

Set 1 - Purpose of graphics

1	Educate	used in textbooks and websites to illustrate theories and concepts, such as the human anatomy. Diagrams are also used to label photographs and pictures.
2	Inform	direct people around a building, or might be used to tell people what to do or not to do in certain situations
3	Promote	used to promote products, services. These could be posters, flyers, billboards, or online graphics.
4	Entertain	grab the attention of potential readers so that they are more likely to think about buying the product. They are also used in games.
5	Advertise	used to advertise specific products. They help the reader visualise how the product can be used.
Note: Promote and advertise are similar		The difference between advertising and promotion isn't really very clear. They are essentially the same thing, but technically advertising is about raising the profile of a brand and promotion deals with pushing the details of an event to clients

Set 2 – Target audiences

6	Target market	is the ideal group of prospective customers for a specific product or service who share common characteristics that influence their buying behaviours.
7	Target market purpose	knowing your target market informs strategic business decisions to use your resources as effectively as possible.
8	Market segments	the four target markets are geographic, demographic, psychographic, and behavioural.
9	Geographic segmentation	helps organizations generate profitable customer action based on where prospective customers live, work, operate, and travel.
10	Demographic Market Segmentation	explores traits individuals share that presumably influence their purchasing decisions; such as age, gender, relationship , status, home ownership, pets, income, education etc
11	Psychographic Market Segmentation	builds upon demographics to include lifestyle characteristics that may influence purchase decisions, such as; personality, social status, interests, hobbies.
12	Behavioural Market Segmentation	explores the pain points, needs, and wants that trigger buying activities, such as; purchase reasons, budget, buying process and engagement.

Set 3 – File Types

6	BMP: Bitmap	lossless compression, large file size
7	JPEG: Joint Photographic Experts Group	small size, lossy compression

8	PNG: Portable Network Graphic	allows transparency, larger file size than JPEG
9	GIF: Graphical Interchange Format	allows animation, limited colour palette)
10	PDF: Portable document Format File	can embed high quality images inside, high level of PDF support from printing companies. Used to share documents
Set 4 - Types and Properties of Graphics		
11	Bitmaps	are made of coloured pixels and are generally photographic images
12	Vectors	are made using mathematical equations and are made up of shapes and lines. Vectors are illustrations.
13	Dpi: Dots per Inch	how many pixels there are per inch. There needs to 300 dpi for printed documents and 72dpi for screen documents
14	Pixel dimensions	how many pixels wide by tall (height x width)
15	Compression	lossy- removes data and reduces quality. Lossless no quality or data lost during compression. Data is temporarily made unavailable.