to make a happy, energetic impression lots of vibrant colors from the entire rainbow are the way to go. If you're going for the opposite, (depressing and sad) then you should use dull colors with low value and maybe grays. *2*

Colors don't have to try to make the visitor feel a certain way either if that's not useful in a particular scenario. They can simply help people navigate. A lot of links on the web are blue for example so that you know where to click before you hover over them, and in the same way can you use color to make your design easier to navigate. Red usually means

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“stop” or “danger” in this kind of cases, and green “ok” or “go” just like a traffic light.

12. If you look at a color wheel some colors are further apart than others. Yellow and purple are opposites, green and blue are close.

Colors are said to “scream” to each other if they are opposites. They stand out against one another. For example, a red flower in a field of green is much more visible than yellow flower would be. Usually they shouldn’t be placed right next to each other but looks best when they are placed with some space apart.

Colors can talk to each other if they are close, for example blue, purple and red.

Colors who whisper to each other are very close on the color wheel and almost fade into each other if such things as value and hue are similar. These colors can have wonderful chemistry in big pieces of design, such as collages and paintings or websites.

Depending on what I want to achieve when I design I use one of these ways to pick colors. If I were working with something that needs to be easy to identify, such as a hockey team’s clothes I would use screaming colors. When Färjestad had their yellow and purple suits you could easily identify them on a distance or in a blur.

If I was making a big design piece such as a website I would try to use whispering colors because most people find them so appealing together.

*or just neutral*

If I was designing a cartoon character I would use two talking colors for the main features and then use whispering colors for the other details to create an easy figure to recognize but who’s color palette still doesn’t clash with itself.

? Depends on company values and target group!

13. Serif type style/Romans: Has Serifs that create a baseline which is easy to follow. Different part of the letters have different weight. Creates almost an image to recognize.

Example: Cambria, Bell MT, Century Schoolbook.

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Slab serifs. Much font-weight. Big serifs. Used for big headlines in the beginning.

Example: **Blackoak STD**, **Rockwell**

14. (No answer)

15. - It has to have a good font size, not too big, not too small. *What is that "a good size"*
- It has to have a good line height, over 1.2. *preferably*
  - It has to be divided into paragraphs that are not too long.
  - The text should *preferably* not go from the very right side to left. Divide into columns instead. *2*
  - It should have a margin.
  - The text has to have a hierarchy that's easy to follow using size for example. Big headlines are the most important.