

WELCOME- CREATING DIGITAL GRAPHICS



Important dates

Unit No & Title	Assignment No & Title	Learning Aim	Assessment Criteria	Hand Out Date	Formative Feedback Date	Hand In Date	Summative Assessment Date
Unit 6 Creating Digital Graphics	Understand the applications and features of digital graphic products	A	2A.P1, 2A.M1 2A.D1, (1A.1)	10/02/2014	22/04/2014	15/04/2014	12/06/2016
Unit 6 Creating Digital Graphics	Design digital graphic products	B	2B.P2, 2B.P3 2B.M2, 2B.D2, (1B.2, 1B.3)	15/04/2014	02/06/2014	19/05/2014	12/06/2016
Unit 6 Creating Digital Graphics	Create, test and review digital graphic products	C	2C.P4, 2C.P5, 2C.M3, 2C.M4, 2C.D3 (1.C4, 1.C5) 2C.P6, 2C.M5, 2C.D4, (1C.6)	19/05/2014	14/07/2014	07/07/2014	12/06/2016

Project Brief

You work for a company that makes technology products. You are asked to produce graphics for a promotional campaign for a new smart phone or tablet. You must choose no more than three of the main features of the device. You must concentrate on the USP (Unique Selling Points) of your specific device. You will need to review the current market place and develop a design that reflect the interests of your purchasers (audience).

During this term you will be exploring a new unit- Creating Digital Graphics.

In this unit you will investigate a range of applications and features of existing graphic products and consider their audience and purpose. You will be able to apply some of what you learn to your own digital graphic product.

What is a graphic product?
logo, sign, poster, magazine cover, packaging, web graphics, engineering drawings, manuals, imagery in movies and computer games.

What is its purpose?
invoke emotion, educate, inform, entertain.

Who are they aimed at?
They have many different target audiences: gender, age, interests.



Learning Aim A

You work for a company that makes technology products. You are asked to produce graphics for a promotional campaign for a new smart phone or tablet.

Required Documents:

Use the printed sheet or work digitally using the template right to help you analyse a minimum of two advertisement.

Think carefully about your presentation, as this is a graphics unit you should consider using the theories that you learn to produce a visually appealing body of work.



LEARNING AIM A

A - Understanding the application and features of digital graphic products

2A.P1, 2A.M1
2A.D1, (1A.1)

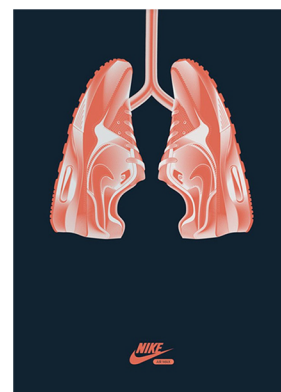
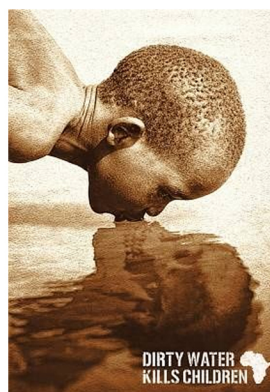
Part 1:

Choose two of the provided advertisements (or find your own) and discuss the features, audience and purpose of the pieces. Use the marking criteria below to help you ensure that you do enough to reach maximum marks. The two products you choose should have different purposes.

What features could I discuss?

- text (bold, italic, illustrated, scary, distressed, serif, sans serif)

- colour and texture (complimentary, gradient, speckled)
- type (bitmap image -photograph or vector graphic)
- composition (the arrangement of elements on the page)
- size and position (simple, complex, location on product)
- character and objects (placement, celebrity endorsements)
- file type and size (jpeg, photoshop, ai, ind)
- resolution (quality, number of pixels per inch)



Learning Aim B

You work for a company that makes technology products. You are asked to produce graphics for a promotional campaign for a new smart phone or tablet.

2B.P2, 2B.P3
2B.M2,
2B.D2,
(1B.2, 1B.3)

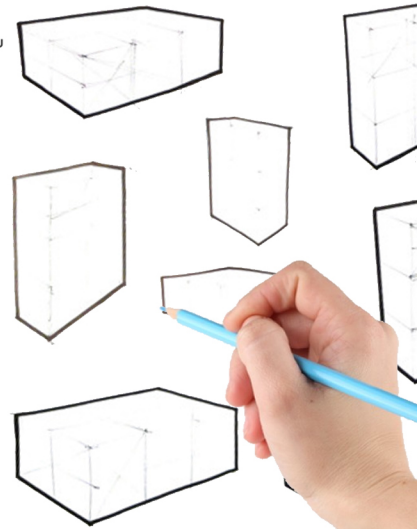
Part 2:

Using the prepared sheet it's time for you to begin the design process. You will be producing one vector and one bitmap product so this should be considered, along with your target audience, when creating your designs.

Along the way you must describe how your design is fulfilling it's requirements and meeting it's intended purpose. You should also explain how it communicates to the target audience.

On the provided sheets you need to document the production of your graphic products. You must justify the design decisions that you make in relation to the intended purpose and audience.

You will save your work in one folder on the server to allow you to work with ease between the Adobe Suite.



LEARNING AIM B

B - Design digital graphic products

Product 1

The smartphone/tablet is aimed at 16-25 year old and offers options to be targeted at both sexes.

You must design an advert - including an image(s) of the product in use and text. The file should be compressed appropriately to be displayed in the advertisement bar on a popular website and to be printed in a high-end glossy magazine.

The purpose of the piece should be to entertain the target audience and encourage them to use the new interactive features of the device.

Product 2

The smartphone/tablet is aimed at 16-25 year old and offers options to be targeted at both sexes.

You must design piece of packaging the your phone would be sold in at a major high street retailer.

The purpose of the piece should be to inform the target audience of the features of the new product. It should also include technical product information and must to be appealing to the target audience.

Learning Aim C

You work for a company that makes technology products. You are asked to produce graphics for a promotional campaign for a new smart phone or tablet.

Part 3:

2C.P4, 2C.P5,
2C.M3, 2C.M4,
2C.D3 (1.C4,
1C.5)

Create Graphics

You must also produce a list of pre-made assets that you have included in your work, this may be existing photographs, fonts (downloaded,) anything that you have used but not designed and made yourself. These should be comprehensive enough that someone else should be able to gather these assets unaided.

Part 4:

Review

In this section you need to review the products that you have made. You should discuss how well they have fulfilled the stated purpose and user feedback to fully evaluate your design.

Finally you should suggest and make some moderations to your design to explore other options. These should be justified in relation to the intended purpose of the piece and the user feedback.



LEARNING AIM C

C - Create, test and review digital graphic products

UNIT TRACKING

CRITERIA	P1	P2	P3	P4	P5	P6
COMPLETED						

CRITERIA	M1	M2	M3	M4	M5
COMPLETED					

CRITERIA	D1	D2	D3	D4
COMPLETED				

Student Name:

Student Declaration:

I declare that all work submitted for this assignment is my own

Student Signature.....Date.....

Assessment Criteria
Unit 6 Creating Digital Graphics

Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Learning aim A: Understand the applications and features of digital graphic products			
1A.1 Identify the intended purpose and features of two different graphic products.	2A.P1 Explain the intended purpose and features of at least two different graphic products.	2A.M1 Review how the products are fit for purpose and their intended effect on the audience.	2A.D1 Discuss the strengths and weaknesses of the graphic products.

Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Learning aim B: Design digital graphic products			
1B.2 Identify the audience and purpose for the design of a graphic product.	2B.P2 Describe the audience and purpose for the design of a graphic product.	2B.M2 Produce detailed graphic product designs, including reasons why alternative ideas have been discarded.#	2B.D2 Justify the final design decisions, explaining how they will: <ul style="list-style-type: none"> • fulfil the stated purpose and requirements in the brief • meet the needs of the audience.#
1B.3 Produce outline design(s) for the digital graphic products. Each design must include outline product ideas.	2B.P3 Produce designs for two digital graphic products with different purposes and audiences. One design must be for a vector image and the other must be for a bitmap image. Each design must include: <ul style="list-style-type: none"> • requirements of the brief • documented product ideas and/or prototypes • a list of any ready-made assets to be used.# 		

Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Learning aim C: Create, test and review digital graphic products			
1C.4 Prepare assets for the graphic products, with guidance.	2C.P4 Prepare assets for the graphic products, demonstrating awareness of purpose, with a list of sources for ready-made assets.	2C.M3 Prepare high-quality assets for the graphic products, demonstrating awareness of audience, with all sources of assets fully referenced.	2C.D3 Refine assets to create two high-quality digital graphic products.*
1C.5 Edit assets to create graphic products, and test them for functionality, with guidance.*	2C.P5 Edit assets to create two graphic products that both include text. Test the products for quality, purpose and against the original requirements, making any necessary improvements.*	2C.M4 Gather feedback on the quality of the products, and use it to improve the product, demonstrating awareness of audience and purpose.*	
1C.6 For each of the final graphic products, identify how the final product is suitable for the intended purpose.	2C.P6 For each of the final graphic products, explain how the final product is suitable for the intended audience and purpose.	2C.M5 Review the extent to which each of the final graphic products meets the needs of audience and the purpose, considering feedback from others and any constraints.	2C.D4 Evaluate the initial designs and the final graphic products and justify any changes made, making recommendations for further improvement.

*Opportunity to assess mathematical skills

#Opportunity to assess English skills