

Critical Thinking Questions

1. A coworker sends you an email with a compressed file attached. Here is some information about the attachment:

239058434.jpg	524 KB
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What does each part of this statement mean? What do you expect to find (a video? a spreadsheet? etc.) when you open the file? What kind of software should you use to open and edit this file? When you open the file, will it be identical to the original file? When is this kind of file useful, and when is it not useful?

- To begin, the file is an image or picture file. The file name is on the left side of the file or that random number. And the ".jpg" or Joint Photographic Experts Group is its file extension or type, in this scenario a "jpg" file. And on the right side, it's the file size, which is a measurement of how much data a file contains and how much space it takes up on computer storage; normally, it's in "kb", "mb", or "gb" format. The file is an image, therefore when you open it, it will be a photo. You can open the file with an application on your computer; most modern computers, whether mobile phones, laptops, or desktops, have a built-in photo viewer. However, if you want to modify that jpg file, you will need a specific application to do so, such as Adobe Photoshop on a computer or Snapseed on a mobile device, and you can also edit it online using Canva. I think there will be a difference between the original file and the converted jpg file. Perhaps the original file is a "PNG" file, another file extension, and it is converted to jpg, and there will definitely be a difference in the quality of that file. However, since it is only a jpg file, I think there will be no change. JPG is best used when we want the file size of an image to be smaller and take up less space on our computer, but it is not effective when we want our image to be in the highest quality possible because as the size of the image decreases, so does its quality.
2. Think about a time you found a digital image with text to be visually unappealing. What design principles were violated in that image?
 - I remembered seeing a greeting poster on social media, particularly on Facebook; the page is a media page, having to do with news, I presume. And then I noticed a post about the person, and I assumed that person was dead or gone, but after reading the comment, I saw that they were simply welcoming that person. Why is this the case? Because of the bad visual choices of whoever created that poster graphic. When greeting someone, it should be cheerful or vibrant, thus it should have a vivid color, good fonts, not just a plain poster, and so on. But the poster appears to be dead or passed away because of the visual choices; it is plain, it is grayscale or almost black and white. To avoid that kind of misunderstanding, before making or modifying an image, it is critical to evaluate the theme or subject.

3. Consider the middle cabinet in this picture:



How would you describe its hue, saturation, and value?

Note: I am a mild red-green colorblind, so apologies when there is a mistake identifying colors.

- When I first saw the image, it calmed my eyes and was aesthetically striking. Concerning the colors of the middle cabinet, I feel its hue is mixed with tint, as its color appears to be white or light; there is no prominent visible color that you can distinguish, namely whether it is yellow, red, or green. When it comes to color saturation, color saturation specifies how pure or intense the color is, and in this situation, I say it has a low color saturation. Low color saturation causes the color to look more like black and white, but high saturation causes the color to be more bright and strong, allowing you to clearly distinguish what color it is. So, in this example, the color is light, and its true hue is not visible; the saturation of the middle cabinet is low. Last, its value defines a color's lightness or darkness. It goes from the bottom, which is darker, to the top, which is lighter. In this example, the center ones have a high or higher color value.
4. At a family reunion, your cousin takes a picture of both of you with her phone, orders a print of it, and mails it to you with a note apologizing for how weird it looks. You would use the word "bitmappy" instead of "weird" to describe the picture. Describe a situation that could have led to this problem. If you wanted to find information online that you

could send to your cousin about how to avoid this problem, what are two or three keywords that you could use in your search?

- When my cousin described the image quality as bad or weird, he meant that the picture has a low pixel count, resulting in a low-quality image, or in other words, it is bitmappy. The image has numerous visible squares, which is why it appears weird; low pixels equal low quality and high pixels equal high quality since high pixels make the image sharp while low pixels make the image blurry. This is caused by having a low-quality camera, and depending on the situation, it is printed, which can have a different output than the original, and then it is sent via email, which is also a major factor, so as a result, the image quality has been compressed to the point where it looks poor and blurry. I could send him information about the problem by Googling for "avoid blurry images" and figuring out how to avoid and fix the issue.

5. Why is "less is more" such an important design principle, and why do so many people seem to want to violate this rule?

- Having a more consistent design is considerably superior to having multiple designs in a single work or design. Having so many distinct designs and styles could result in a shaky visual look. Less is More means utilizing only what is necessary and avoiding or deleting unnecessary elements when designing, which also results in an aesthetically pleasing design. Having only the essentials is preferable to having far too many useless items. People do not care about it because they want their design to be more expressible or appealing by using different colors, styles, fonts, or they want to make it more appealing without realizing it undermines their design and intention. Professional artists always keep "less is more" in mind when designing, however I think we can neglect that theory in some fashion or depending on the theme.

UNIT 2: LAB

Find and Evaluate Images From Your Everyday Life

The conclusion of this unit encourages you to start becoming an expert on how images are composed by noticing and evaluating the images you see every day. Let's start now!

Identify SIX images to evaluate for their use of typography, color, and the principles of design and layout.

Requirements for the images you identify:

(Remember, don't just settle on the first images you find—take your time to find really good ones!)

- Each image should clearly illustrate at least one of the principles of typography, color,

layout, or design covered in Unit 2.

- Identify some images that represent effective design choices and some that represent poor design choices.
 - You must identify at least ONE image with poor design choices.
- Identify some images that you see online (digital) and some images that are not online (print).
 - Since you have to post the images as part of the assignment, take photos of the print images you find.
 - You must identify at least ONE print image (you encountered it in a book, magazine, a sign on the road, etc.—not on a screen).

Here's a handy chart of the principles of design covered in Unit 2:

TABLE 1 Principles of Design



Typography	<ul style="list-style-type: none">• Serif vs Sans Serif• Variety of font size• Variety of font color
Color Theory	<ul style="list-style-type: none">• Primary, secondary, tertiary colors• Complementary colors• Hue, saturation, and value• Colors and the emotions they evoke• Colors and their cultural representations
Design and Layout	<ul style="list-style-type: none">• Rule of Thirds• Proportion• Balance• Symmetry• Unity• Repetition• Variety• Perspective• Background/Foreground• Depth of Field• Light and Shadows

Copy the table below into a word processor or create your own version.

Once you identify your SIX images, take screenshots or download the digital images or take photos of the print images. (If you don't know how to take a screenshot, use your internet browser and search "how to take a screenshot____," entering what kind of computer you use— Mac, PC, Chromebook, etc.—as the keys used are a little different depending on the type of computer.)

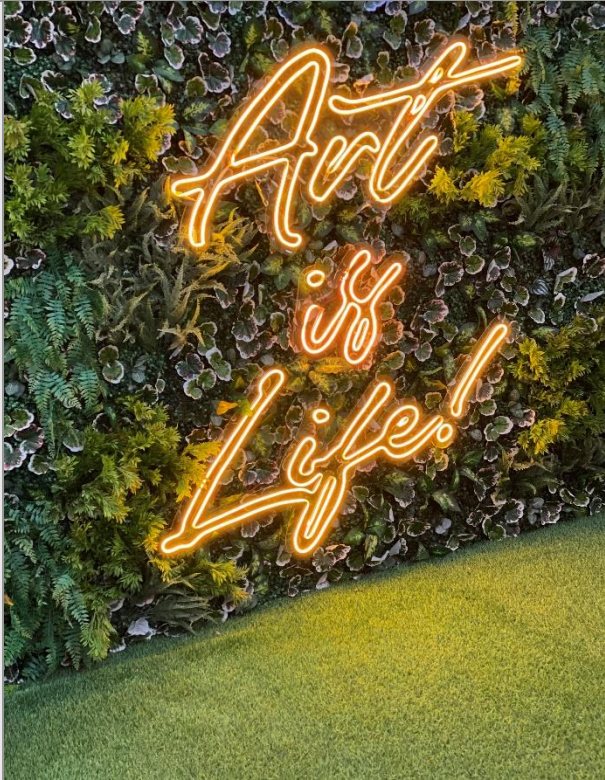
Paste each image into its own cell under the "Images" heading, and in the cell next to it, write two to three sentences describing why you chose it. What aspect of typography, color, design, or layout does it illustrate? Do you think it uses the principles effectively, or could it be better? What differences do you see in the print vs digital images you found?

TABLE 2 Image Analysis

<p>Images</p> <p>Paste an Image in each cell below.</p>	<p>Evaluation</p> <p>Write two-three sentences about each image, using words from the chart above.</p>
<p>1.</p> 	<p>This image's typography is perfectly suited to its subject. Everything has a wonderfully balanced use of color and appears to be professional. Its design is straightforward, with the text above and the subject below, which makes it more appealing, and it is a good example of applying the rule of thirds.</p>
<p>2.</p> 	<p>It is a superb advertisement poster for a food in this example. A good use of typography based on each portion of the image where a matching font would be more appropriate. Even if there are many elements that make it good, one color remains dominant, and there is a nice use and blend of colors. And, despite the multiplicity of aspects, the design remained effectively created and formatted, and did not contradict each other. It's a really nice looking advertisement poster.</p>

3.		<p>When I first saw and read this tagline, it did not complement the design according to the subject. In terms of fonts, I believe there is a better font for that type of theme. I understand that it is a warning, which is why the font is like way, but it does not match it for me. Color is used when the font is unreadable or when the contrast between the font color and the background color is insufficient. And the design, unlike the image, should be more focused on the theme. There are certain rules that this image has broken or failed to follow.</p>
4.		<p>This picture was taken in a restaurant. I photographed it because I found the design was appealing. The usage of fonts is right but the font in the middle is somehow off and not proportion, it should be in the center, nevertheless I like it. The color is ideal; it is soothing to the eyes and demonstrates how to employ hue, saturation, and value depending on the subject. Not too bright and too dark, the hue is perfectly matched. And for the style and arrangement, I appreciate how it was drawn directly on the wall, which provided a good canvas. It's looking well.</p>
5.		<p>This one appears to be plain, but it has been enhanced. The font is straightforward, with only one font style and color. In terms of color, I appreciate how the white font and background suit one other. A good two-color contrast. And the style and layout are pleasing to the eye due to the use of few elements.</p>

6.



This photo was taken inside one of the SM malls, which has an art studio. I spotted this on that area and photographed it. The font is wonderfully chosen; it is a handwritten font that I believe matches the quote. However, the color, in my opinion, is extremely bright, to the point where looking at it for an extended period of time causes eye strain. And I believe the color contrast between the background and foreground was not too horrible. I really like how they put that quote on those synthetic plants to improve the layout and design. The lighting and shadows are fine, but I suggest they should use different lighting rather than neon lights or no lighting at all at the typography because the location is already bright, resulting in a poor combination of the subject with the environment.