

GRAPHICS FOR COMPUTERS

Work in a screen size compatible between Mac and Windows platforms (640 x 480, 800 x 600, 1024 x 768). Remember that the larger the screen the more real estate the file will take on your hard drive or on the CD-ROM.

Progressive scanning means no interlaced scanning. No jiggles. One pixel lines are okay.

Font size depends on end product. Smaller font is used often for print pieces, while larger for interactive touch screens. Remember, user is probably 18 - 24 inches from monitor.

Work in RGB and choose from millions of colors.

Work in 72ppi for final product. Choose work files at higher resolution for better quality then size them to 72ppi.

Treat your screen as a canvas, using traditional theories of eye movement, form, color, light sources.

For WEB pages, use Web colors for the best quality image. Avoid small, dark images. Think eye comfort and do not create eyestrain by using black background with white fonts, or green with red fonts, etc. Complementary colors are difficult to read in a font/background relationship. Remember that substantial portion of male population has a form of color blindness.

GRAPHICS FOR VIDEO

Determine size of screen for graphics.

Create graphics: NTSC TV system use	720ppi x 534ppi
PAL TV system use	768ppi x 480ppi

Before importing to editing software programs convert

NTSC TV system to	720ppi x 480ppi
PAL TV system to	720ppi x 576ppi

Choose colors for graphics that are NTSC and PAL compatible

The saturation should be less than 90%

The brilliance should be less than 80%

RGB values should be less than 230

Work in RGB

Work in 72ppi

Work within safe area (first 10% edge of screen is lost in video transmission). For safe titles work within 80% of screen. (go to mediaprofessionals.org to get a copy that you can use in your work area)

Size of font at least 24pt

Interlaced scanning:

Be careful of fonts with serifs. Use fonts that have horizontal lines in multiples of two, to keep from jiggling lines.

Do not use 1 pixel lines, 3 pixels lines, odd numbered line widths.

If possible, work with an NTSC monitor next to your RGB monitor to see how the image/text translates.

Hot Tips

#1

When modifying an original Photoshop file, always make a duplicate first!

#2

Adjust a light photograph in Photoshop by duplicating the layer, setting the blending mode to multiply. It becomes more saturated.

#3

Adjust a dark photograph in Photoshop by duplicating the layer, setting the blending mode to screen. The dark areas are seen in greater detail.

#4

Know how your graphics will be displayed: a television monitor, a computer screen, a letterboxed DVD or HDTV? Then pick the correct size of screen on which to build your graphics.

#5

When producing graphics that will be seen on television monitors, do not use 1 pixel, 3 pixel or odd pixel-numbered lines because of interlaced scanning.

#6

When producing graphics that will be seen on television monitors, do not use overly-saturated colors or very bright colors. Avoid reds for text.

#7

Watch out for TV safe areas and title safe areas when producing graphics on a computer screen that will be seen on a television screen.