



# OCR Cambridge Nationals

## in

# Creative iMedia

### Level 1/2



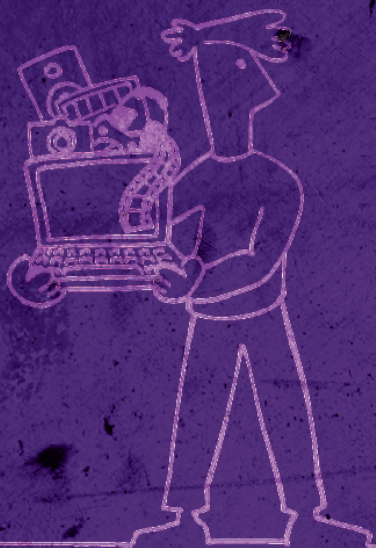
**Creative iMedia** Level 1/2





# UNIT R082: CREATING DIGITAL GRAPHICS

*what's it all about?*

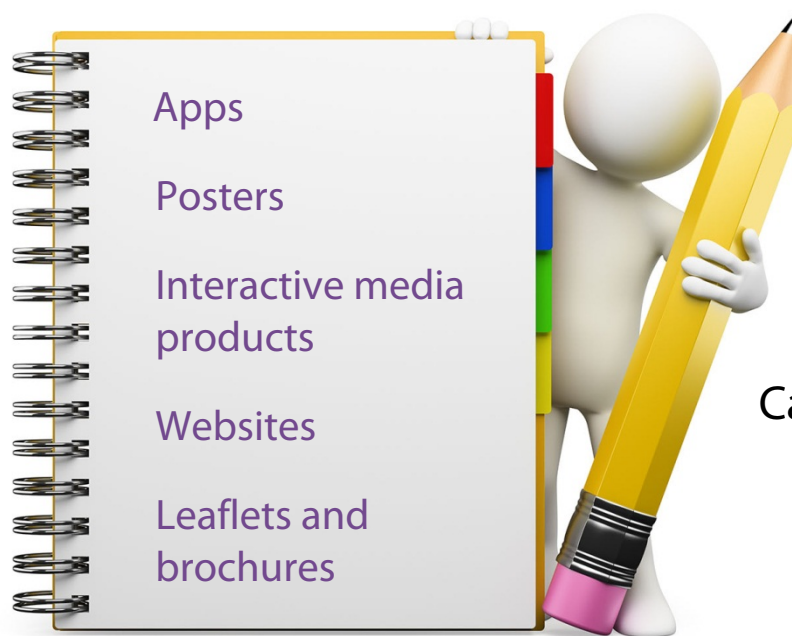




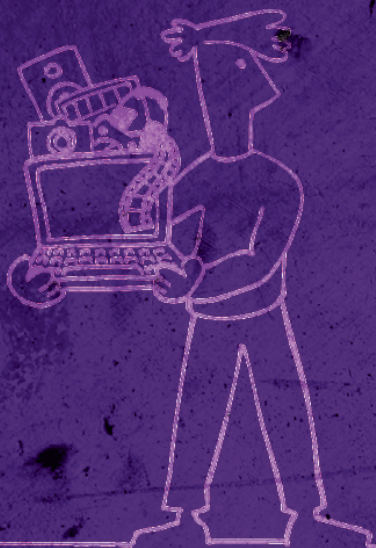


# Digital graphics

Digital graphics can be found everywhere:

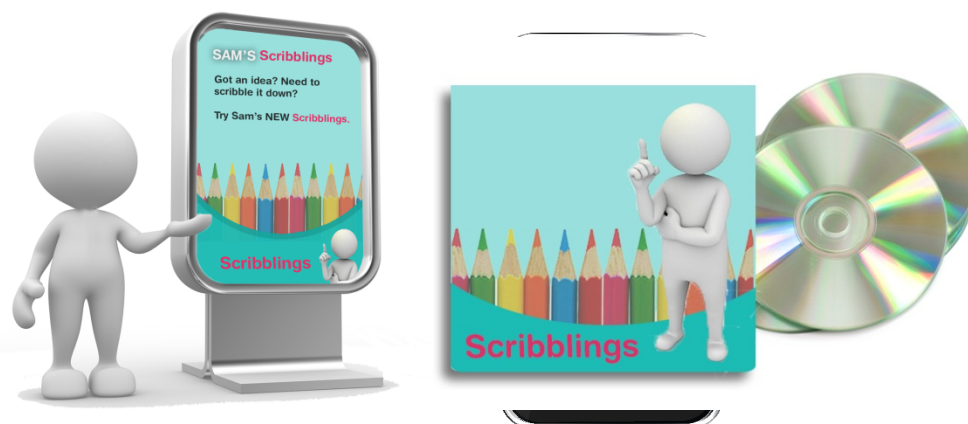


Can you think of any other examples?

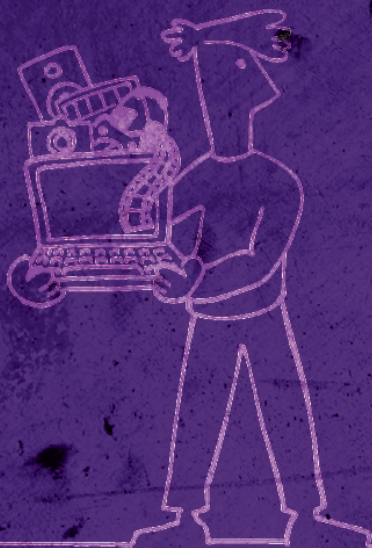


# User needs

This unit will focus on producing a digital graphic for a client for a **specific purpose**:



You will use **a software program** to produce a suitable digital graphic and learn how to save these in a suitable **file format** for the purpose of the graphic.





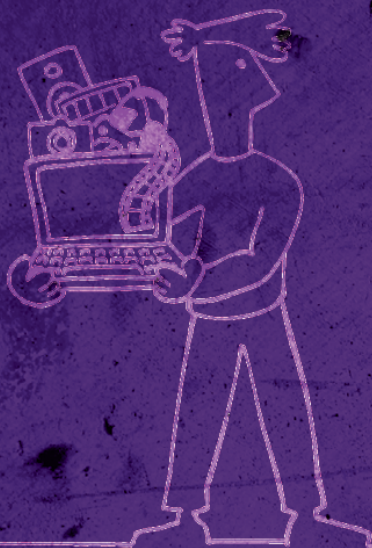


# Designing a digital graphic

Successfully analysing the **requirements** of the client and **planning** the project will determine how well the final digital graphic turns out.

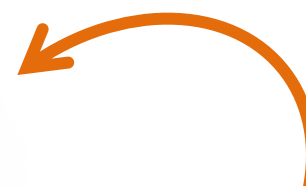
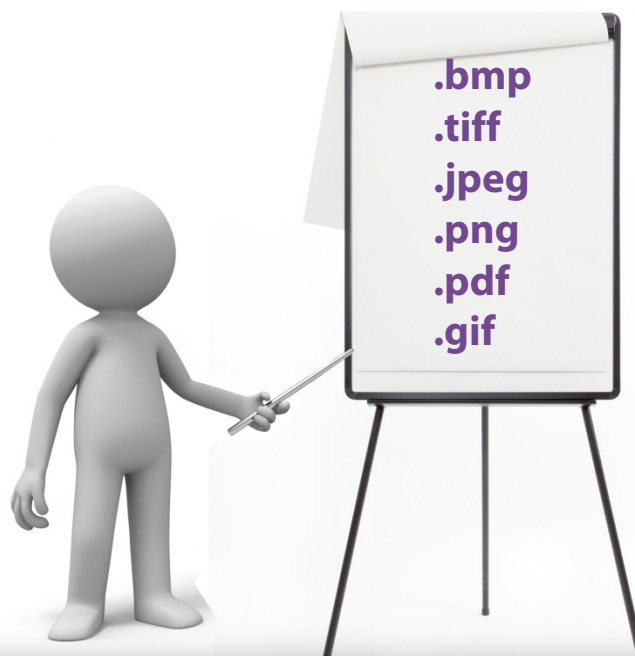


Working to a **time plan** will allow you to stay on track when you're creating an original graphic.



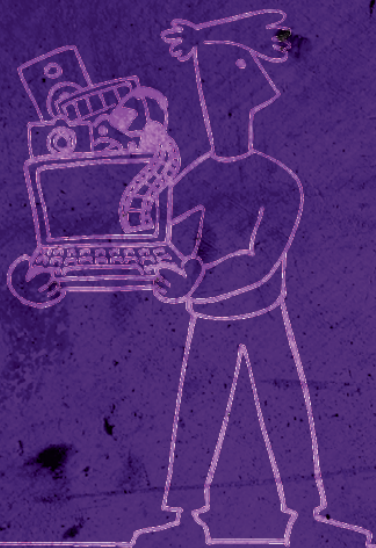
# File formats

Different file formats can be used for different situations.



**Still image** file formats

Do you know any others?







# Logos

Logos are everywhere and are some of the most **recognised** images in the world.

And much, much more!

All companies have a logo which appears on all of their **official** documentation including:



Websites

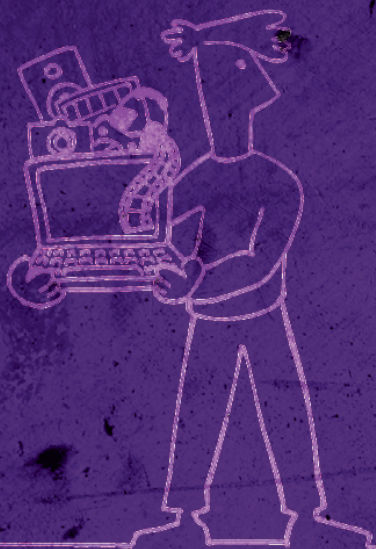
Letterheads

Business cards

Uniforms



An effective logo can change a brand and make it **identifiable** wherever the company might choose to do business.



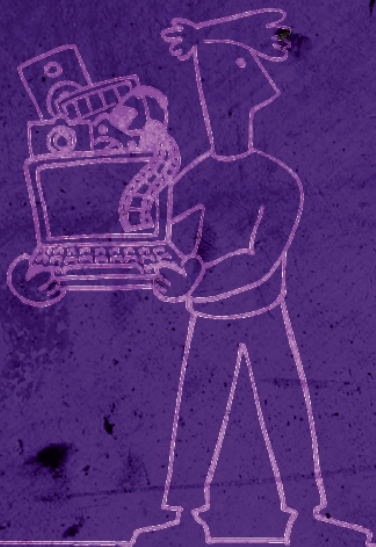


# Advertising

A picture is worth a thousand words! Or so they say.

Advertising executives spend thousands of pounds a year asking graphic designers to create **flyers**, **posters** and **campaigns** which attract attention.

Successful digital graphics can **enhance** the image of a product or a location with just a few editing tools.







# Essential skills

Specialist software can be used to enhance existing digital graphics or to create original graphics.

Rotating

Brightness

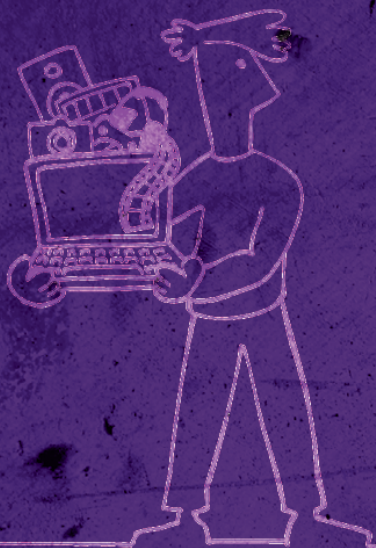
Contrast

Colour  
adjustment

Cropping



Graphics can also be made suitable for a range of different viewing methods by changing **dpi**, **resolution** and **file formats**.





# What will you learn?

Why and how digital graphics are used

The types of digital graphics

The properties of still image file formats

To plan the creation of a digital graphic

How to source assets legally

How to create digital graphics using specialist software

How to review digital graphics and suggest improvements

