

MEDIA

Media has two different meanings, depending on whether it is digital or manual.

Digital Media

Digital media refers to RASTER BASED MEDIA, which is pixel based design, mainly photos and complex, blended illustrations. Or VECTOR BASED MEDIA which refers mainly to designs created through geometry and line, these are mainly logos or typesetting on pages such as magazine layouts.

Manual Media

These refer to the items which have been applied to the material, these can include paints, such as watercolour, acrylic or Oil based paint. Also drawing media, such as pencil, pen, marker, charcoal, chalk. Each of these medias have different properties and create a different aesthetic.



The above image is created using RASTER BASED MEDIA, you can see it is comprised of a series of images layered on top of one another using a RASTER BASED program such as Photoshop.



The above image is created using VECTOR BASED MEDIA, you can see that the lines are very sharp and well defined. The reason VECTOR BASED MEDIA is used in logo design, is because it can be scaled easily to any size and comes out well in print.



The ground of this image is created using watercolour as the media, this creates a natural, earthy and casual feel. The choice of watercolour also creates an interesting texture, organic shapes and colours.