

Digital Strategy Worksheet

Student Name _____

1. What type of project are you working on?

Circle: Web or Print

2. What types of images will you be incorporating in your project?

Circle all that apply: Grayscale, Four Color, Line Art, Duotones, Vector Art

3. How many pages will you be producing?

4. What software will you be using to “layout” your document?

Print: InDesign Quark Illustrator

Web: DreamWeaver Illustrator Flash Fireworks Photoshop

5. What software will you use to create vector imagery?

Illustrator Fireworks InDesign Flash

6. What software will you use to create raster imagery?

Photoshop Illustrator Fireworks

7. What file formats will you save your imagery as?

Print: EPS TIFF DCS PSD

Web: JPEG GIF

8. What resolution should your raster images be set for?

Print: 85 line screen 133 line screen 150 line screen

Web: 72 ppi

9. What will you need to show the client?

BW Printouts Color Printouts HTML Pages PDF files Folding Dummy Site Map/Wireframes

10. Where will you be finding your photos / illustrations?

Web Stock Sites Photo Stock Books Dover Collection CD Collection

11. Do your images need to be copyright free?

Yes No

12. Will you need to produce color separations?

Printouts PDFs

13. Where will your final files be placed?

Lab Server FTP to Server