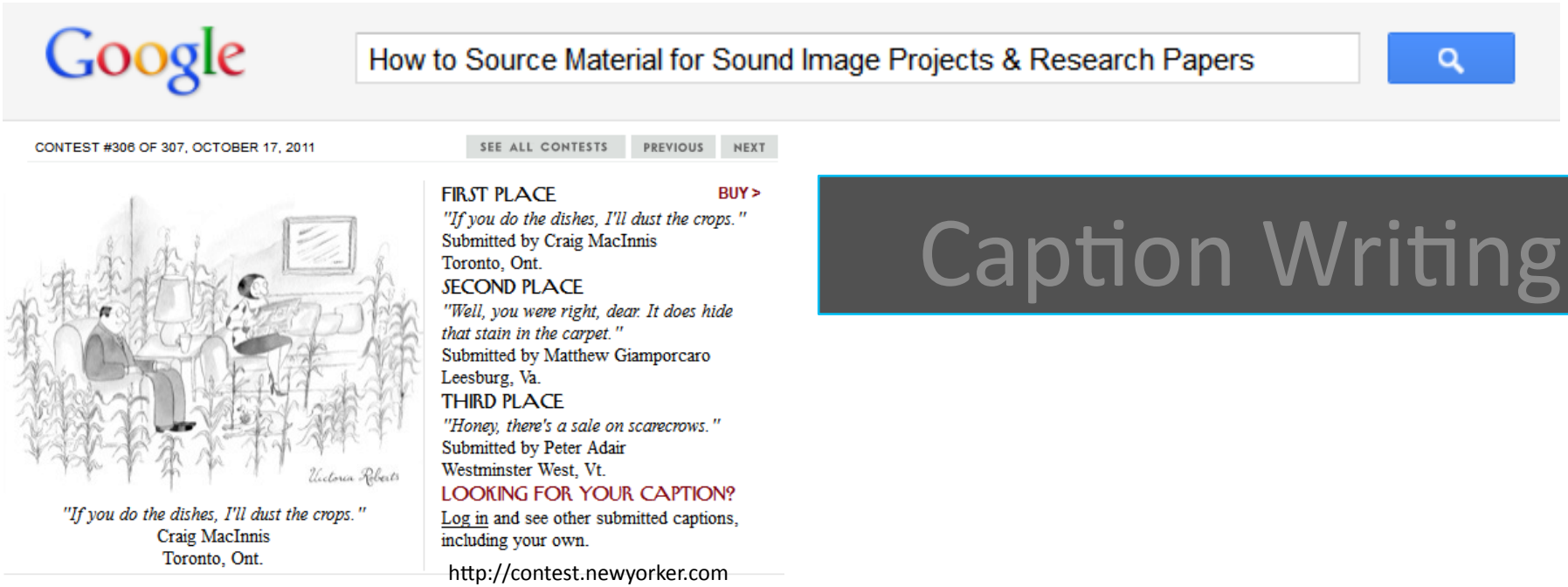
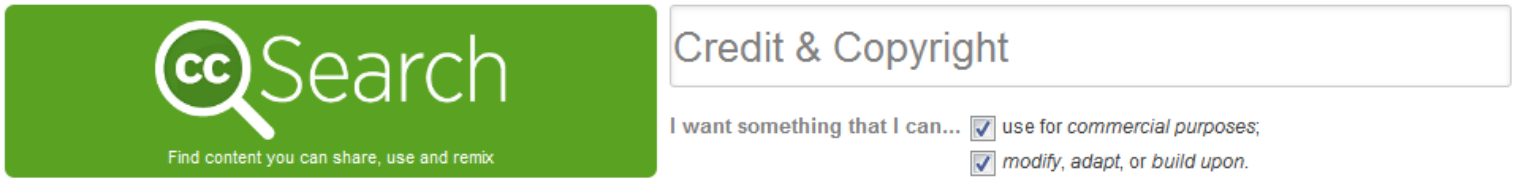
# How to Source Material for the NMD100 Website and Screencast Projects




## Caption Writing

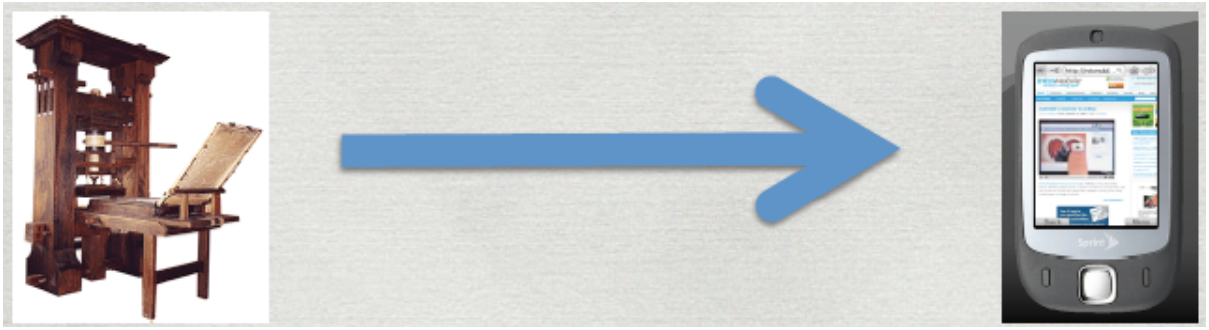
# Credits & Copyright



# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Graphics

The rise of personal computing and the exponential growth of the Web have revolutionized information publishing, liberating it from the physical constraints of ink and paper. However, no matter how much more powerful our tools nor how few limits we have, the age old question must still be answered:



*What are the most effective uses of graphics, and what's the best way to integrate words and images into an understandable story for the user?*

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Graphics

Establishing Identity: Boundaries

A consistent interface and identity graphics across a collection of Web pages define the boundaries of a Web “site”.

Identifying graphics do not need to be elaborate, they must just be consistent.

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Graphics

Graphics serve a number of purposes as elements of content.

### Diagrams

Quantitative graphics and process diagrams can explain concepts visually.

### Quantitative Data

Numeric charts can help explain financial, scientific, or other data.

### Illustrations

Graphics can show you things, bringing pieces of the world into your document.

### Analysis and Causality

Graphics can help take apart a topic or show what caused it.

### Integration

Graphics can combine words, numbers, and images in a comprehensive explanation

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Illustrations

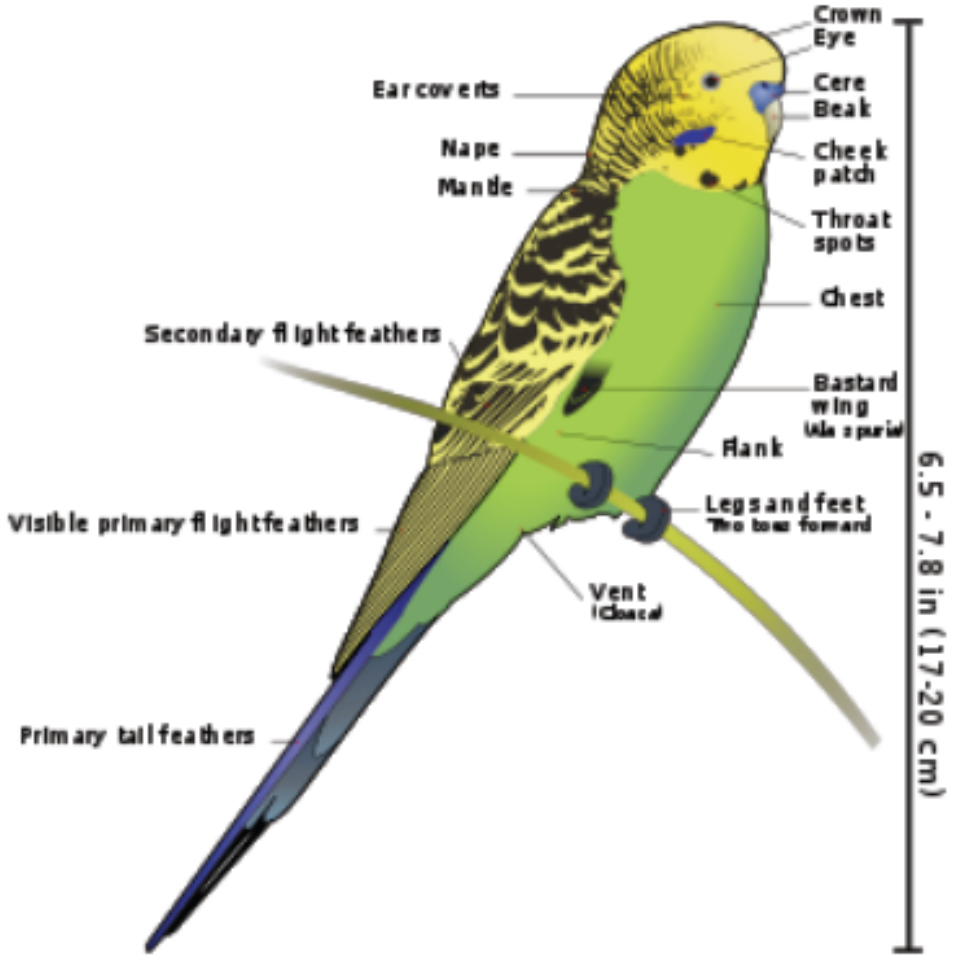
With the enormous range of display colors, and color graphics available on the Web it is often easier to *display a thousand* words of description with a illustration or photograph.

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Diagrams and Quantitative Data

Most chart graphics work as well on displays as they do in print, but screen resolution (72–90 pixels per inch) does show its limitations when displaying complex charts and diagrams on the computer.

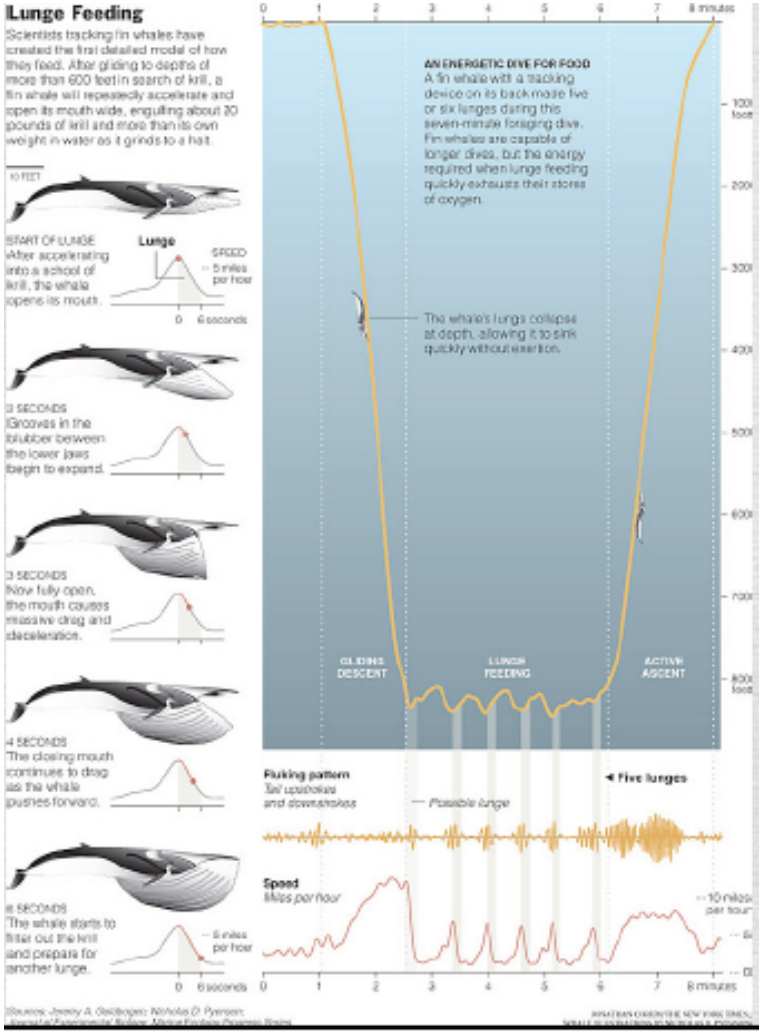
*Labels typography is particularly easier to see in print (300+* dots per inch) and must therefore be optimized for legibility on the Web.



# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Integrated Visual Presentations

Multifaceted information graphics often integrate three-dimensional illustrations, and extensive captioning in freeform layouts that become visual narratives capable of explaining complex concepts and natural phenomena.



# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Characteristics of Web Graphics

The two main parameters that influence the display of graphics on the Web are screen resolution and bandwidth.

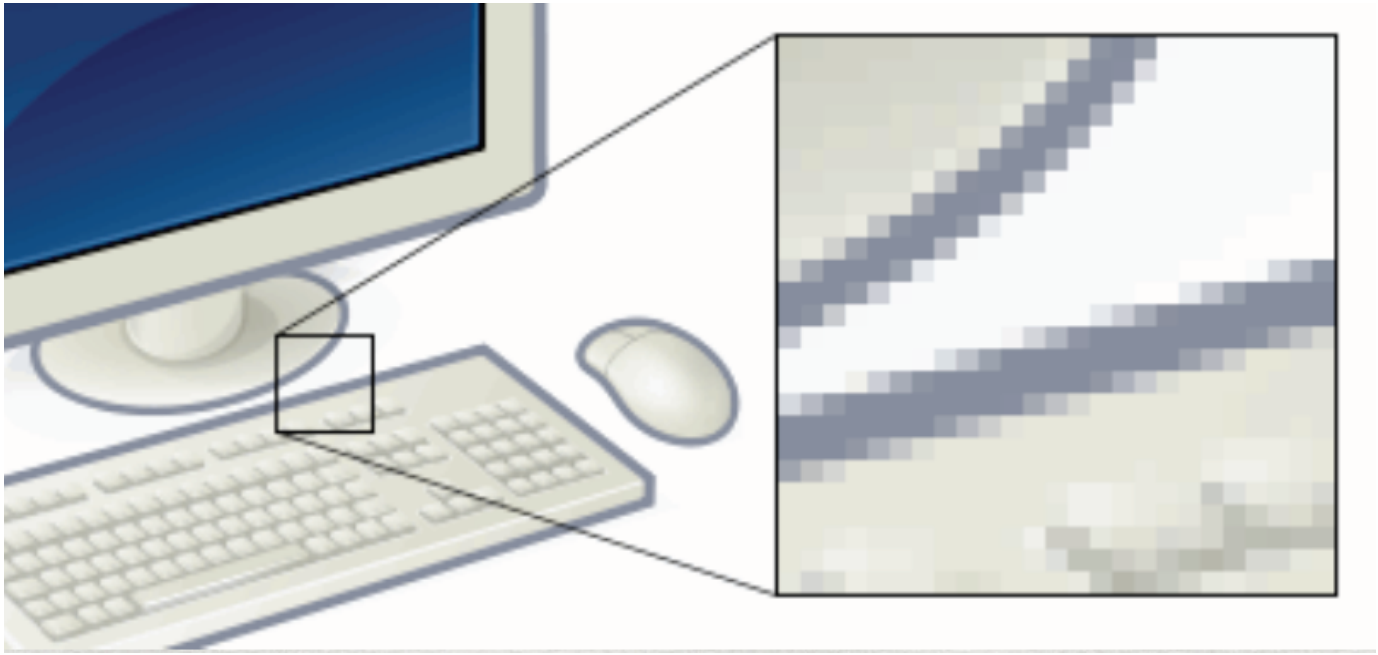
Because of user's varying connections to the Web we need to be conscience of graphics' file sizes. And because of the different type's of browsing devices, like PDAs and cell phones we need to be careful with graphics' dimensions. Quality and contrast of a computer monitor also play a determining role on how your graphics are displayed.

These realities impose limits on the color, file size, and physical dimensions of Web graphics.

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Pixels

The computer's operating system organizes the display screen into a grid of x and y coordinates, like a checkerboard.



Each little box on the screen is called a pixel (short for "picture element"), with 24 or 32 bits of display memory dedicated to each pixel.

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Screen Resolution

Screen resolution is generally the number of pixels a monitor can display per linear inch of space. Most monitors today have a resolution that vary from 72 to 96 pixels per inch (ppi).

Therefore a square graphic of 72 x 72 pixels will be approximately one inch square on a 72-ppi display monitor.

When you are creating graphics for web pages you should always use the 1:1 display ratio (one pixel in the image equals one pixel on the screen), because this is how big the image will display on the web page. You are then maximizing the display quality and minimizing the file size.

Files that have a higher resolution than your display monitor should be resized to at least 72-ppi.

* It is always a good idea when resizing to keep the original unchanged file in the media folder so it will be easy to locate if you need it again in the future. (i.e. you decide to change the size it will appear on the screen and need a different crop.)

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Characteristics of Web Graphics

There are basically two different types of images that you can work with raster graphics (also called Bitmaped) and Vector Graphics.

Raster graphics deal more practically with photographs and photo-realistic images.

Vector graphics often serve better for typesetting or for graphic design.

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Characteristics of Web Graphics

When you work in Photoshop the files you create are rasterized or bitmaped- which means they a made up of a checkerboard grid of pixels.

If you choose to work in Photoshop you should always design in the largest size you could possibly need because raster graphics are resolution dependent- which means that you can shrink it down easily but when you try to make it bigger the quality disintegrates very quickly.

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Graphic File Formats

Web graphics consist primarily of GIF (“jiff”), JPEG (“jay-peg”), and PNG (“ping”) files.

All three file formats are called bitmap images made up of a checkerboard grid of pixels that can be easily created, edited, resized, and optimized for the Web.

Choosing between these file types is largely a matter of assessing:

The nature of the image : (is the image a “photographic” collection of smooth tonal transitions or a diagrammatic image with hard edges and lines?)

The effect of various kinds of file compression on image quality.

The efficiency of a compression technique in producing the smallest file size that looks good!

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## GIF Graphic Dithering

Full-color photographs can contain an almost infinite range of color values; gif images can contain no more than 256 colors.


The process of reducing many colors to 256 or fewer is called dithering.
Dithering a photographic image down to 256 colors produces an unpleasantly grainy image.

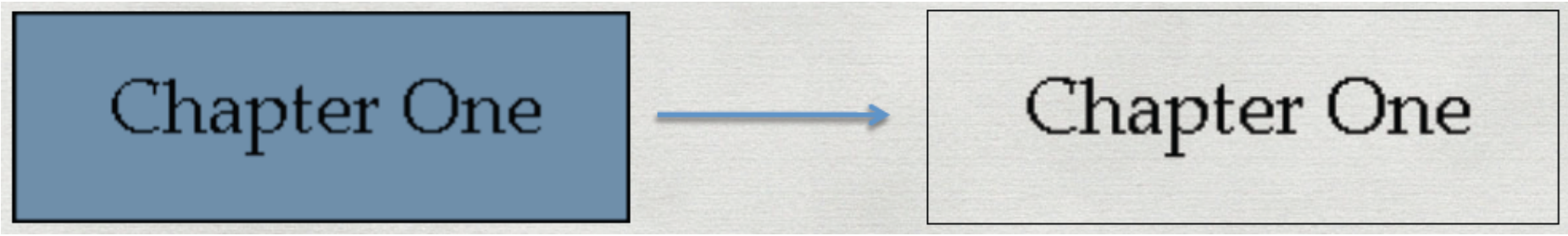
# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Transparent GIF

The GIF format lets you pick a color from the palette of colors that make up the graphic to be transparent if desired.

This is common to want the background of a graphic to be transparent so the background of the Web page comes through.

Unfortunately, the transparent property is not selective; if you make a color transparent, every pixel in the graphic that shares that color will also become transparent, which can cause unexpected results.

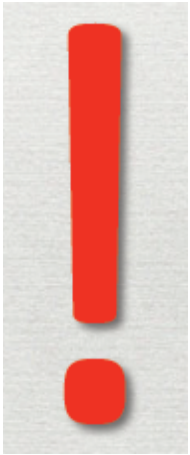


# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## JPEG Graphics

Unlike GIF images, JPEGs incorporate the 16.8 million colors in its format because it dedicates 24 bits of memory to each pixel.

JPEG compression uses a sophisticated mathematical technique that discards “unnecessary” data as it compresses the image, and it is thus called a “lossy” compression technique.



Once an image is compressed using jpeg compression, data is lost and you cannot recover it from that image file.

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## PNG Graphics

The PNG format was developed specifically for the Web with:

Full color range: 16.8 million

254 possible levels of transparency between fully transparent and fully opaque

PNGs can embed a short text description of the image's content, which allows for easier searching.

And PNGs are "lossless" but therefore have larger file sizes than lossy compression formats like JPEG.

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Choosing the Best Format

| If your image… | use… | because… |
|---|---|---|
| Is graphical, with flat colors | GIF or 8-bit PNG | They excel at compressing flat color. |
| Is a photograph or contains graduated color | JPEG | JPEG compression works best on images with blended color. Because it is lossy, it generally results in smaller file sized than 24-bit PNG. |
| Is a combination of flat and photographic imagery | GIF or 8-bit PNG | Indexed color formats are best at preserving and compressing flat color areas. The dithering that appears in the photographic areas as a result of reducing to a palette is usually not problematic. |
| Requires transparency | GIF or PNG | Both GIF and PNG allow on/off transparency in images. |
| Requires multiple levels of transparency | PNG | PNG is the only format that supports alpha-channel (alpha) transparency. |
| Requires animation | GIF | GIF is the only format that can contain animation frames. |

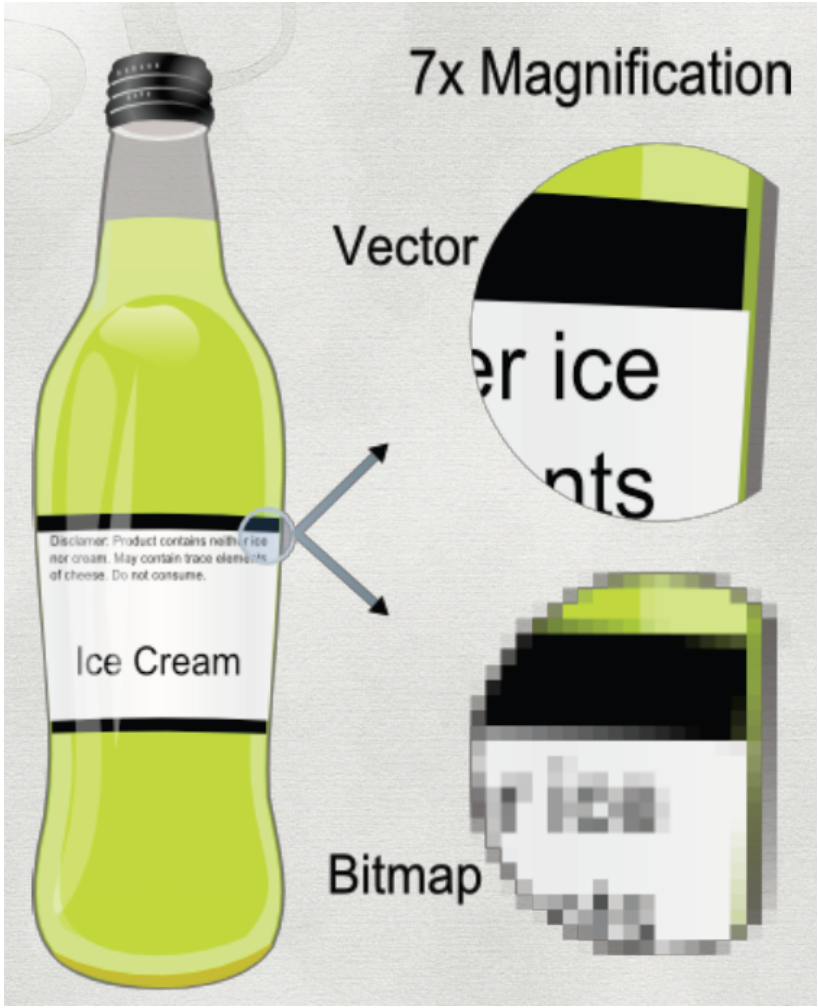
# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Bitmap vs. Vector

It is better to create text, logos, and line art in a program like Illustrator or InDesign which are vector based.

You can create the design very small and make it very large and the quality will be the same because the image is recalculated each time it is resized. So it doesn't matter if you need it to be 4 inches or 4,000 feet- it won't lose any quality!

*This only applies to the content created within the programs- such as text or drawings- if you import an image or drawing the quality will still be effected by the original size. So if the image that you are using has a small resolution- then this will still occur regardless of the program you use.



# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Optimizing Graphics

As we discussed earlier, the two main parameters that influence the display of graphics on the Web are ***screen resolution and bandwidth, so here are some tips*** for optimizing the file size of your images to compensate for low bandwidth:

1. Limit dimensions: Don't make images any larger than they need to be

2. Reuse and recycle: This allows the browser to take advantage of the cached image and avoid additional downloads.

3. Design for compression:
Because GIF compression likes flat colors, don't design GIF images with gradient color blends. Because JPEG likes soft transitions and no hard edges, you can try strategically blurring images that will be saved in JPEG format.

4. Use Web graphics tools
If you will be doing a lot of Web production work, it is worth investing in image editing software such as Adobe Photoshop or Adobe Fireworks.

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Graphic Text

Graphic typography, saving text as a graphic, cannot be read by screen readers or search engines.

Additionally, browsers cannot enlarge graphic text as elegantly as with regular text – the graphic would become fuzzy and pixilated as it became bigger.

In general, the best approach is to use plain html text for text, especially for vital informative, or navigational, parts on your site like the menu or contact information.

Graphic text is *acceptable, however, for page elements whose* purpose is purely visual, such as a banner graphic or logo, as long as other page elements contain the equivalent information, such as the page title and the graphic's alternate text.

```
<img src="banner.gif" height="30" width="535" alt="Web Style Guide">
```

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Image Sources

When choosing what kind of images you will choose to enhance and support your web site- think about what parts of your research paper are the most interesting and where you want to direct your readers attention?

Think about what kind of images- photos, illustrations, diagrams, paintings, figures, etc will best convey that information to the reader?

# How to make your Websites and Screencasts Media Rich: Choosing Images & Other Supporting Media

## Image Sources

# Creating your own images:

### Digital Cameras:

Sometimes it is easier to create your own images if you are having trouble finding the one you are looking for. Now that you have the skills to use the DSLR go ahead and make some images! When in a pinch- remember that the internet is a low-resolution environment, and a simple point-and-shoot camera is often more than sufficient.

### Electronic Illustrations:

If you have illustration skills, you can make your own graphics in a drawing or photo-editing application.

### Scanning:

You can also scan any 2D artwork that you have created as well as 3D objects to create a 2D image. Make sure to keep careful track of credit information when scanning images that you did not create the images yourself.

# Where to Source

## Images

Google Image Search (make sure to take advantage of search parameters)
Google Image Ripper (Search Images with more specific parameters)

www.flickr.com
www.webshots.com
www.photobucket.com
www.gettyimages.com
www.corbisimages.com
www.freefoto.com
www.sxc.hu
www.clipart.com/en
www.DeviantART

If you have an image and you forgot to credit the source- try looking it up at: http://www.tineye.com/

# Where to Source

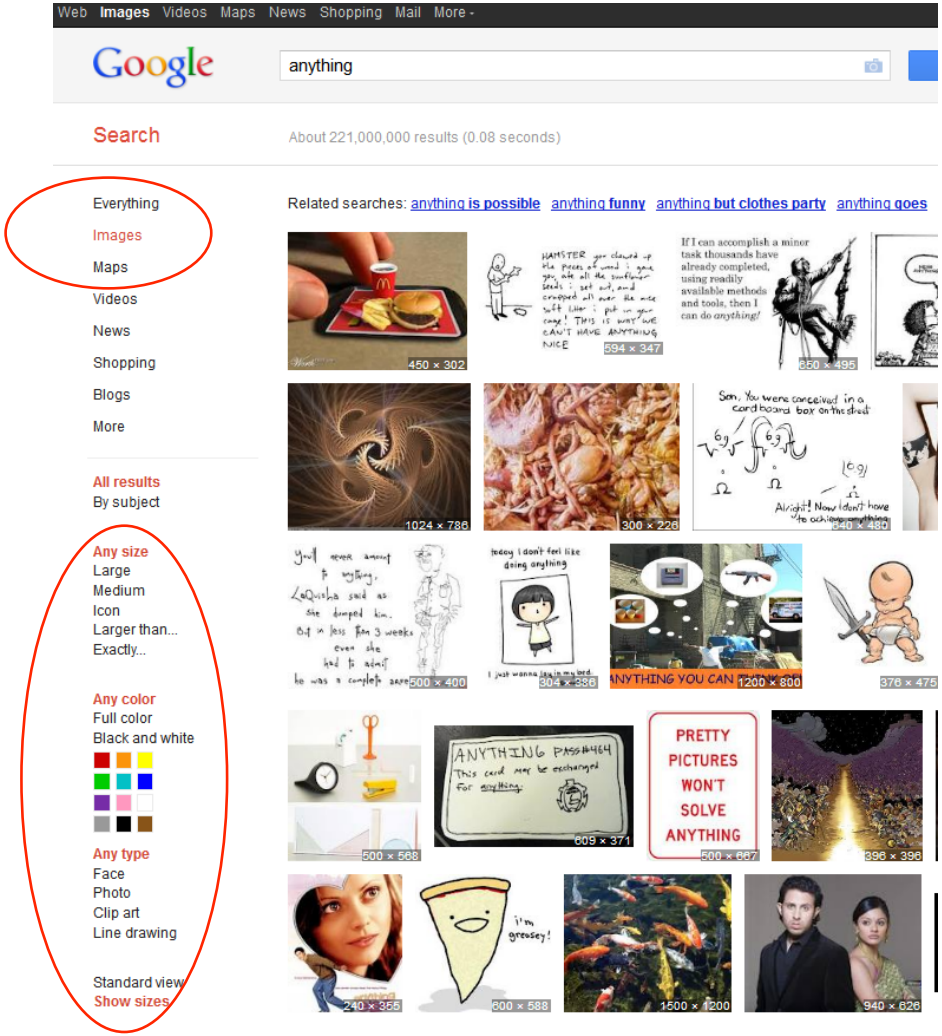
## Images

### Google Image Search

(make sure to take advantage of search parameters)

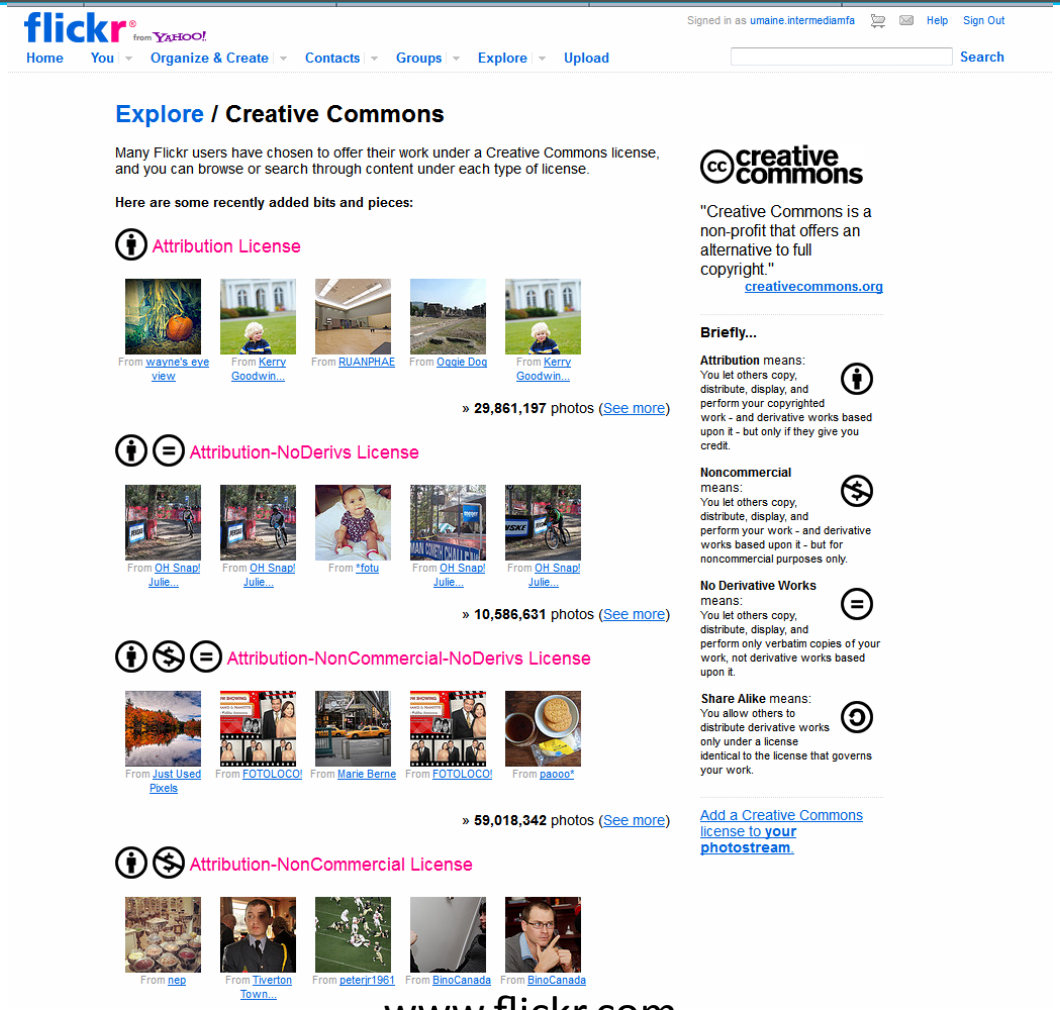
You can choose to look for photos, clip art, line drawings

You can also limit the search to certain sizes



# Where to Source

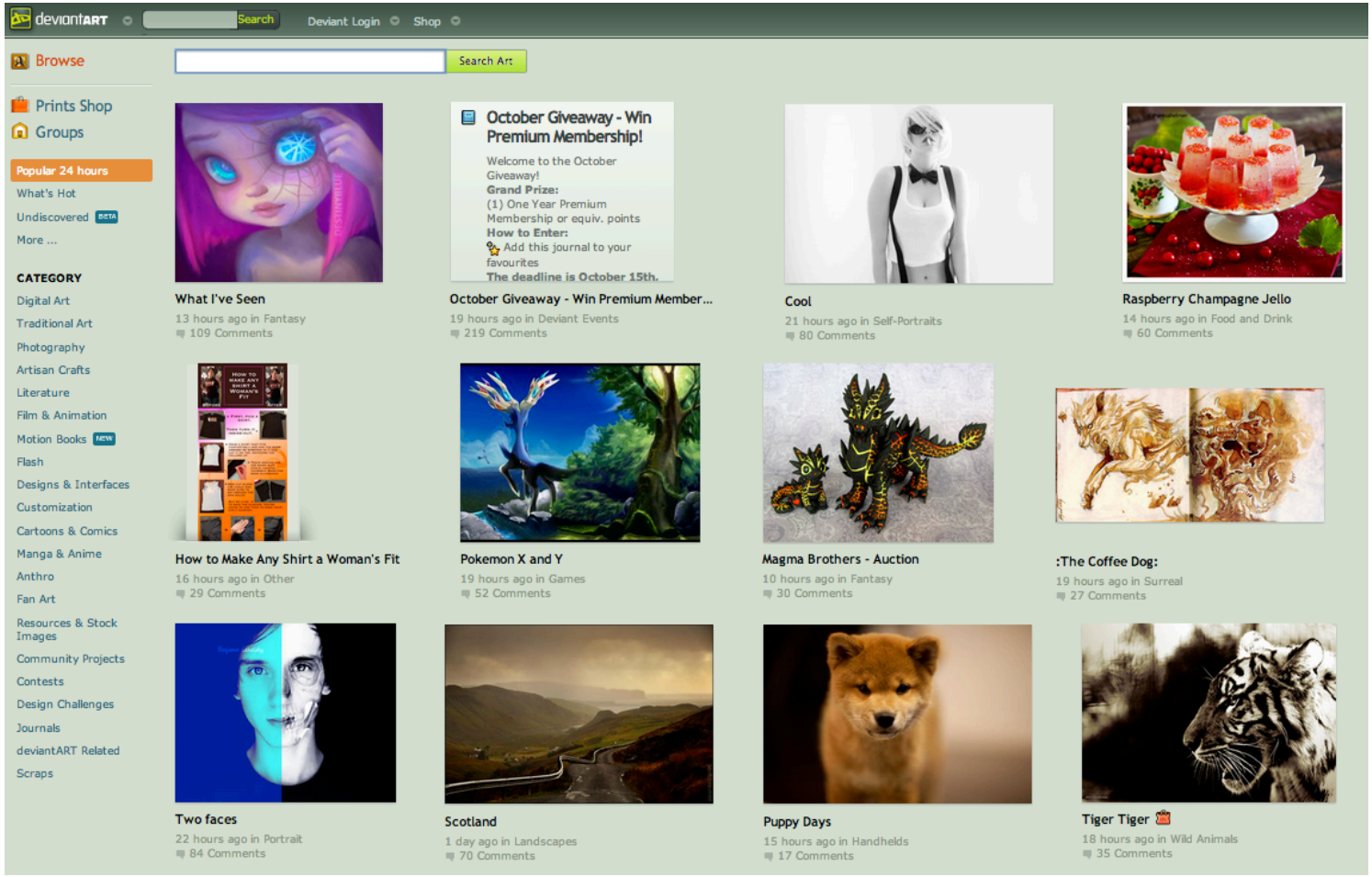
## Images




www.flickr.com

# Where to Source

## Images

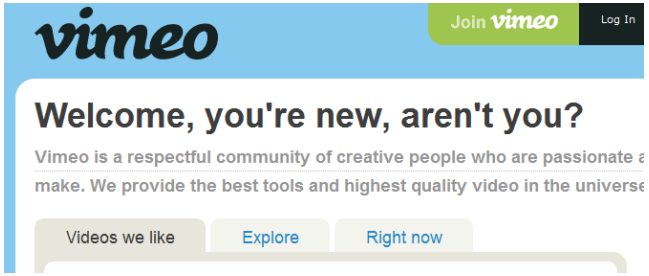



www.deviantart.com

# Where to Source

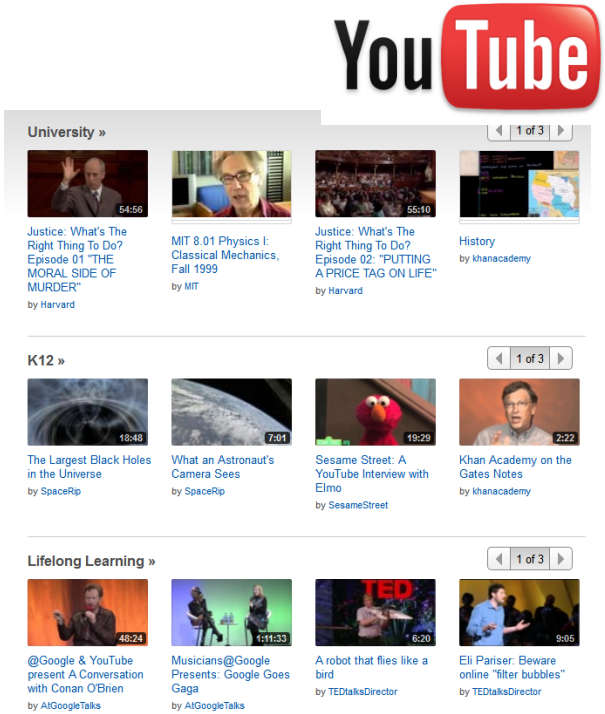
## Videos

Video-Sharing Sites Such As:





www.vimeo.com
www.YouTube.com
www.Google Video.com
www.MetaCafe.com
www.DailyMotion.com
www.Veoh.com
www.Break.com




You might also want to try educational video websites such as the ones listed here:
http://en.wikipedia.org/wiki/List_of_educational_video_websites

# Where to Source

## Videos

Use a free web services such as keepvid.com for downloading videos from video-sharing sites:


Copy URL of the video you want into the search bar
choose the file format you want 480 or 1080
and choose download

# Where to Source

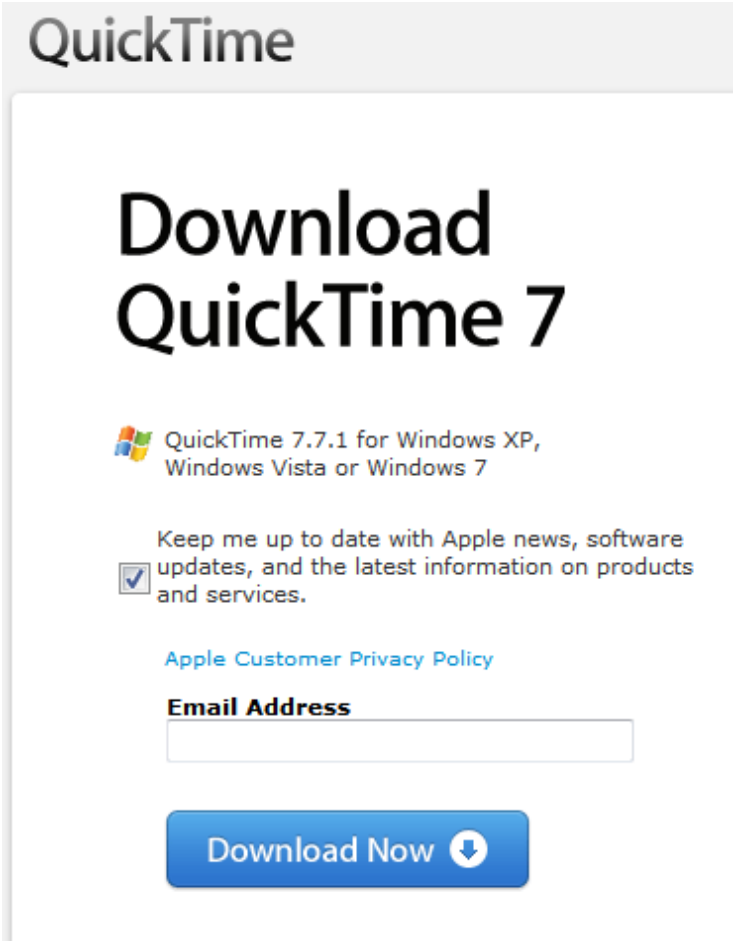
## Videos

QuickTime 7 is better for Export

Trim the selection as desired

Export to a QuickTime .mov file

Choose the H264 Codec



# Where to Source

## Audio

Music/Sounds
www.freesound.org
www.freesoundeffectsandloops.com

And for a very specific list of over 55 sites:
www.hongkiat.com/blog/55-great-websites-to-download-free-sound-effects/

# Caption Writing

## Include What's Important

Resist the urge to blindly copy and paste caption information from the images you are sourcing.

Remember that you are re-contextualizing the images into a new context and the information in the captions may not be the best way to support the information you are presenting. Some of the information will stay the same (i.e. the people shown in the photograph or the dates and locations) but choose the information you include to enhance your ideas and increase interest.

Most readers will only read the captions and then decide if they want to continue to read the rest of the content. This is your opportunity to put forth the information that is most likely to get your readers hooked.

# Caption Writing

## Include What's Important

When choosing what kind of images you will choose to enhance and support your website- think about what parts are the most interesting and where you want to direct your visitors attention?

Think about what kind of images- photos, illustrations, diagrams, paintings, figures, etc will best convey that information to the reader?

# Caption Writing

## Include What's Important

Tell the reader how important it is to understand the meaning of the picture--to further their understanding and provide context and are not evident in the image.

Many Reader's will only read your captions and skim the rest of the content- It is very important you get their attention and hold it!

Be Sure to Write Complete Sentences.

Spell accurately and use grammatically correct English.

Damon Winter/The New York Times

**THE FIRST OF MANY STEPS**
Soldiers from the First Battalion, 87th Infantry, boarding a transport helicopter in Afghanistan. It took a month to get the battalion's nearly 800 soldiers home, moving them the 6,500 miles from Kunduz through Mazar-i-Sharif and Kyrgyzstan to Watertown, N.Y.

http://
www.nytimes.com/

# Caption Writing

## Include What's Important

### Also Consider:

Small details: Point out little details in the picture that might be overlooked by a casual reader.

Quote: Whenever possible, use a quotation from the subject.

Editorializing: Do not make conclusions about what the subject is thinking or feeling--let the readers decide.

**Nuns Who Won't Stop Nudging**

Laura Pedrick for The New York Times

"We're not here to put corporations down," says Sister Nora Nash of the Sisters of St. Francis. "We're here to improve their sense of responsibility."

http://
www.nytimes.com/

# Caption Writing

## Include What's Important

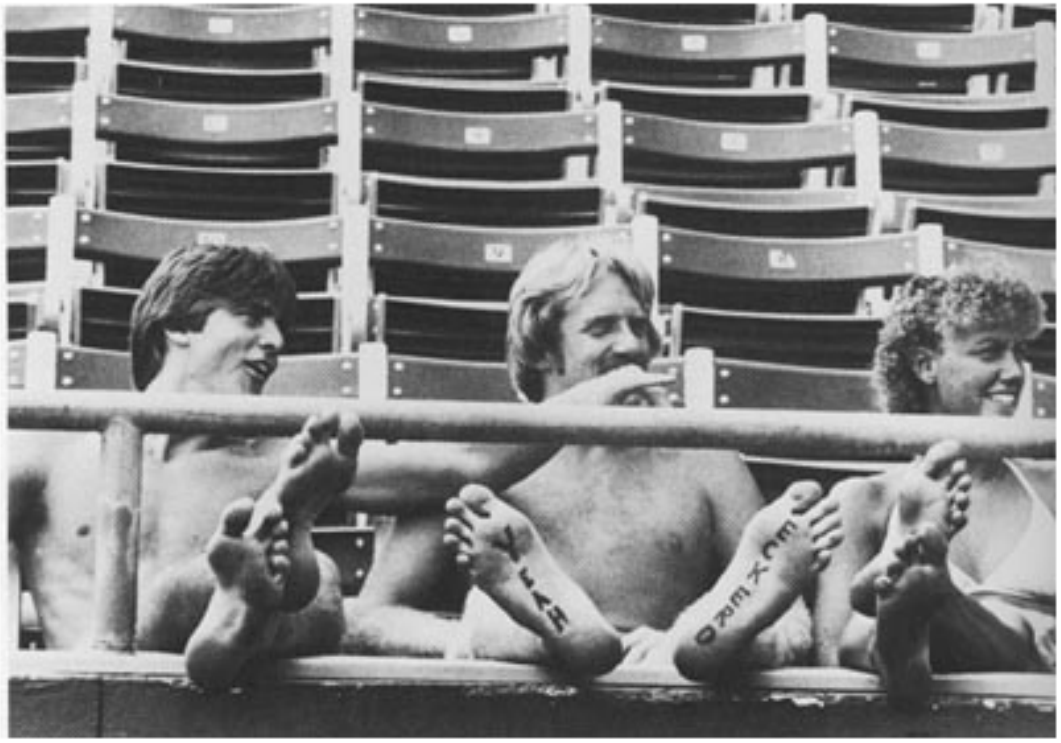
Indentify Everyone who is featured in the photo.

John and Sue Mulligan with six-month-old Jake in their home in Anaheim Hills. John was recently laid off from his job as an engineer for Hughes Electronics, Fullerton. Says Sue, "We're really happy. Our kid is healthy, we eat good food and we have a really nice home." Life magazine

http://commfaculty.fullerton.edu/lester/courses/319-9.html

# Caption Writing

## Include What's Important



From the left of the picture: John Goodley, 20, Mike Smith, 23, and Brenda Farley, 22. They're watching a baseball game yesterday: Eckerd vs. Cal State Fullerton. The Titans won 12-1. The photographer, Norman Zeisloft was fired when it was learned he wrote on Smith's feet. News Photographer magazine

When captioning a group shot-
Use "from left" rather than "on the left, in the center, to the right."

http://commfaculty.fullerton.edu/lester/courses/319-9.html

# Caption Writing

## Include What's Important

Oscar Hidalgo for The New York Times

Members of Miami City Ballet at the Adrienne Arsht Center in Miami in January 2010.

When/Where:

If this information helps the reader understand the picture, tell the exact time and location.

http://
www.nytimes.com/

# Caption Writing

## Include What's Important

## Clarity, Precision, & Accuracy!

SLIPSTREAM

**Face Recognition Makes the Leap From Sci-Fi**

Jen Myronuk

Immersive Labs in Manhattan has developed software for digital billboards that gauges the characteristics of passers-by in order to display ads likely to attract them.

By NATASHA SINGER
Published: November 12, 2011

Be Succinct! Don't state the obvious.

Fact Check! Make sure what you are writing is true.

NOTE: You may not want to use all the information possible- choose what is most important.

http://
www.nytimes.com/

# Caption Writing

## Include What's Important

If you aren't sure what to include in the captions- Look at examples of the types of media you are including. The New York Times and the BBC have excellent captions.


The EU-permitted number of high-pollution days for 2011 was exceeded in April

**Monti seeks to form Italy cabinet**

Italy's new PM Mario Monti starts work on forming a government to lead Italy out of its debt crisis, following Silvio Berlusconi's resignation.

Left, photograph by Pablo Mason, Bruce Nauman/Artists Rights Society; right, Harry Gamboa/Museum of Latin American Art

Bruce Nauman's "Green Light Corridor" (1970), left, and Harry Gamboa Jr.'s "Tree in the Galaxie" (1978).

Make Sure to Include Credit & Copyright Information

www.bcc.co.uk

http://
www.nytimes.com/

# Caption Writing

## Include What's Important

There are two advantages of adding image captions in web pages:

Stylish and Reader Friendly- Your visitors can easily get the context of the image from the small caption without having to read the full story- or better yet peak their interest and maybe they will.

SEO Friendly - Since captions describe the image in text and are located in close proximity to the image, they could be very effective in getting your images rank well on image search engines.

# Credits

## Credit All Sources

You must use credits both on your website and your screencast projects.
You can choose to have credits in the beginning, end or both of your screencast.

Include appropriate credits to any that apply to your piece:

Directed by/ Produced by/ Written by/ Camera by/ Edited by/ Cast (List)/ All Video (Both Sourced and Created by You)/ Any Still Imagery ((Photography, Illustrations, Graphics, Paintings, etc…) (Both Sourced and Created by You))/Audio ((Music/Sound Effects) (Both Sourced and Created by You)) /Special Thanks To/ Remember to Include your Copyright Information and the Date of the Production

# Copyright

## Creative Commons

## Use Creative Commons to license your work.

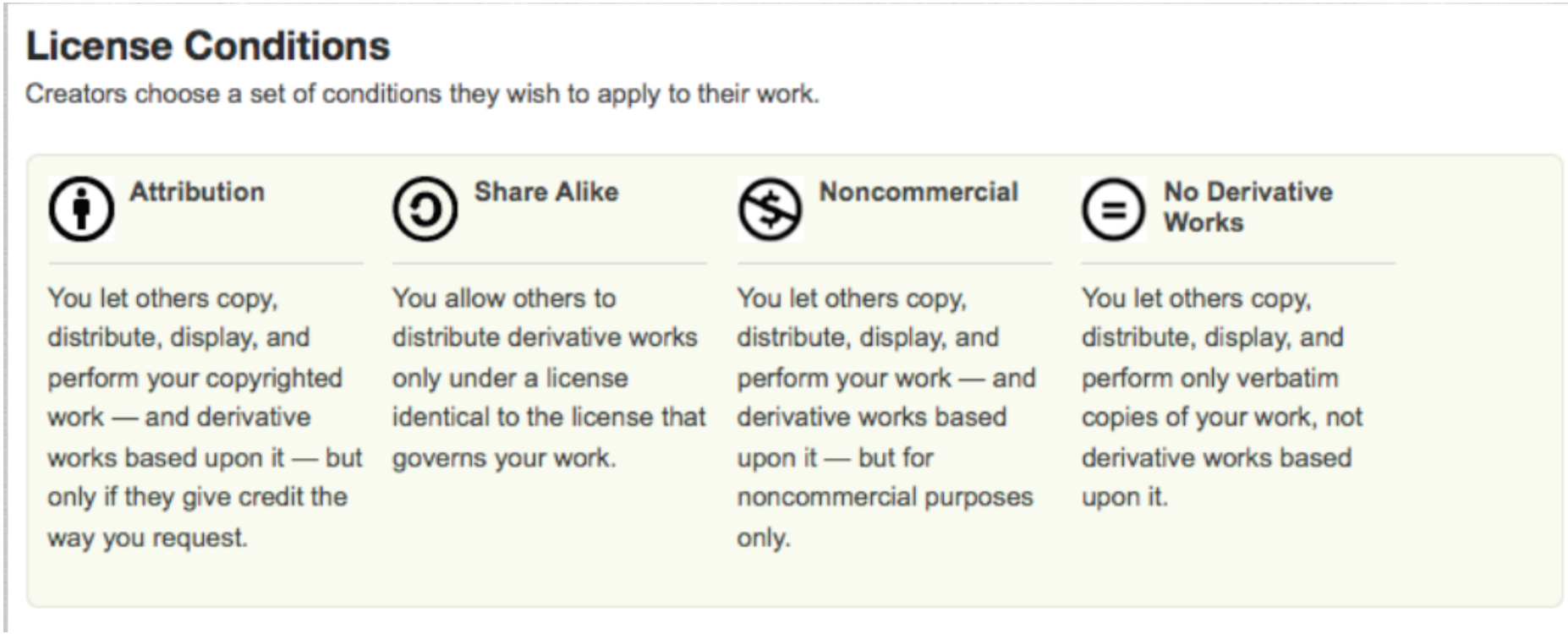
Copyright law is complicated so how do average artists, producers, writers, developers or musicians communicate how they want their work used by others without paying hundreds of dollars to hire copyright lawyer? This question lead to the development of the Creative Commons.

The Creative Commons (http://creativecommons.org) is a non profit organization dedicated to expanding the range of creative works available for others to build upon legally and to share. They've developed a series of simple copyright licenses that protect the "Base rights" of the creator.

# Copyright

## Creative Commons

## Creative Commons Licenses



### License Conditions

Creators choose a set of conditions they wish to apply to their work.

**Attribution**

You let others copy, distribute, display, and perform your copyrighted work — and derivative works based upon it — but only if they give credit the way you request.

**Share Alike**

You allow others to distribute derivative works only under a license identical to the license that governs your work.

**Noncommercial**

You let others copy, distribute, display, and perform your work — and derivative works based upon it — but for noncommercial purposes only.

**No Derivative Works**

You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.

# Copyright

## Creative Commons

### Attribution (by)

This license lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered, in terms of what others can do with your works licensed under Attribution.

# Copyright

## Creative Commons

## Attribution Share Alike (by-sa)

This license lets others remix, tweak, and build upon your work even for commercial reasons, as long as they credit you and license their new creations under the identical terms. This license is often compared to open source software licenses. All new works based on yours will carry the same license, so any derivatives will also allow commercial use.

# Copyright

## Creative Commons

## Attribution Non-Commercial (by-nc)


This license lets others remix, tweak, and build upon your work non-commercially, and although their new works must also acknowledge you and be non-commercial, they don't have to license their derivative works on the same terms.

# Copyright

## Creative Commons

Attribution Non-Commercial No Derivatives (by-nc-nd)


This license is the most restrictive of our six main licenses, allowing redistribution. This license is often called the “free advertising” license because it allows others to download your works and share them with others as long as they mention you and link back to you, but they can’t change them in any way or use them commercially.

# Copyright

## Creative Commons

## Copyright Infringements

1. Send a polite email.
Ask the owner to remove the offending Web site or material, and keep it civil.
It is much more likely that the offender will respond to your requests if you are polite.

2. Send a follow-up email and copy GOOGLE.
If you don't get a response, or get an ugly reply, send another email and CC Google at spamreport@google.com. Google is committed to responding to clear violations of copyright.

3. Consult a copyright lawyer.
If nothing else works, get the lawyers involved. At the very least a lawyer can deliver a cease-and-desist notification on your behalf.

What do you do if you come across a site that has clearly lifted your design?

First, it's important you know that if you created your site (and your design really is an original work), *you own the copyright.*

Second, you don't have to put a copyright notice on the pages in your site for them to be copyrighted.
SO your design is *already* copyrighted!

# Copyright

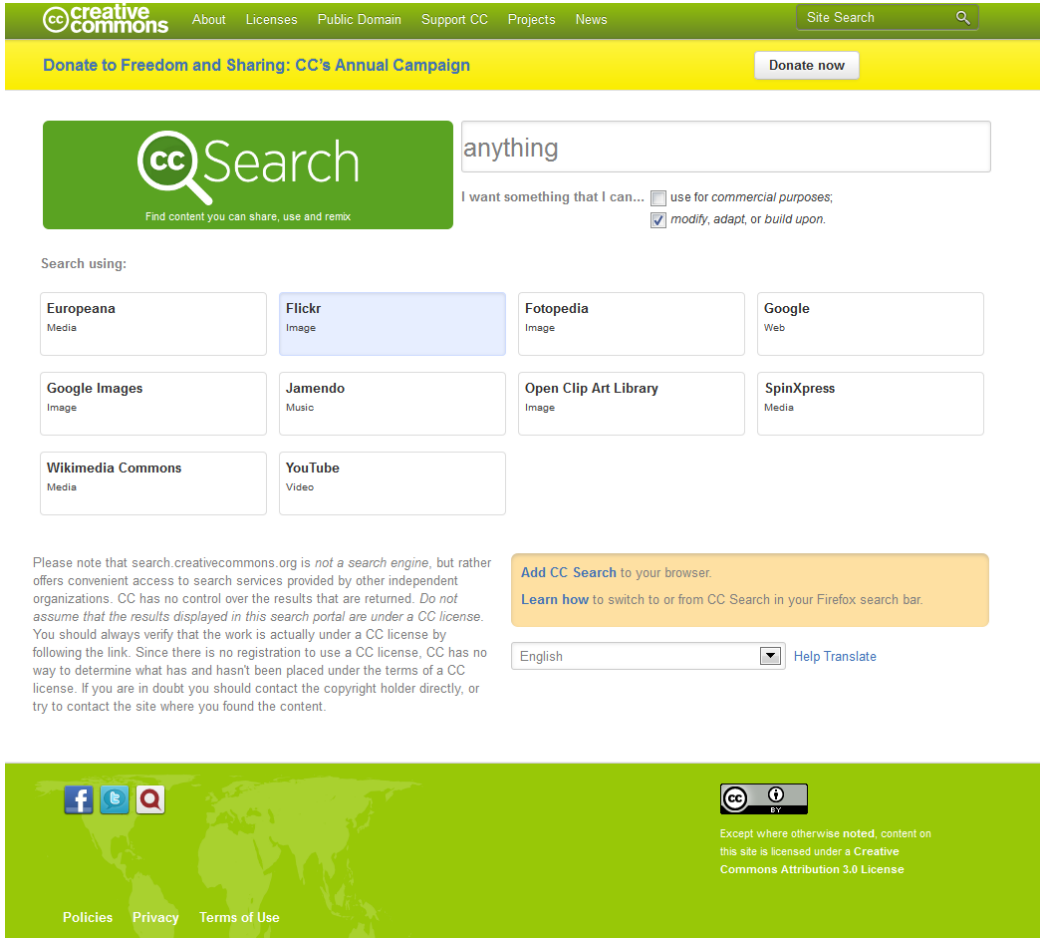
## Creative Commons

For More Information on Creative Commons:

http://creativecommons.org/weblog/entry/10618

http://creativecommons.org/tag/fair-use/page/2

http://en.wikipedia.org/wiki/Fair_use
(see common misunderstandings section)




http://search.creativecommons.org/

# Sources

## Used In this Presentation


Florida State University's Applied Web Design with Ken Baldauf
*Learning Web Design* by Jennifer Niederst Robbins
http://www.webstyleguide.com
http://www.webstyleguide.com/wsg3/11-graphics/index.html!
http://commfaculty.fullerton.edu/lester/courses/319-9.html
http://www.labnol.org/internet/design/add-text-captions-align-images-html-css/2309/
http://www.theslot.com/captions.html
"Head First Web Design" by Ethan Watrall & Jeff Siarto
Bill Kuykendall, Professor of New Media, Umaine, Orono