

Multimedia

Key Terms

Bitmap Image = a type of graphic file, most often used for continuous-tone photographic images, composed of an array of pixels.

Vector Image = an image whose content is defined by lines and curves and measured by mathematical vectors.

JPEG(Joint Photographic Experts Group)= a compressed bitmap file format designed for photographic images.

- every time you resave you lose image quality
- 16.8 million colors
- variable resolution
- does not support transparency

GIF(Graphics Interchange Format)= a bitmap file format that is widely used for the display of graphics on the Web.

- when you resave you do not lose image quality
- 256 colors or less
- best for solid color images
- resolution 72 only
- supports transparency
- supports animation

PNG(Portable Network Graphics)= a bitmap file format that is widely used for the display of graphics on the Web. PNG was created to improve and replace GIF format.

- achieve greater compression than GIF
- does not support animation
- solid color images / photographic images
- variable resolution
- supports transparency

PSD= Photoshop file

AI= Illustrator file

LIV= LiveMotion file

PDF= Portable Document Format. Read or print only.
No formatting allowed.

HTML= Hypertext Markup Language. Uses tags to define structural elements of documents published on the Web.

MOV= Quicktime movie.

SWF= Macromedia Flash file. Animation file format

Browser= visual interface that interprets web documents.
(Internet Explorer, Safari, FireFox)

Clip Art= ready made illustrations

Compression = makes a file smaller-not in dimension, but in file size.
For example a 150x150 pixel image in Photoshop format might be 90k while the same 150x150 pixel graphic in gif format might be 3k.
Compression is important on the Internet because it allows files to download quickly.