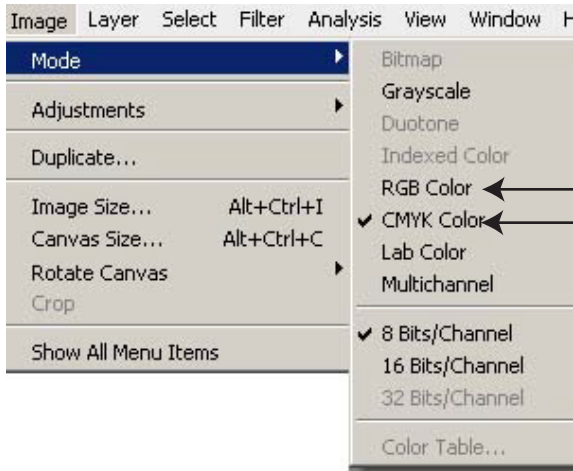


Color Mode

Images in PhotoShop are assigned a "Color Mode". The mode chosen depends on what you are going to use the image for, among other things. RGB and CMYK are the two we're usually concerned with in this class.



Images that will be used on the internet.

Images that will be color separated and printed.

In general, RGB color mode images are brighter. The greens and blues are particularly vibrant compared to their CMYK counterparts.



RGB



CMYK

DPI (Dots Per Inch)

Digital images are composed of rows of tiny squares called pixels (dots). The more dots an image has, the sharper the image. Printing requires that an image have 300 dots per inch. To be seen clearly on the web (a computer monitor) the image only needs have 72.



High Res - 300 DPI



Low Res - 40 DPI