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Learning aim A

Investigate the purpose and characteristics of digital graphics that are an important part of visual communications.

Unit 17 2d & 3D Graphics

Assignment 1

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# Introduction

This report will aim to discuss all the available aspects of digital graphics listed below including, but not limited to, the impact on usability and accuracy of graphics, the evaluation of technical characteristics of digital graphics and how they impact their purpose, and discussing how different factors of technical characteristics can impact different aspects of successful products, such as quality, scalability, and many more.

# Purpose of digital graphics

Digital graphics has grown throughout the 21st century, where previously the dominant graphic types were all hand made and there was minimal involvement of computers in making any kind of graphics. As such, the purpose of digital graphics has also evolved and there remains a few key points that must be included when discussing the purpose of digital graphics.

Digital graphics, just like any other kind of media, has the specific purpose to visually convey information, messages, and a meaning to an audience, through the use of computer-generated images, designs, or illustrations. These images have a number of uses, most notably the following, to educate, information, promotion, advertising, and entertainment.

# Legal requirements of digital graphics

There are a number of legal nuances that digital graphics, or any kind of media, have to follow and keep in mind in order to make sure that they do not breach any of these. The most notable ones that must be considered include:

* Human Rights Act (1998) including
  + Protection of property
  + Freedom from torture & inhumane/degrade treatment
  + Freedom from slavery/forced labour
  + Right to liberty and security
  + Respect for your family and private life
  + Freedom of expression
  + Protection from discrimination
* Copyright, Designs and Patents Act 1988 (CDPA).
* Trade Marks Act 1994
* Patents Act 1977
* Defamation Act 2013
* Consumer Rights Act 2015

It is crucial to consider these laws governing digital graphics as they work to safeguard the rights of individuals and organizations and ensure that those who develop them do so in a legally and ethically correct manner.

For instance, privacy law helps to protect individuals to ensure that their personal information is not exploited and used against them, in a manner that could be detrimental to them. Defamation laws exist to shield the reputations of individuals and organisations by guaranteeing that false, misleading, or damaging statements are made regarding them. Additionally, consumer laws help to protect consumers and make sure that they are not misled or exploited by businesses.

To continue, copyright legislation ensures that authors and artists receive fair compensation for their work, thereby promoting the protection of their rights. Trademark law helps to prevent confusion among consumers by ensuring that trademarks are used properly and only by authorized parties. Patent law helps to protect the rights of inventors by ensuring that they are properly compensated for their inventions.

Through following these legislations and laws, digital graphics creators, alongside with consumers, can continue to produce and consume content guilt free with peace of mind.

# Digital graphics

## Raster

### Applications

## Vector

### Applications

## Applications of 3D images

## 2D and 3D Digital graphic representation

# Hardware

## Capture

## Graphics card

## Output

# Software

## Applications for manipulating graphics