

GRAPHICS

IMAGE EDITING

TECHNOLOGICAL BASIS : BITMAP/RASTER GRAPHICS

A GRID OF PICTURE ELEMENTS, “PIXELS,” EACH OF WHICH CONTAIN COLOR AND BRIGHTNESS INFORMATION

PIXELS CAN BE CHANGED INDIVIDUALLY OR AS A GROUP WITH PROGRAM ALGORITHMS

CONTRASTED WITH VECTOR GRAPHICS WHICH PRIMARILY DESCRIBE LINES
(ADOBE ILLUSTRATOR)





Photomontage by: Mmxx

IMAGE EDITING

FILE TYPES : BITMAP/RASTER

JPEG OR JPG - JOINT PHOTOGRAPHIC EXPERTS GROUP

LOSSY COMPRESSION - DATA DISCARDING COMPRESSION USUALLY TO MINIMIZE FILE SIZE.

USE CASE: NORMAL PHOTOGRAPHY AND IMAGERY WITH EMPHASIS ON SMALLER FILE SIZES



IMAGE EDITING

FILE TYPES : BITMAP/RASTER

GIF - GRAPHICS INTERCHANGE FORMAT

LOSSLESS COMPRESSION: UP TO 256 COLORS

SUPPORTS ANIMATION

**USE CASES: ANY ANIMATION; IDEAL FOR SIMPLE AND DEFINED COLORSETS LIKE
FLAT GRAPHICS AND LOGOS**

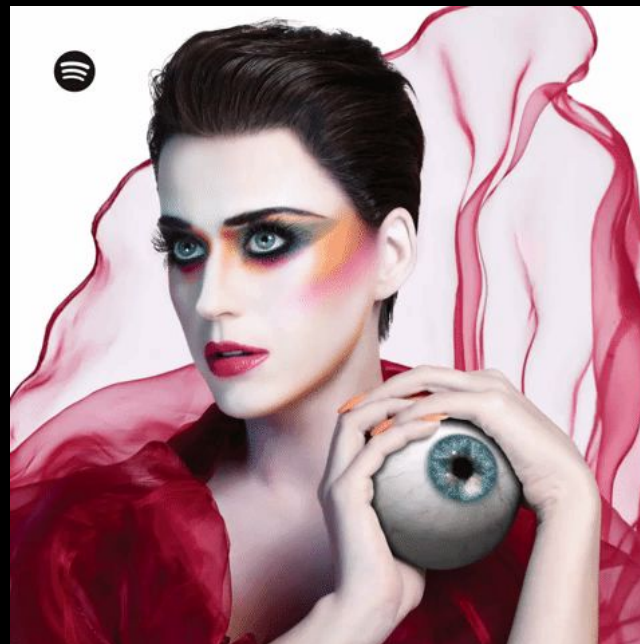
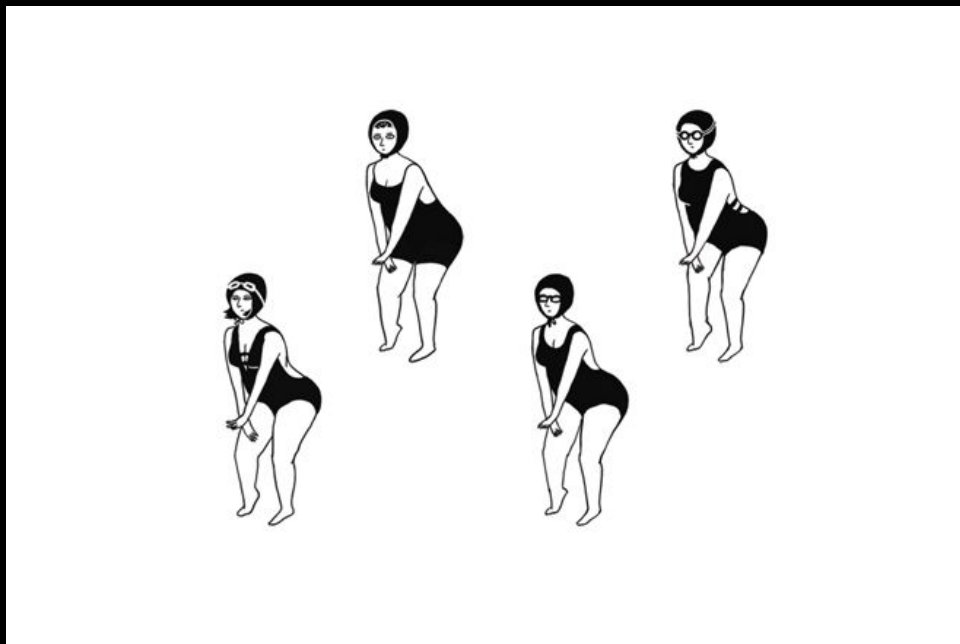


IMAGE EDITING

FILE TYPES : BITMAP/RASTER

PNG - PORTABLE NETWORK GRAPHICS

LOSSLESS COMPRESSION

IDEAL FOR PHOTOGRAPHIC TRANSPARENCY



IMAGE EDITING

FILE TYPES : WEBP

SUPPORT IS NOT UBIQUITOUS YET BUT IS GETTING THERE. REDUCES FILE SIZES ACROSS THE BOARD FOR ALL RASTER BASED IMAGES.

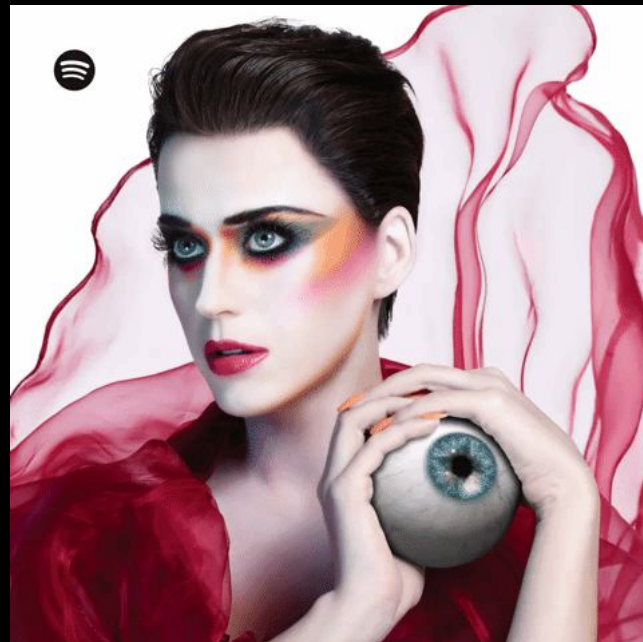


IMAGE EDITING

FILE TYPES : VECTOR GRAPHICS

SVG - SCALABLE VECTOR GRAPHICS

A MARKUP LANGUAGE FOR DESCRIBING TWO DIMENSIONAL GRAPHICS

CAN BE INTERACTIVE AND STYLED

DEFINES VECTOR GRAPHICS IN XML FORMAT (EXTENSIBLE MARKUP LANG)

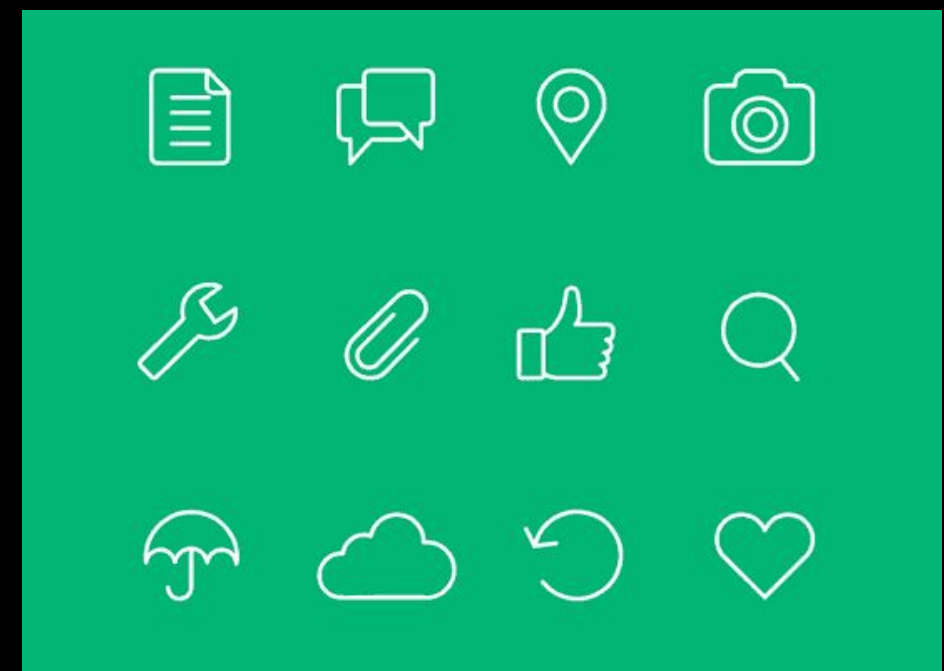


IMAGE EDITING

FILE TYPES : VECTOR GRAPHICS

SVG - SCALABLE VECTOR GRAPHICS

CAN BE SCALED DYNAMICALLY OR WITH CODE WITHOUT IMAGE QUALITY LOSS

CAN ALSO BE ANIMATED- EVERY PART CAN BE CONTROLLED!

USE CASES: DISPLAYING GRAPHICS THAT CAN BE CREATED IN ADOBE ILLUSTRATOR; RESPONSIVE DESIGN; LOGOS AND ICONS

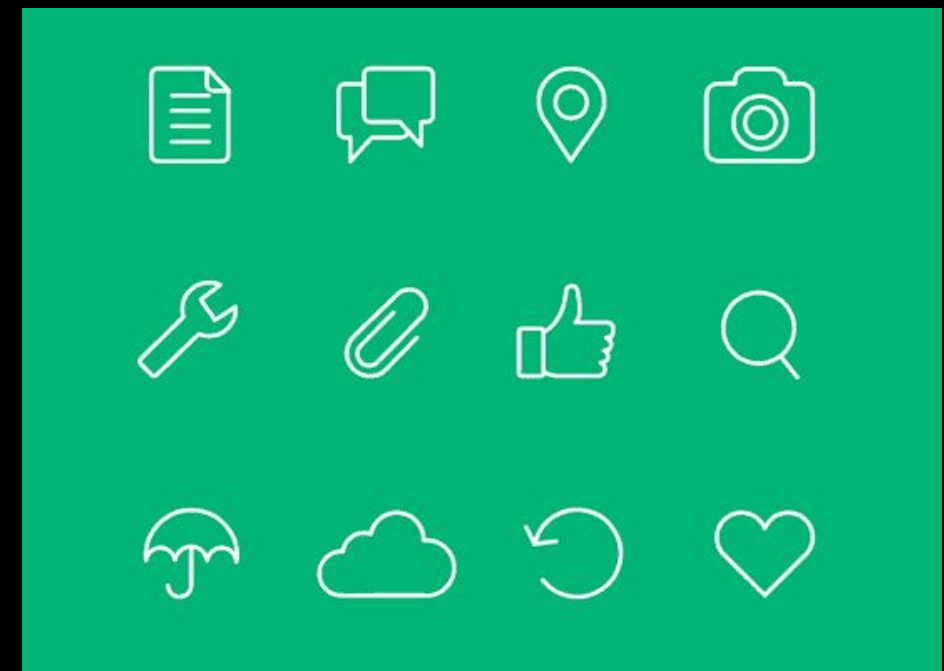


IMAGE EDITING

FILE TYPES : VECTOR GRAPHICS

SVG - SCALABLE VECTOR GRAPHICS

THERE ARE SEVERAL WAYS IN WHICH SVG CONTENT CAN BE INCLUDED WITHIN A WEB PAGE:

- A STAND-ALONE SVG WEB PAGE
- EMBEDDING BY REFERENCE, USING THE HTML `` ELEMENT *
- EMBEDDING SVG CODE INLINE WITH HTML *
- FROM AN EXTERNAL LINK, USING THE HTML `<A>` ELEMENT
- REFERENCED FROM A CSS PROPERTY

IMAGE EDITING

COMPARISON - FLAT GRAPHICS



GIF 17.6KB



JPEG 100% 53.3KB



JPEG 75% 33KB



PNG 19.6KB



SVG 6KB

IMAGE EDITING

COMPARISON - COMPLEX COLOR GRAPHICS



IMAGE EDITING

COMPARISON - PHOTOGRAPHY





PHOTOSHOP

**USED FOR RASTER IMAGE TYPES AS WELL AS
ANIMATION**

JPG

GIF

PNG

WEBP with plugin

TIFF - LOSSLESS FORMAT FOR HI-RES IMAGES

...MORE!



ILLUSTRATOR

USED FOR VECTOR IMAGE TYPES AS WELL AS
DOCUMENTS LIKE PDF'S

SVG

PDF

Can export to raster files as well.

VECTOR

USED FOR VECTOR IMAGE TYPES AS WELL AS
DOCUMENTS LIKE PDF'S

SVG

PDF

Can export to raster files as well.