

## UNIT 10

### IMAGES AND GRAPHIC DESIGN

**Objectives:** at the end of the lesson, students will be able to:

1. understand the role of images in graphic design;
2. explain image resolution and its impact on quality;
3. create effective visual designs.

**Lead-in:** Discuss why images are important in communication and design (to convey information, attract attention, etc.).



A graphic design image is defined as an image that is used to convey a message. Graphic design images can be photographs or can be carefully crafted illustrations.

Images that are generated by a computer are called computer graphics. Examples are photographs, drawings, line art, mathematical graphs, line graphs, charts, diagrams, typography, numbers, symbols, geometric designs, maps, engineering drawings, or other images. Graphics often combine text, illustration, and color.

### Vocabulary Building

#### Key Terms

**Pixel** – is one of the small dots that make up an image on a computer or television screen

**Example:** Increase the number of pixels in the image.

**Exposure** – a single photograph on a piece of film, or the amount of time a piece of film is open to the light when making a photograph

**Example:** There are twenty-four exposures on this film.

**JPEG** – (Joint Photographic Experts Group) is a kind of computer file used to store pictures on a computer

*Example: Sam sent me a JPEG of her family having Christmas dinner, but I can't open it.*

**Graphics** – are images on a computer, in a book or magazines, etc.

*Example: These computer games rely on 3-D graphics.*

**Resolution** – is the ability of a computer or camera to produce a clear and detailed image

*Example: This camera has a high-resolution image.*

**Tint** – is a small amount of color in something

*Example: The evening sky was deep pink, with tints of purple and red in it.*

**Resize** – is to make an image on a computer bigger or smaller

*Example: Resize the picture and make it smaller.*

**Crop** – to cut off some or all of the edges from a photograph, leaving only the most important part

*Example: He cropped the photo so that only the face remained.*

**Graphic editing program** -is a computer program that lets you change different aspects of an image

*Example: Adjust the contrast using a graphic editing program.*

**Contrast** – an obvious difference between two or more things

*Example: I like the contrast of the white trousers with the black jacket.*

**Symmetry** - the quality of having parts that match each other, especially in a way that is attractive, or similarity of shape or contents

*Example: The design of the house had a pleasing symmetry, its oblong shape being picked up in its elongated windows.*

## **Reading**

Images play a crucial role in graphic design, where pixels form the building blocks of digital graphics. The resolution of an image, measured in pixels per inch (PPI) or dots per inch (DPI), determines its clarity and quality. Formats like JPEG compress images to balance file size and quality, while tint adjustments control color variations to achieve desired visual effects in designs. Understanding these elements helps designers create impactful visuals that communicate effectively across various media platforms.

**Activity:** quiz to check comprehension

Can you fill in the blanks with the correct terms from the text?

1. Images in graphic design are made up of small units called \_\_\_\_\_.
2. The \_\_\_\_\_ of an image determines its clarity and quality.
3. JPEG is a format that balances \_\_\_\_\_ and quality in images.
4. Adjusting \_\_\_\_\_ helps control color variations in designs.
5. Understanding these elements helps designers create impactful visuals across various \_\_\_\_\_ platforms.

**Activity:** Watch a video on how to use elements of design in Canva and answer the questions.

<https://www.youtube.com/watch?v=dVb7YAMBCII&list=PLATYfhN6gQz9OO7qe9FILY4NrfvWCbdGl&index=2>

<https://edpuzzle.com/content>

### **CCQ (Comprehension Checking Questions):**

1. What is the keyboard shortcut to add a line in a Canva design?
2. What is the keyboard shortcut for adding a text box to your design?

**Activity:** Project-Based Learning. Using graphic designing in Canva

Using Canva for graphic design is straightforward and user-friendly. Here's a step-by-step guide to help you get started:

### **Getting Started**

#### **1. Sign Up/Login:**

Go to Canva's website ([www.canva.com](http://www.canva.com)) and sign up for an account using your email, Google, or Facebook account. If you already have an account, simply log in.

#### **2. Choose a Design Type:**

Once logged in, Canva will present you with a variety of design types such as social media posts, presentations, posters, etc. Choose the type of design you want to create.

#### **3. Select a Template:**

Canva offers numerous templates to choose from. Browse through the template library or use the search bar to find a specific style or theme.

#### **4. Customize Your Design:**

After selecting a template, you can customize it extensively:

**Text:** Click on any text box to edit the text, change fonts, colors, and alignment.

**Images:** Upload your own images or choose from Canva's extensive library of stock photos and illustrations. Drag and drop images into your design.

**Backgrounds:** Change the background color or choose an image as your background.

**Elements:** Add elements like shapes, icons, lines, and illustrations to enhance your design. These can be found in the "Elements" tab on the left-hand side.

### **5.Arrange and Align:**

Use the toolbar at the top to arrange your elements (e.g., bring to front, send backward) and align them perfectly.

### **6.Use Canva's Features:**

Explore additional features like charts, graphs, frames, and stickers available under the "Elements" and "More" tabs.

### **Saving and Downloading**

#### **7.Save Your Design:**

Canva automatically saves your work as you go. However, you can manually save by clicking the "File" menu and selecting "Save" or "Save as template" if you want to reuse the design as a template.

#### **8.Download Your Design:**

Once you're satisfied with your design, click the "Download" button at the top-right corner. Choose your preferred file format (e.g., JPG, PNG, PDF) and quality, then click "Download" to save it to your device.

### **Home assignment**

Edit some of the images using graphic designer software like Canva.

