

ADV1162 Raster & Vector

Hitchings

Photoshop

Adobe Photoshop CS5 is the professional standard digital picture & photo editing software. It is best used for photo editing and realistic painting - primarily geared toward digital photo manipulation and photorealistic styles

Illustrator

Adobe Illustrator CS5 software allows designers to create vector artwork (line art). This type of art generally had a clean and flat look. Illustrator is very effective in typesetting and logo design.

Differences between:	Print	(High Res)	Web	(Low Res)
Color:		CMYK		RGB
Measurements:		Inches		Pixels
Resolution (dpi):		High quality (300dpi)		Low quality (72dpi)

Photoshop	Illustrator
Pixel Based	Vector Based
Dots	Lines

Cross Platform -Mac/PC

Limited Monitors (4 bit or 16 bit color)

Color Calibration -monitors do not always display colors accurately

Gamma -dictates the brightness and contrast of computer display (Macs typically brighter than PCs.)

Working with desktop publishing (DTP) software:

Images are often created in programs like Illustrator and Photoshop. Images that you import into InDesign must always be saved in the same folder as your layout file.

The typefaces that you chose to work with must always be loaded on the computer before you launch the application to work on your file.

File extensions that are recognized by all programs are known as universal file extensions:

These include: .tif, .gifs, .eps, .jpeg, .PNG, .PDF... 'Universal file extension' means you can view the files on any computer even if you do not have the software that originally made the file. Web file formats are compressed file formats (gifs, jpegs, PNG). This means they are low quality and have small file sizes.

Not all file extensions are universally recognized. For example .ai (Illustrator), .psd (Photoshop), .indd (InDesign) are only recognized by Adobe programs, because they are made by Adobe. So if you do not have the program on your computer you are not able to view the files.