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Multimedia Design

1.A common image editing scenario is the creation of a web banner for an online store. The banner must attract attention, convey information, reflect the brand identity. In this case, the designer starts by choosing the correct banner size to ensure it fits well on the website. High-quality images of products are added to highlight the items being promoted. Text such as “50% Off” or “New Arrivals” is placed strategically, ensuring it is bold and easy to read. To make the design visually appealing, the editor applies color adjustments, contrast enhancement, and cropping to focus on important details. Proper alignment ensures that the image, text, and brand logo are balanced and not overcrowded. Finally, the banner is exported in a web-friendly format such as JPEG or PNG. This scenario shows how image editing combines creativity and technical precision to create effective digital marketing material.

2.Layer management is a fundamental concept in image editing. It Allows designers to separate different elements of a project, such as text, image, and effects, into individual layers that can be edited independently. This makes it easier to organize, adjust, and experiment without affecting the entire design. For example, a background layer can be locked while the text layer is resized or recolored. Layers also support advanced techniques such as blending modes, opacity changes, and masking, which gives editors creative control. Effective layer management not only improves workflow efficiently but also ensures flexibility in making future edits and corrections.

3.I created a graphic in GIMP to practice basic image editing. The task involves importing a photo and enhancing it using various tools. I adjusted brightness and contrast to improve visibility and applied filters to create a more vibrant effect. Using the text tool, I added a bold caption and aligned it with the main subject of the image. To keep the design organized, I worked with multiple layers, separating the text, background, and image adjustments. This allowed me to easily move or edit each part without disrupting the whole project. The exercise helped me appreciate the importance of layers and precise editing in producing professional-quality graphics.

4.I created an editing workflow diagram in Canva to illustrate the steps involved in image editing. The diagram begins with Image import, where the raw file is opened in software like photoshop or GIMP. The next stage is Basic Adjustments (cropping, resizing, brightness, and

contrast). After that comes Layer management, where different design elements are organized. The following step is Enhancements, such as color correction, filters, and effects. Finally, the Export and Save step ensures the image is saved in the correct format for its purpose (web, print, or social media). This workflow helps streamline editing tasks and ensures consistent results.