СЕВАСТОПОЛЬСКИЙ
ГОСУДАРСТВЕННЫЙ
УНИВЕРСИТЕТ

Computer graphics and design

Presenter
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Aim:
talk about two closely related concepts that play a big role in our modern society

Agenda:
1. WHAT IS GRAPHICS
2. TYPES OF COMPUTER GRAPHICS
3. WHAT IS DESIGN
4. EXAMPLES

WHAT IS GRAPHICS

This type of art originated a long time ago. As early as the 15th century, the features of graphic drawing appeared in the works of the master Albrecht Dürer. Two centuries later, this line was continued by Hiroshige Ando and Hokusai Katsushika. Today, graphics are engaged not only in artists creating works of art, but also in designers. And all because the boundaries of the definition of this concept have become wider.

Computer graphics is a broad concept meaning:

1) Different types of graphic objects created or processed using a computer;

2) The area of activity in which computers are used as a tool for creating and processing graphic objects.
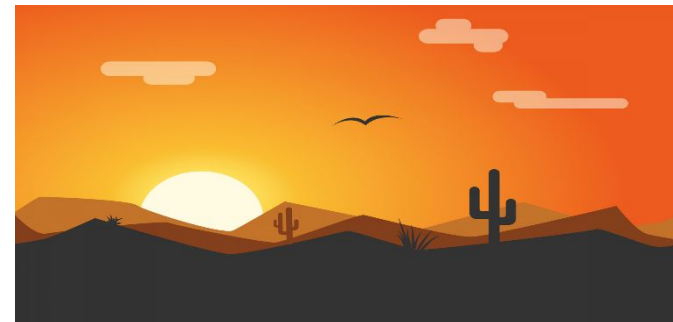
TYPES OF COMPUTER GRAPHICS

» **Raster graphics:** the image is formed in the form of a raster - a set of points (pixels) that form rows and columns.

» **Vector graphics:** an image is formed on the basis of data sets (vectors) describing graphic objects and formulas for their construction.
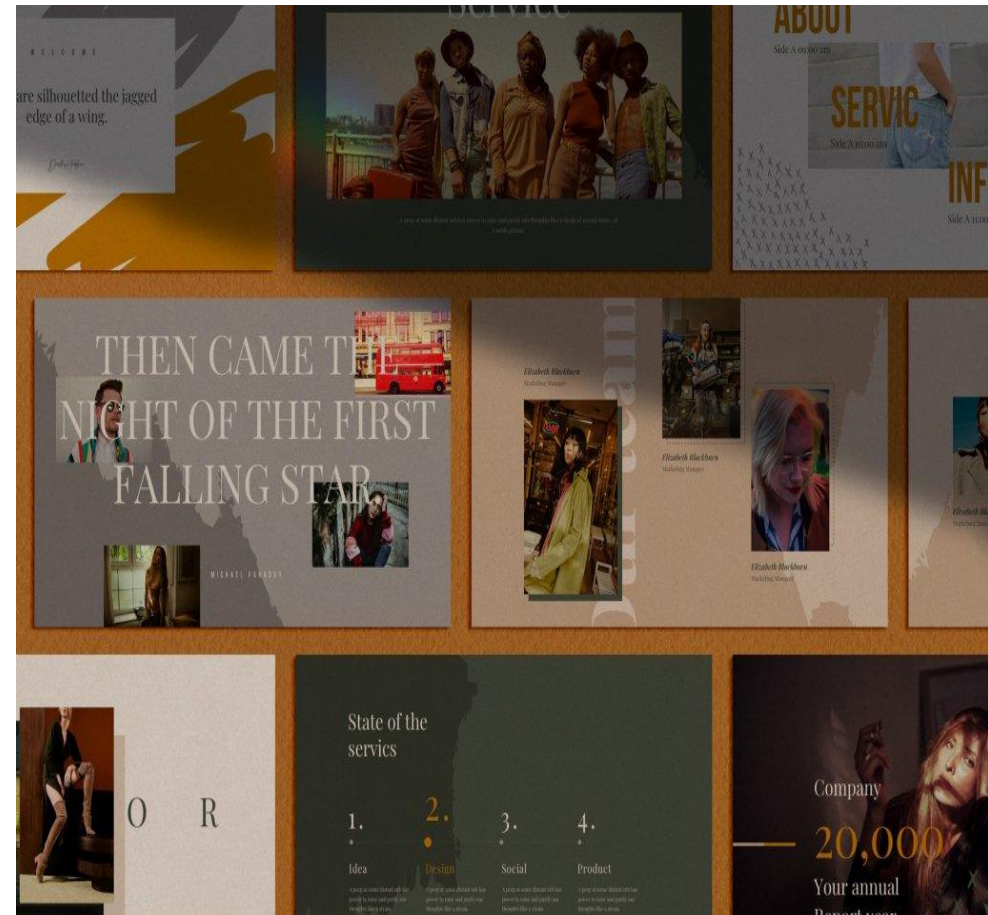

» **Fractal graphics**, like vector graphics, are based on mathematical calculations.

Севастопольский
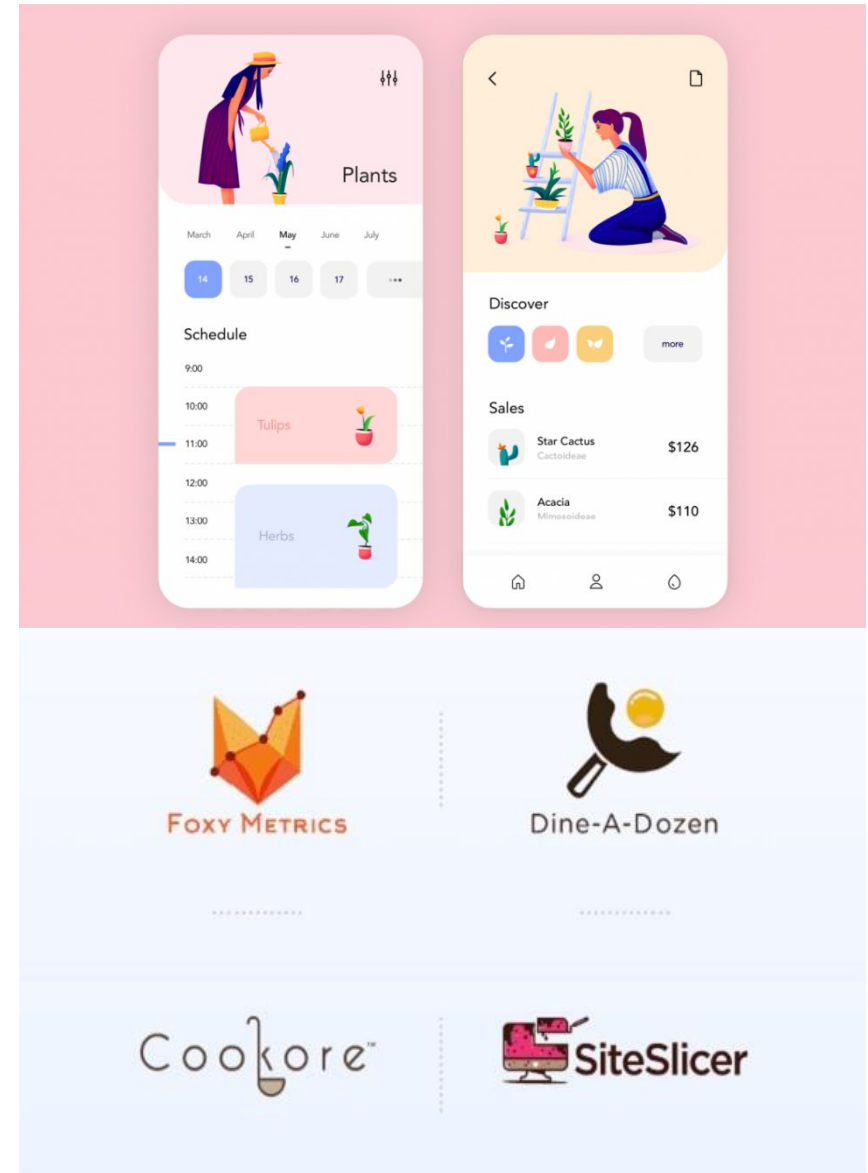ГОСУДАРСТВЕННЫЙ
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WHAT IS DESIGN

Design is a special creative activity. It can be aimed at decorating, strengthening ties between objects, optimizing the space being designed. This concept arose five centuries ago and was used to denote an idea embodied in a work of art.

Graphic design is a type of design, a modernized form of drawing and printed applied graphics using new industrial technologies, replication and implementation of a design product in a visual communication environment.

EXAMPLES:

● Advertising banners in magazines and the Internet.
● Postcards and flyers.
● Posters and outdoor advertising.
● Infographics and brochures.
● PowerPoint Project Presentations.
● Social advertisements networks.
● Website style.

WHAT ARE THE ADVANTAGES OF 3D GRAPHICS?

Thank you
for the attention