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ROYALTY FREE IMAGE'S AND DRONE FOOTAGE WEBSITES



*Digital Visual Assets Guide to
Royalty Free Images and Drone
Footage for Social Media and
Website Graphical Content*

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The Basis of Digital Design

Do you always see professional graphics on websites and social media posts and would love to know where these images came from and how did they load them in such high quality onto their digital assets?

When you download images and try to load them onto your website and do you get error messages telling you, they are the wrong format?

Do your website images load slowly?

If the answer is, yes, they probably are the incorrect file format.

This ebook will guide you through the process of finding the right images for Digital and Print Media.

You will also learn how to identify the correct File Formats and the advantages of downloading and uploading the right size image files to your Social Media Posts and Website.

Content covered in this Ebook

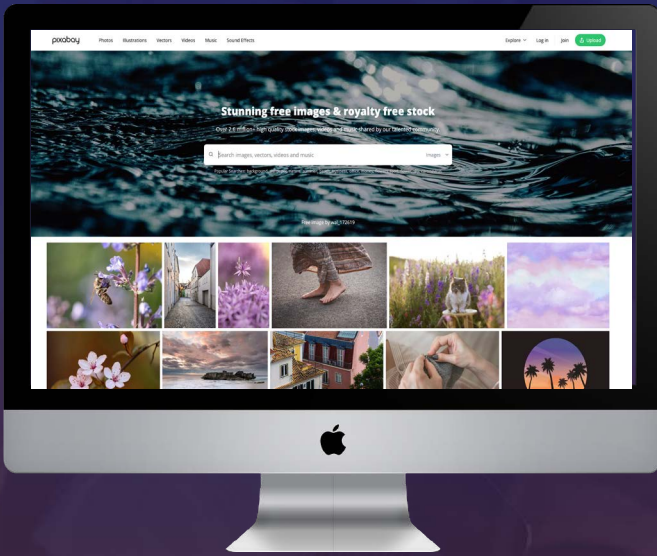
- Royalty Free Image Websites
 - Print Media v Digital Images Graphics
 - Digital File Formats
-



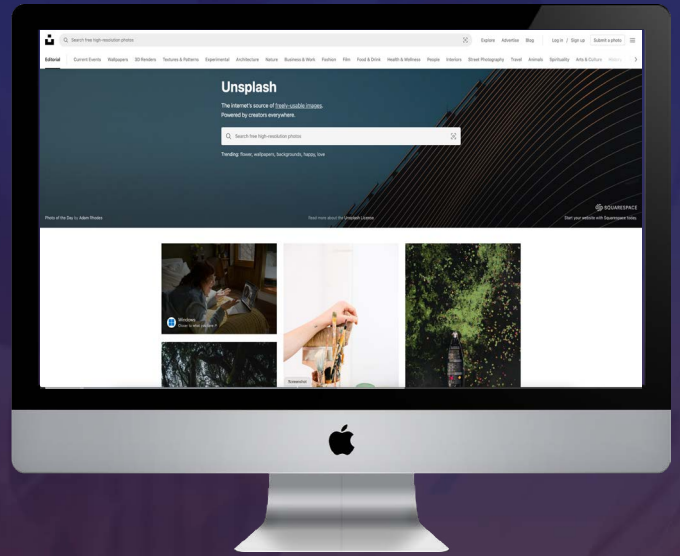
“Design is Where Science and Art Break Even”

Robin Mathew

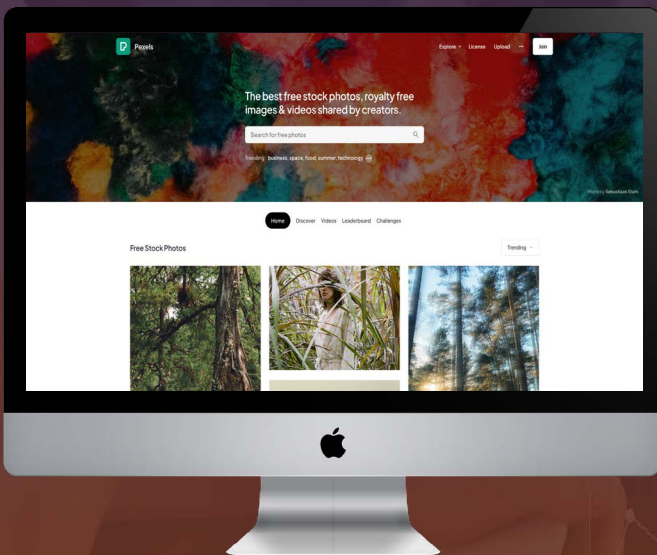
ROYALTY FREE STOCK IMAGE WEBSITES



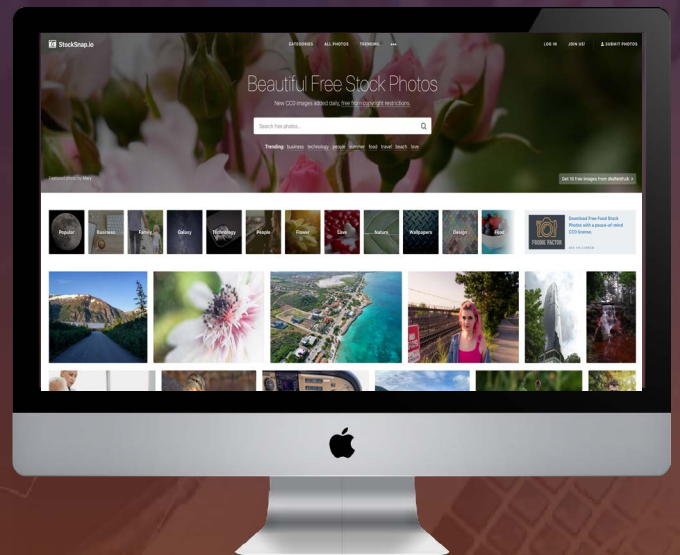
<https://pixabay.com/>



<https://unsplash.com/>



<https://www.pexels.com/>



<https://stocksnap.io/>



<https://www.videvo.net/>



<https://www.cleanpng.com/>

THE DIFFERENCE BETWEEN CMYK V RGB

Have you ever created a flyer, brochure, poster or PDF online and then brought it to a printer to be told “Sorry I need this in CMYK” ?

Have you scanned a flyer and noticed the colour was not as bright as the original print media?

The reason for this is Printed Media v Digital Material use two different formats CMYK v RGB File Formats.

The main difference always to keep in mind is Print v Digital. If you are creating a brochure, flyer or poster for print it is important to bear in mind that all Print material should be formatted in CMYK.

These are the Standard Ink Colours for Printing Cyan, Magenta, Yellow and Key (Black).

To produce Digital Content you should always use RGB. This refers to the primary colours of light Red, Green and Blue. They are used in Monitors, Television Screens, Digital Cameras and Scanners.

All images for printing are made up depending on the size of the graphic 100's to 1000's of small coloured boxes better known as Pixels.

In order to achieve the correct density of pixel you should create the image in the correct size.

If this is not right the image will pixelate and look unclear or blurred.

So Remember when creating your graphics the following rules:

1. Choose the Right Size for your Image.
2. Choose CMYK for Print Material
3. Choose RGB for Digital Images Content



First Image (Left) - Incorrect Size

You can see the pixelation on the Hand and Computer Looks very Grainy

Second Image (Right) - Correct Size

You can see there is no pixelation on the Hand and Computer. The image is fit proportionately to the frame borders



DIGITAL FILE FORMATS

There are many different Image file formats when it comes to taking photos or downloading images from the Internet.

You may have heard of some of them before, but do not panic, as you only need to understand the standard file formats to use in order to achieve the maximum potential for your images professionally.

- JPEG - Joint Photographic Expert Group
- GIF - Graphics Interchange Format
- PDF - Portable Document Format
- PSD - Photoshop Document Format
- AI - Adobe Illustrator Document
- PNG - Portable Network Graphics
- TIFF - Tagged Image File Format
- BMP - Bitmap Format
- ESP - Encapsulated PostScript
- INDD - Adobe Indesign Document

The Most Popular Digital Formats



JPEG (or JPG) - Joint Photographic Expert Group

JPEG is one of the most popular file types on the web. They are known for very little compression and no Transparency. High Quality Images and Large Size File Sizes



PNG - Portable Network Graphics

PNGs are ideal for use on Websites (*if imagine need to be Transparent*) and Social Media as the have a low image density. They are also perfect formats to create a transparent logo or text to overlay on a graphic and they are low in their file size.

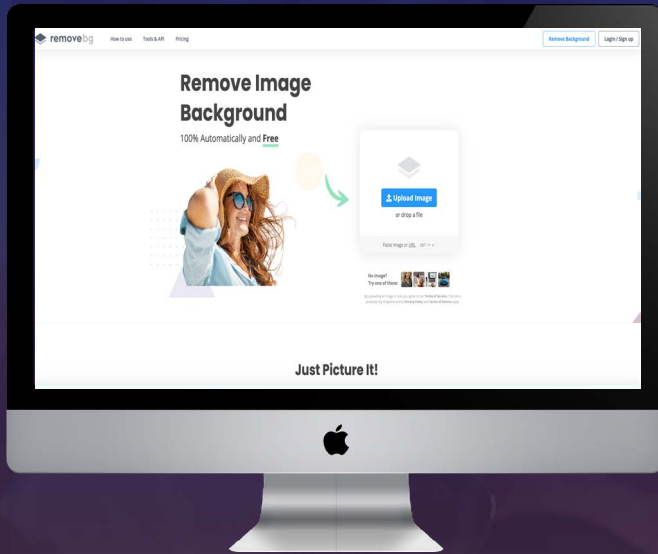


GIF - Graphics Interchange Format

GIFs are most common in animated form. GIFs are formatted from up to 256 colours in RGB. An advantage as the file size is hugely reduced.

Create your own personalised Gifs at <https://giphy.com/>

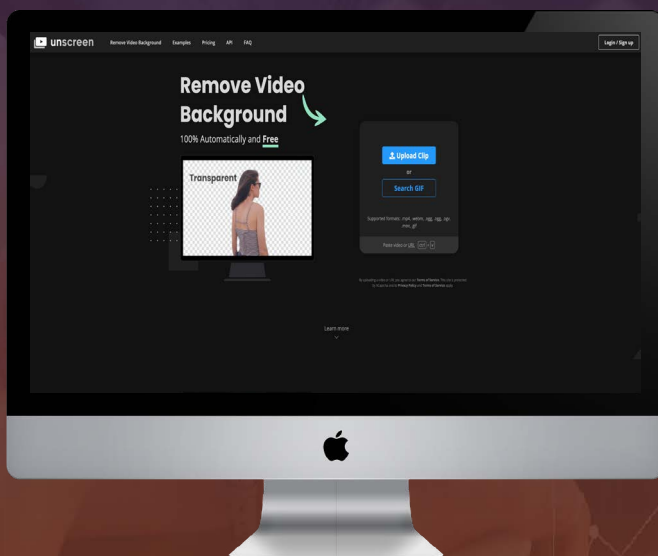
ADDITIONAL GRAPHICS TOOLS



Free Background Remover

Remove unwanted backgrounds from your photos. Just upload your image and click remove background and then download the file to your computer

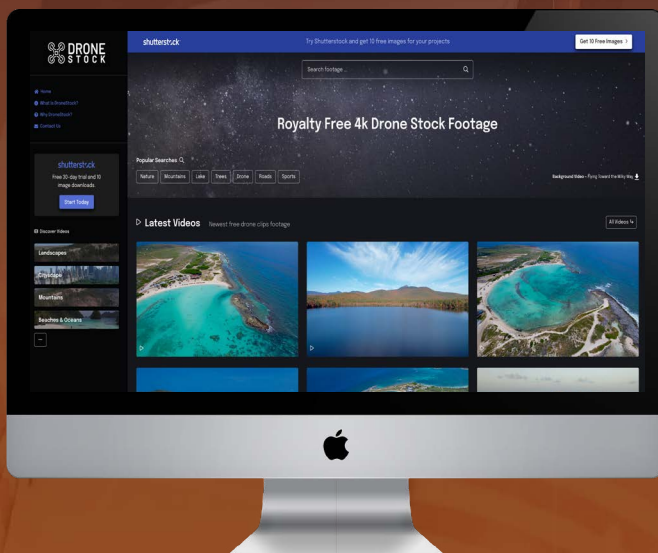
<https://www.remove.bg/>



Free Video Background Remover

Remove unwanted backgrounds from your Videos. Just upload your video and click remove background and then download the file to your computer

<https://www.unscreen.com/>



Royalty Free 4k Drone Stock Footage

Download a wide range of Royalty Free 4K Drone Footage. Choose from a wide range of different scenes to use in your digital content

<https://dronestock.com/>



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THE DIGITAL MENTOR HELPING YOU NAVIGATE THE DIGITAL LANDSCAPE

#TheDigitalMentor

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