

Storyboard Overview

RLO	Making the Mark: Print and Web Specs for Beginners
Description	An introduction to print and web file specifications.
Duration	13 total slides, including title slide
RLO Objective	Differentiate between print and web file specifications, including color modes, image resolutions, units of measurements, and file formats.
Topics	1. Prerequisite Knowledge
	2. Introduction
	3. Image Resolution
	4. Color Modes
	5. Units of Measurements
	6. File Formats
	7. Altering Files
	8. Knowledge Check (4 total slides: 3 questions, results slide)
	9. Course Credits
Media	Mindmeister, Microsoft Word, Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe Audition, Adobe InDesign, Vyond, Articulate Storyline
Programming Notes	<p>Need closed captions and accessible text options</p> <p>On each slide, there should be a hamburger menu that slides in and out when selected. Navigation menu should display each of the slides (Home, Confidence Check, Introduction Image Resolution, Color Modes, Units of Measurement, File Types, Saving Files, Knowledge Check, Course Credits). Either a checkmark or a lock should be displayed to the right of the slide titles depending on whether the learning content slide has been completed or not yet. True-false variables and triggers should be set on each learning content slide to track when users complete a slide.</p> <p>A progress bar should update as the learner progresses through each slide.</p> <p>“Continue” and “Back”</p> <p>See prototype for all graphics and styling.</p>

Screen Title	Title Slide	
On-Screen Text	Making the Mark Web and Print Specs for Beginners	
Programming Notes		
Top Buttons		
Bottom Buttons	Begin	
Graphics	Logo	

Screen Title	Confidence Check
On-Screen Text	By the end of this course, you should be able create, alter, and save web and print files according to designated web and print specifications. Before we begin, let's check your previous experience.
Programming Notes	When user selects "Submit," the corresponding feedback window should pop up (as a slide layer). If user does not make a selection, show an error message below question in red with an alert icon: "Please make a selection to continue."
Top Buttons	Navigation menu
Bottom Buttons	Play/pause, volume, closed captions
Graphics	computer graphic and printer graphic for main screen, clipboard graphic for feedback window

Question	How confident do you feel navigating the differences between web and print file specifications?	
Choice	Feedback	Pop-up Buttons
a. Very confident! I'm an expert.	Great! The following topics should be a breeze. We'll review image resolution, color modes, units of measurements, file formats, and how to alter and export files. First, let's discuss why these different guidelines are so important to design.	Continue
b. Eh, I feel okay, but a refresher could help.	Hey, that's a start. Now let's dig in deeper. We'll review image resolution, color modes, units of measurements, file formats, and how to alter and export files. First, let's discuss why these different guidelines are so important to design.	
c. A bit nervous. I'm a total rookie.	No worries! You'll be an expert in no time. In this course, we'll cover image resolution, color modes, units of measurements, file formats, and how to alter and export files. First, let's discuss why these different guidelines are so important to design.	
Menu Buttons	Submit	

Screen Title	Introduction
On-Screen Text	<p>“Video Introduction” overlaid over video with play button.</p> <p>Voiceover Narration script:</p> <p>[Ana is printing out a community flyer she designed to advertise a new program at the nonprofit she works out. She takes the paper out and gives yuck face.]</p> <p>Ana: Oh no...</p> <p>Carrie [passing by]: What’s the matter, Ana?</p> <p>Ana: It’s this flyer. The file looked great on my computer, but when I printed it out, the colors warped, and now, the image looks blurry. I don’t know what happened.</p> <p>[Zoom in on paper which shows a blurry image and bad colors.]</p> <p>Carrie: Well, did you prepare the file for print?</p> <p>Ana: (lifts eyebrow): Prepare the file? What do you mean?</p> <p>Carrie: Print and web files have different requirements to ensure images display correctly.</p> <p>Ana: Requirements? Like what?</p> <p>Carrie: Color modes, image, size, file types...</p> <p>Ana: Oh... I didn’t realize. What am I going to do? (Crumples paper up)</p> <p>Carrie: Well, it’s not too late to fix the file now.</p> <p>Ana [frowns]: I was planning to start hanging these up today after lunch. I doubt I'll make the deadline now if I have to spend this afternoon revising.</p> <p>Carrie: I think you just might! Learning the correct specifications is easier than you might believe. Here, follow me, and I’ll show you!</p> <p>Ana (looks up, hopeful): Thanks, Carrie.</p>
Programming Notes	User can control play, pause, and stop buttons.
Top Buttons	Navigation menu
Bottom Buttons	Play/pause, volume, closed captions
Graphics	<p>Animated Vyond video; feel free to stray from script notes depending on what actions, expressions, and prompts are allowed by Vyond. Carrie is Ana’s supervisor and should appear friendly in professional clothing. Ana is an entry-level new employee eager and full of fresh new ideas. They should be in an office with a printer visible in the video.</p>

Screen Title	Image Resolution
On-Screen Text	<p>If you’ve ever bought a new TV or cell phone, chances are you’re already familiar with image resolution. Resolution measures the sharpness of an image. It’s often noted by the total number of pixels per inch that can be displayed in an image for digital images (ppi) and the total number of ink dots per inch (dpi) for printed</p>

	<p>images. Setting the correct image resolution will help you retain high-quality graphics and reduce loading times.</p> <p>Select each icon below to learn more about the recommended resolutions for print and web.</p> <p>Print (piece of paper icon): 300 DPI Given their fixed physical sizes, print files can handle more pixels per inch. Set print files at 300 dpi to retain high-quality graphics that are clear and readable.</p> <p>Web (desktop icon): 72 PPI Web files should be set at 72 ppi (pixels per inch) to ensure pixels remain barely discernable. You'll often hear this measurement dubbed as screen resolution. ...</p> <p>A changing future (rocket icon): As technology continues to rapidly improve, digital screen displays are also improving and can now handle higher image resolutions. Still, unless, you're working with some very web specific guidelines, 72 ppi is still your best bet when working with digital files to prevent lagging.</p>
Programming Notes	When a user selects each icon, a pop-window with the corresponding text should pop up.
Top Buttons	Navigation menu
Bottom Buttons	Play/pause, volume, closed captions
Graphics	Paintbrush background, piece of paper icon, desktop icon, rocket icon

Screen Title	Color Modes
On-Screen Text	<p>Did you know there are two types of color modes that determine how color is distributed and mixed? Which mode you use depends on your art medium. Are you a photographer working with light or a painter working with pigment? Flip through the topic carousel to learn about print and web color modes.</p> <p>CYMK (CYMK graphic) Because printed images use layers of inks to produce your designated colors, print files should be set in a CYMK (cyan, yellow, magenta, key/black) color mode. This 4-color process color mode is subtractive. Together, all four colors produce black while the absence of color produces white.</p> <p>RGB (RGB graphic) Web files should be set in an RGB (red, green, blue) color mode since screen displays use light to show colors on a screen. This color mode is additive. Together, the three primary colors red, green, and blue produce white while the absence of color produces black.</p> <p>True Black (True black graphic) “True black” refers to the richest and most concentrated shade of black achievable in a CYMK print file. While it’s possible to use only black ink, blending a small percentage of each primary color pigment adds more depth to the printed image, especially in large areas of black ink. The most used values are C – 75, Y – 68, M – 67, K – 90, but check with specific printers to confirm their guidelines.</p>
Programming Notes	When a user selects the right and left arrows, a new “card” opens within the main screen. Users can click the bottom circles to learn more about each topic.
Top Buttons	Navigation menu
Bottom Buttons	Play/pause, volume, closed captions
Graphics	Color book background, CYMK color profile visualization, RGB color profile visualization

Screen Title	Units of Measurement
On-Screen Text	<p>Choosing the best unit of measurement according to your file type can alleviate the design process, particularly when it comes to balance and alignment. Select each tab below to learn more about common units.</p> <p>Inches Set the units of measurements in your print files to inches to easily visualize your image's actual size and printing parameters like margins, blank spacing around the inside edges of the final page trim. The trim line reflects your image's final size. Print margins often range from ¼ to ½ inch. Don't forget to also add a .125-inch bleed, blank spacing around the outside edges of a page, to ensure your file prints to the trim line.</p> <p>Pixels Since screen resolution is calculated by pixel density, measure your digital design files in pixels. Each square unit displays one color. In web design, padding is the space between an image and its border. A nice go-to? 20-30px. Borders separate content and add focus. Margins denote spacing outside the border.</p> <p>Points 9 pts. [sized 9 pts.] 18 pts. [sized 18 pts.] Points are commonly used in typography to measure the size of your type in a text box or document. One point represents 1/72 of an inch.</p> <p>Picas Equaling about 1/6 of an inch, picas are most often used to measure column width and depth in typography. 1 inch=72 points=6 picas</p>
Programming Notes	Accordion menu: when a user selects the arrow on each tab, the tab should expand and open up more information.
Top Buttons	Navigation menu
Bottom Buttons	Play/pause, volume, closed captions
Graphics	Ruler graphics for inches, pixels, points, and picas Trim/margins/bleeds visualization Margins/padding visualization

Screen Title	File Types
On-Screen Text	Now that you know the necessary elements that how to set up a file, let's talk about saving files.

	<p>TIF: A tif file is the best format to save a high-quality print file with multiple pages and/or a transparent background.</p> <p>JPG: A jpg file is the best format to save a web file that can be compressed, accessed, and shared.</p> <p>PNG: A png file is the best format to save a web file with a transparent background and/or sharp contrast values such as an illustration.</p> <p>PDF: A pdf file is the best format to save a print document file that can be easily accessed and shared.</p> <p>GIF: A gif file is the best format to save an animated web file that can be easily accessed and shared.</p>
Programming Notes	When user clicks on each flashcard, it should “flip” to reveal backside.
Top Buttons	Navigation menu
Bottom Buttons	Play/pause, volume, closed captions
Graphics	Flashcards labeled with file types

Screen Title	Saving Files
On-Screen Text	<p>“Video Introduction” overlaid over video with play button.</p> <p>Voiceover Narration script:</p> <p>[Ana and Carrie at Ana’s computer, Carrie pointing]</p> <p>Carrie: Although most Adobe Creative Suite applications allow you to change presents after you created a file, Photoshop is one of the easiest programs to use if you want to change the color mode and image resolution of an already completed file.</p> <p>Ana: Great. I used Photoshop to create the flyer.</p> <p>[Opens flyer in Photoshop]</p> <p>Carrie: This will be a cinch then. Open the file, and I’ll show you how to prepare it for print. First, you’ll need to convert your color mode from RGB to CMYK. Scroll down from Image to Mode and select CMYK mode. Be sure to save your layers and don’t flatten or rasterize your image if you want to edit it later. Next, scroll down again from Image and select Image Size. Change the resolution to 300 pixels per inch. To finish, all we need to do is export the file as a tiff or PDF. If you’re planning to share this file with other folks, PDF might be your best option. Scroll down from File and select Save As. Then, change the file format to PDF. You can then edit the PDF settings if you want to compress the image or save your layers for future editing. Now you’re ready to print!</p> <p>[Zoom out]</p> <p>Ana: Wow, the flyer looks so much better now. I just have one more question before we finish up. How do I make sure I set the correct presents when I create a new file?</p> <p>Carrie: You can often set these factors from the get-go. You can also change them even if the middle of the design process too.</p> <p>Ana: This is starting to sound a little confusing.</p> <p>Carrie: It can be sometimes. Depending on what design application you use, you can change the printer setup, resolution, and file quality even when you’re at the last step of exporting an image. Changing these factors can get complicated quickly. We only have time to cover the basics today, but if you’d like to check out some additional resources, I can send you some links to review later.</p> <p>Ana: That’d be great.</p> <p>Carrie: And Ana?</p> <p>Ana: Yes?</p> <p>Carrie: One last note of advice: It’s always good to test your image by previewing it on a web application or requesting a proof—a print sample from a professional printer. And always be sure to save a copy of your file too.</p> <p>Ana: Got it. Thanks for your help today, Carrie!</p> <p>Carrie: No problem!</p>
Programming Notes	User can control play, pause, and stop buttons.

Top Buttons	Navigation menu
Bottom Buttons	Play/pause, volume, closed captions
Graphics	<p>Animated Vyond video; feel free to stray from script notes depending on what actions, expressions, and prompts are allowed by Vyond. Carrie is Ana's supervisor and should appear friendly in professional clothing. Ana is an entry-level new employee eager and full of fresh new ideas. They should be in an office with a printer visible in the video.</p> <p>A screen-captured video showing the steps of how to alter a web file to a print in Photoshop should also be included.</p>

Screen Title	Knowledge Check
On-Screen Text	Now that we've covered the basics of formatting files, let's test what you've learned so far. Apply your new knowledge to answer the question below and help Ana correctly format her file.
Programming Notes	Show designated feedback layers for incorrect and correct answers. If user does not make a selection, show an error message below question in red with an alert icon: "Please make a selection to continue."
Top Buttons	Navigation menu
Bottom Buttons	Submit
Graphics	Question screen: On the right-hand side, show a screenshot of Ana from the animated Vyond videos looking hesitant For the correct answer: On the right-hand side, show a screenshot of Ana from the animated Vyond videos looking triumphant For incorrect answers: On the right-hand side, show a screenshot of Ana from the animated Vyond videos looking defeated

Question #1	Ana is creating a promotional poster for a community blood drive next week. Which set of specifications should she follow to ensure her file prints clearly?	
Choice	Feedback	Buttons
Image resolution: 72 pixels, color mode: RGB, file type: JPG, 25 px margin	Incorrect. Unfortunately, with these settings, Ana's printed poster will likely end up blurry, and the colors may warp. Additionally, without a bleed, the image may not print all the way to the edge of the page. A 72-ppi image resolution, RGB colors, JPG file format, and pixel measurements are better suited for a web-based graphic.	Try Again Next
Image resolution: 72 pixels, color mode: CYMK, file type: GIF, 25 px margin	Not quite. While using CYMK colors is ideal for printing, saving this file as a GIF with a 72-ppi image resolution will likely produce blurry and pixelated printed posters. Additionally, without a bleed, the image may not print all the way to the edges of the page.	Try Again Next
Image resolution: 300 pixels, color	Almost... While saving a file as a TIF with a 300 -dpi image resolution is ideal for printing, sing RGB colors will likely warp	Try Again Next

mode: RGB, file type: TIF, no bleed	the intended colors in Ana's printed posters. Additionally, without a bleed, the image may not print all the way to the edges of the page.	
Image resolution: 300 pixels, color mode: CYMK, file type: PDF, .125in bleed	Correct: Correct! Saving this file as a PDF with a 300-dpi image resolution and CYMK colors is a perfect solution to ensure Ana's printed posters are vibrant and clear. Additionally, a .125in bleed will ensure the image prints all the way to the edge of the page.	Next

Screen Title	Knowledge Check
On-Screen Text	Now that we've covered the basics of formatting files, let's test what you've learned so far. Apply your new knowledge to answer the question below and help Ana correctly format her file.
Programming Notes	Show designated feedback layers for incorrect and correct answers. If user does not make a selection, show an error message below question in red with an alert icon: "Please make a selection to continue."
Top Buttons	Navigation menu
Bottom Buttons	Submit
Graphics	Question screen: On the right-hand side, show a screenshot of Ana from the animated Vyond videos looking hesitant For the correct answer: On the right-hand side, show a screenshot of Ana from the animated Vyond videos looking triumphant For incorrect answers: On the right-hand side, show a screenshot of Ana from the animated Vyond videos looking defeated

Question #2	Ana is creating a banner with a transparent background for her company's website. Which set of specifications should she follow to ensure her web file displays well?	
Choice	Feedback	Buttons
Image resolution: 72 pixels, color mode: RGB, file type: JPG	Not quite... While using a 72-ppi image resolution and RGB colors are ideal for web-based images, saving this file as a JPG will remove the transparency of the banner's background.	Try Again Next
Image resolution: 72 pixels, color mode: RGB, file type: GIF	Not quite... While using a 72-ppi image resolution is idea for web-based images, saving this file as a GIF with CYMK colors will alter the intended background and colors of Ana's banner.	Try Again Next
Image resolution: 72 pixels, color mode: RGB, file type: PNG	Correct! Saving this file as a PNG with a 72-ppi image resolution and RGB colors is a perfect solution to ensure Ana's banner displays crisply with a transparent background.	Next
Image resolution: 300 pixels, color mode: CYMK, file	Not quite... While saving a file as a PNG ensure a transparent background can be included, 300-dpi image resolutions and	Try Again Next

type: PDF, .125in
bleed

CYMK colors are better suited for print file
formats.

Screen Title	Knowledge Check
On-Screen Text	Now that we've covered the basics of formatting files, let's test what you've learned so far. Apply your new knowledge to answer the question below and help Ana correctly format her file.
Programming Notes	Show designated feedback layers for incorrect and correct answers. If user does not make a selection, show an error message below question in red with an alert icon: "Please make a selection to continue."
Top Buttons	Navigation menu
Bottom Buttons	Submit
Graphics	Question screen: On the right-hand side, show a screenshot of Ana from the animated Vyond videos looking hesitant For the correct answer: On the right-hand side, show a screenshot of Ana from the animated Vyond videos looking triumphant For incorrect answers: On the right-hand side, show a screenshot of Ana from the animated Vyond videos looking defeated

Question #3	Ana wants to alter a print flyer to share it on one of her company's social media pages. Which set of specifications should she follow to ensure her web file displays well?	
Choice	Feedback	Buttons
Image resolution: 72 pixels, color mode: RGB, file type: JPG	Correct! Saving this file as a JPG with RGB colors and a 72-ppi image resolution is a perfection solution to ensure Ana's flyer displays clearly and vibrantly on the web.	Next
Image resolution: 72 pixels, color mode: RGB, file type: PDF	Not quite... While using a 72-ppi image resolution and RGB colors are ideal for web-based images, PDF file are generally used for documents and print files. Digital social media applications often only allow uploads of JPG, PNG, and occasionally, GIF files.	Try Again Next
Image resolution: 300 pixels, color mode: CYMK, file type: JPG	Not quite... While JPG files are often well-suited for web-based graphics, saving this file with a 300-dpi image resolution and CYMK colors may warp the flyer's intended colors and make it difficult to load.	Try Again Next

<p>Image resolution: 300 pixels, color mode: CMYK, file type: PDF</p>	<p>Incorrect. Saving this file with a 300-dpi image resolution and CMYK colors may warp the flyer's colors and make it difficult to load. Furthermore, PDF files are generally used for documents and print files. Digital social media applications often only allow uploads of JPG, PNG, and occasionally, GIF files.</p>	<p>Try Again Next</p>
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Screen Title	Knowledge Check
On-Screen Text	(at bottom of slide after results information) Resources Image size and resolution: https://helpx.adobe.com/photoshop/using/image-size-resolution.html Convert between color modes: https://helpx.adobe.com/photoshop/using/image-size-resolution.html Rulers: https://helpx.adobe.com/photoshop/using/rulers.html Export files in Photoshop: https://helpx.adobe.com/photoshop/using/export-artboards-layers.html
Programming Notes	Show designated summative feedback slides depending on number of questions users got correct. (Set triggers on each question slide to track users.) Embed links and convert resource text to hyperlinks.
Top Buttons	Navigation menu Back Credits
Bottom Buttons	Retry Course Exit Course
Graphics	Circle with number of correct questions inside; paperclip icon

0/3

On-Screen Text	Looks like you still have some studying to do. You answered none of the questions correctly, proving you're not yet reading to start applying these new principles to your own work. Knowing when to use which setting will also start to feel more intuitive the more you practice. Below, you'll also find a few articles from Adobe on formatting files in Photoshop in case you'd like to dive deeper into web and print file specifications.
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1/3

On-Screen Text	Looks like you still have some studying to do. You answered one of three questions correctly, proving you're not yet reading to start applying these new principles to your own work. Knowing when to use which setting will also start to feel more intuitive the more you practice. Below, you'll also find a few articles from Adobe on formatting files in Photoshop in case you'd like to dive deeper into web and print file specifications.
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2/3

On-Screen Text	You're nearly there! You answered two of three questions correctly, proving you're almost able to start applying these new principles to your own work. Knowing when to use which setting will also start to feel more intuitive the more you practice. Below, you'll also find a few articles from Adobe on formatting files in Photoshop in case you'd like to dive deeper into web and print file specifications.
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3/3

On-Screen Text	Nice work! You've answered all three questions correctly, proving you're now able to start applying these new principles to your own work. Knowing when to use which setting will start to feel more intuitive the more you practice. Below, you're also find a few articles from adobe on formatting files in Photoshop in case you'd like to dive deeper into web and print file specifications.
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Screen Title	Title Slide
On-Screen Text	<p>Course Credits</p> <p>Copyright © 2022 Winona León. “Making the Mark: Assess your Access” was written and designed by Winona Leon for personal use and submitted to the University of Wisconsin-Stout in partial fulfillment of the requirements for the Graduate Certificate in Instructional Design.</p> <p>All photos and icons used are free for personal and commercial use and do not require attribution.</p>
Programming Notes	
Top Buttons	
Bottom Buttons	Begin
Graphics	Logo

