Graphics Files Types

Type	Description	Pros & Cons
Graphic Interchange File (.gif, .gfa, .gff)	• Lossless • Oldest format • Accepted by all browsers • Can include animation	+ Best for flat color, sharp edge art or text + Does support transparency - Max 256 colors (8-bit) - Poor for photos, gradients
Joint Photographic Experts Group (.jpg, jpeg, .jpe)	• Lossy compression method • Designed to compress full-color nature images	+ Use where small file size is needed + Good for photos (up to 16 million colors) - Poor for text or line drawings - Does not support transparency - Can blur or distort flat color graphics
Bitmap (.bmp, .dib)	• Maps pixels to color values	- Large files - Poor scalability
Portable Network Graphic (.png)	• Lossless • Replacement for GIF	+ Better compression, smaller file size + Good for true color imaging + Best for line diagrams and text - No animation - Poor for photos
Scalable Vector Graphic (.svg)	• 2-D animation • Defined in XML text file	+ Scalability + Used for games, web graphics
Tagged Image File Format (.tif)	• Lossless	+ Highest quality + Max compatibility with photos, graphics - Large file size

Pete Hybert has been working in the field of human performance improvement and support since 1984 and a consultant since 1989. His clients include many well-known firms, including Eli Lilly, Siemens, Chrysler Financial, General Motors, AT&T, Fireman's Fund Insurance, Hewitt Associates, Hospira Worldwide, Amoco, SPX Corporation, Huron Consulting, and others.

He has analyzed performance and designed and developed performance solutions for almost every type of business function and process. He has managed over two-hundred projects ranging from e-learning to group-paced simulations to performance-based qualification.

He is a Certified Performance Technologist (CPT).

Ian Hybert had been working off and on as a freelancer for over a year when he joined PRH Consulting as a full-time employee in the spring of 2008.

He graduated cum laude from Augustana College with majors in philosophy and political science in 2007. Upon graduation, Ian was invited into the Phi Beta Kappa Society based upon academic achievement and leadership.

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leveraging know-how for performance!™

Chicago eLearning & Technology Showcase

August 5, 2014 | NIU

Peter R. Hybert   Ian P. Hybert

Present

Legal & Effective Graphics
Tips for eLearning

Overview

Learners (and project sponsors) expect online training to have stunning graphics (on a shoestring budget) like those nifty YouTube videos and animations within easy reach of a Google search. But whose intellectual property are those programs? Will investing in building them translate to sufficiently improved learner performance to justify the investment?

Keeping the client happy, staying legal, and making learners capable means being strategic in your investment of time and effort. You have to know the rules and what is effective, along with having techniques and tools available for building effective graphics. This session will provide background, ideas, and trade-offs.

At the end of this session, participants will be able to

• Determine whether a given use of a graphic is legal or allowed

• Select the appropriate type of graphic for use in different situations (both for learning and technical reasons)

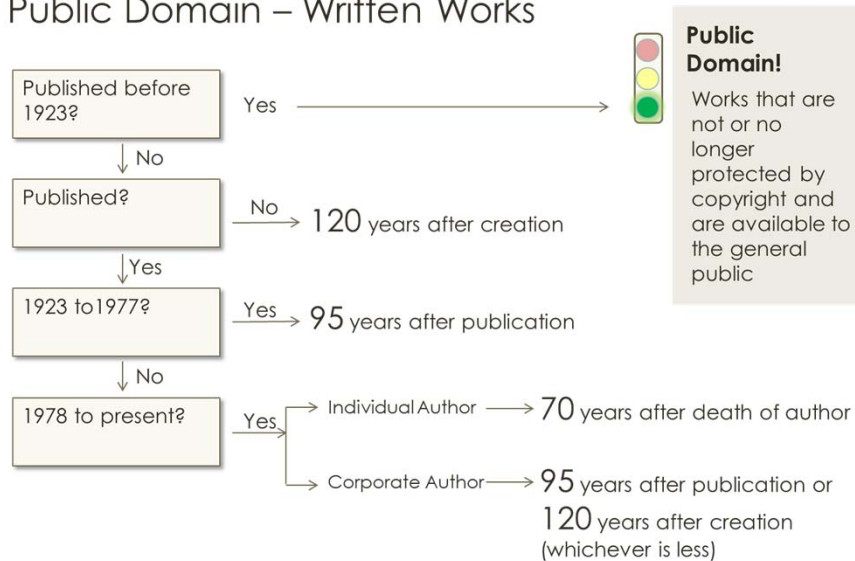• Find the steps to create a .gif, whiteboard animation, and infographic

For electronic copies of the presentation and this handout, go to
http://www.prhconsulting.com/chicagoelearning.htm

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Public Domain – Written Works

Published before 1923? — Yes ——→ **Public Domain!** Works that are not or no longer protected by copyright and are available to the general public

↓ No

Published? — No ——→ 120 years after creation

↓ Yes

1923 to 1977? — Yes ——→ 95 years after publication

↓ No

1978 to present? — Yes

→ Individual Author ——→ 70 years after death of author

→ Corporate Author ——→ 95 years after publication or 120 years after creation (whichever is less)

Fair Use

Fair use is ultimately determined by a judge

- ☐ Purpose and character of use
- ☐ Nature of the work
- ☐ Amount/substantiality of work used relative to the total work
- ☐ Effect of the use upon the value of the work

Examples of generally accepted fair use include teaching, criticism, research, scholarship, news reporting, and comment

Instructional Graphic Categories

TABLE 1 A communication taxonomy for graphics for Learning		
Function	**A graphic used to:**	**Examples**
Decorative	Add aesthetic appeal or humor	• Art on the cover of a book • Visual of a general in a military lesson on ammunition
Representational	Depict an object in a realistic fashion	• A screen capture • A photograph of equipment
Mnemonic	Provide retrieval cues for factual information	• A picture of 10 forks stuck in a door to retrieve meaning of Spanish word for fork: Tenador
Organizational	Show qualitative relationships among content	• A two-dimensional course map
Relational	Show quantitative relationships among two or more variables	• A line graph • A pie chart
Transformational	Show changes in objects over time or space	• An animation of a weather cycle • A video showing how to operate equipment
Interpretive	Illustrate a theory or principle	• A schematic diagram of equipment • An animation of molecular movement

Source: Ruth Colvin Clark, *"More than Just Eye Candy: Graphics for e-Learning,"* The Elearning Developers Journal, August, 11, 2003.