Justifying the software, tools, file format, image resolution, and colour depth used for creating graphic images

Adobe Photoshop CS5

The software that I have used for creating my graphic images which were the postcard, business card and poster was Adobe Photoshop CS5. Using this software allowed me to access and use tools and features such as controls, being able to manage my image, compression once I finished my poster, finally saving it in the JPEG file format ready to be printed. Adobe Photoshop is also a good software to use as it is best known for being able to manipulate images.

Tools

The tools that I had used whilst creating the poster were tools such as Layers, using them to place images and text in certain areas around my poster and using them for effects such as clipping masking for the images or even to enhance text. Another tool I have mostly used is the move tools, being able to click and select items (mostly images and text) to move around and place them in preferred areas of the page. To do with the thinking bubble in the centre of the page, I used masking. A tool that had to go with making everything look clean and cropped was the magnetic lasso tool, having to crop out areas of the image to get the correct fit into the thinking bubble making everything look perfect.

The text tool was also a main part of my poster, having using text to promote the poster with persuasive words and being edited to stand out. To get a correct view of the poster, by using the room tool I was able to see exactly which areas were needed to crop, or even to paint over with the paint brush tool if needed. Another tool that I have made use of is the rectangle and ellipse tool, creating shapes such as a rectangle and an oval, filling them with colour to make them look appropriate.

For text, whilst typing out the text on my business card I have produced, I used the blending tools to give the text some effects in order to make it stand out on the card.

File format

Whilst editing the graphic designs the file format which is used is the PSD format. The Photoshop format. With this file format, as a user I am able to edit and save images as well as being able to save them in all sorts of other file formats such as GIF, PNG or even BMP. The file format that I have used to save the poster as is JPEG, a bitmap format which uses lossy compression so that whilst being compressed, not much data is lost, leaving the poster looking as good as it did whilst being edited.

Image properties