

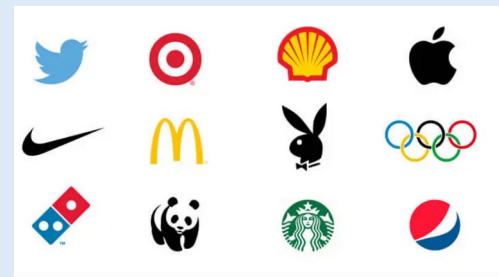


# Knowledge Organiser

## Autumn 2 – Year 9 Digital Media

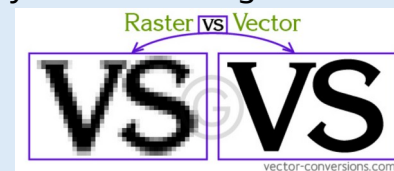
Key term	Definition
<b>Digital Media</b>	Content that is created, edited, and shared using digital technology, such as videos, images, websites, and games.
<b>Pixel</b>	The smallest unit of a digital image or display. Images are made up of thousands or millions of pixels.
<b>File Format</b>	The way digital media is saved and stored, such as .jpg (image), .mp4 (video), or .mp3 (audio).
<b>Animation</b>	A technique where images or objects are manipulated to appear as moving
<b>Creative Commons</b>	A type of license that allows creators to share their work with some usage rights granted to others.
<b>Vector Graphics</b>	Images made from paths and shapes, which can be resized without losing quality (e.g., logos).

Logos are primarily used for identification and recognition of a brand, company, or product. They serve as a visual representation, conveying brand identity, values, and can create a lasting impression on consumers. Logos help differentiate a brand in a crowded market and build trust



Graphics can be saved as different file types depending on what the graphic is to be used for. Bitmap graphics will pixelate when made larger. Vectors will retain their quality but will be larger file sizes.

A vector graphic is an image defined by mathematical equations that describe lines, curves, and shapes, making it scalable without losing quality. A bitmap (or raster) image, on the other hand, is made up of a grid of pixels, and scaling it up can result in a loss of quality or a pixelated appearance



Creative commons is a set of copyright licences that allow assets to be used in certain ways. Creative commons licences always expect that you acknowledge who authored the asset.

They may allow or restrict the use of the asset for commercial use They may allow or restrict derivatives (alterations) to be made from the asset.