





# Kemnal Technology College. Creative iMedia Kemnal Key - Yr10 Term 3

<p><b>JPEG</b></p> <p>Lossy compression, small file size Supports complex colors and values Pronunciation: jay-pehg Best use: photos, complex color Don't use: when quality matters most</p>	<p>Good for web pages - load quickly</p> 	<table border="1"> <tr> <td>compression</td> <td>30. It is possible to 'compress' (squeeze) an image to reduce its file size. Image compression is a type of data compression applied to digital images, to reduce their cost for storage or transmission e.g. sending in emails or use in websites.</td> </tr> <tr> <td>Lossless</td> <td>31. <b>Lossless compression</b> works by rewriting the data so it is stored more efficiently. The quality of the file will stay the same.</td> </tr> <tr> <td>Lossy</td> <td>32. <b>Lossy compression</b> works by removing some of the data. The quality of the file will be reduced.</td> </tr> <tr> <td>GIF</td> <td>33. The <b>Graphics Interchange Format</b> is a bitmap image format which has been widely used on the World Wide Web due to its wide support and portability. It is well-suited for simpler images such as graphics or logos with solid areas of colour as well as transparency and simple animations.</td> </tr> <tr> <td>PNG</td> <td>34. <b>Portable Network Graphics</b> is a bitmap graphics file format that supports lossless data compression. PNG was created as an improved, non-patented replacement for Graphics Interchange Format (GIF), and is the most widely used lossless image compression format on the Internet.</td> </tr> <tr> <td>JPEG</td> <td>35. JPEG is a commonly used method of lossy compression for digital images, particularly for those images produced by digital photography. The degree of compression can be adjusted, allowing a selectable trade off between storage size and image quality.</td> </tr> <tr> <td>TIFF</td> <td>36. Tagged Image File Format, abbreviated TIFF or TIF, is a computer file format for storing raster graphics images, popular among graphic artists, the publishing industry, and photographers. TIFF is widely supported by scanning, faxing, word processing, optical character recognition, image manipulation, desktop publishing, and page-layout applications</td> </tr> </table>	compression	30. It is possible to 'compress' (squeeze) an image to reduce its file size. Image compression is a type of data compression applied to digital images, to reduce their cost for storage or transmission e.g. sending in emails or use in websites.	Lossless	31. <b>Lossless compression</b> works by rewriting the data so it is stored more efficiently. The quality of the file will stay the same.	Lossy	32. <b>Lossy compression</b> works by removing some of the data. The quality of the file will be reduced.	GIF	33. The <b>Graphics Interchange Format</b> is a bitmap image format which has been widely used on the World Wide Web due to its wide support and portability. It is well-suited for simpler images such as graphics or logos with solid areas of colour as well as transparency and simple animations.	PNG	34. <b>Portable Network Graphics</b> is a bitmap graphics file format that supports lossless data compression. PNG was created as an improved, non-patented replacement for Graphics Interchange Format (GIF), and is the most widely used lossless image compression format on the Internet.	JPEG	35. JPEG is a commonly used method of lossy compression for digital images, particularly for those images produced by digital photography. The degree of compression can be adjusted, allowing a selectable trade off between storage size and image quality.	TIFF	36. Tagged Image File Format, abbreviated TIFF or TIF, is a computer file format for storing raster graphics images, popular among graphic artists, the publishing industry, and photographers. TIFF is widely supported by scanning, faxing, word processing, optical character recognition, image manipulation, desktop publishing, and page-layout applications
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<p><b>GIF</b></p> <p>Lossless compression, low resolution images Supports transparency and animation Pronunciation: jiff-like the peanut butter Best use: simple logos, icons, few colors Don't use: for photographs</p>																
<p><b>PNG</b> (24 bit)</p> <p>Lossless compression, larger file sizes Supports transparency. Pronunciation: pee-en-jee Best use: high-res images, transparency Don't use: when file size matters most</p>	<p>Good for high quality pics - slower to download</p> 															
<p><b>TIFF</b></p> <p>Lossless compression, large file sizes Supports a variety of data Pronunciation: tiff Best use: print, working files, vectors Don't use: if the image isn't high-res</p>																

### Purpose of a Digital Graphic

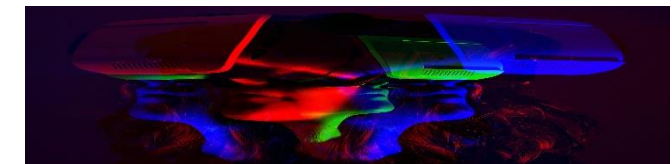
- To Entertain
- To Convey a Message
- To Persuade
- To Advertise
- To Inform
- To Educate

### The client brief includes:

- Information about the client
- Information about the target audience and purpose of the web product
- Technical information about product
  - Site structure of a website
  - Functionality
  - Content
  - Design

### Target audience

You need to know your target audience: Who are they? What kind of things do they do? What products do they use? How old are they? What are they interested in? The answers to these questions and many more will help you better understand the people you are designing for. Getting an understanding of these individuals helps you create with ease and make something you know will relate to them.



### KEMNAL KEY QUESTIONS

- What is the purpose of a visual identity?
- What elements make up visual identity?
- What is the metaverse?
- Which companies use the metaverse?
- How do consumers access the metaverse?
- What technology is needed to use the metaverse?
- Does it cost any money to access the metaverse?

72 dots (pixels) in 1 inch  
72 dpi  
72 dots per-inch

300 dots (pixels) in 1 inch  
300 dpi  
300 dots per-inch

### What is the metaverse?

In science fiction, the "metaverse" is a hypothetical iteration of the Internet as a single, universal, and immersive virtual world that is facilitated by the use of virtual reality and augmented reality headsets. In colloquial usage, a "metaverse" is a network of 3D virtual worlds focused on social connection.