R082 LO1	Understand the purpose and properties of digital graphics
	START YOUR SCRAPBOOK or DIGITAL DOCUMENT WITH THE FRONT PAGE THAT SAYS: **UNIT R082** **(Your Name)** **Learning Outcome 1:** **Understand the purpose and properties of digital graphics.** You could also include some nice examples of digital graphics on this page. Including the examples you will analyse.
	PAGE 2
	Leave this page blank because later you will create a contents page. **PLEASE DO ALL YOUR WORK IN ONE SCRAPBOOK OR ONE DIGITAL DOCUMENT ONLY.**
R082 LO1	

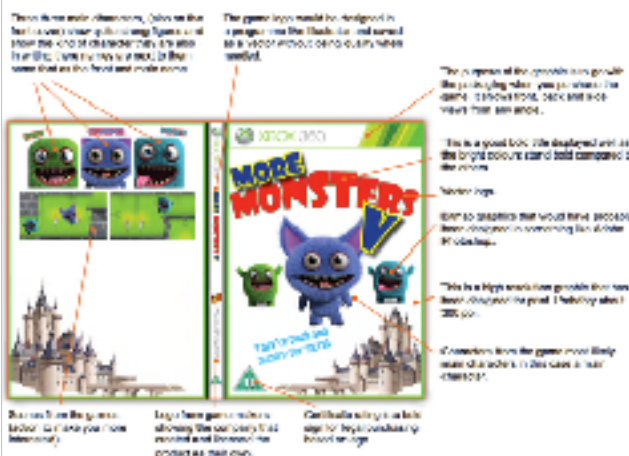|	**PAGE 3 - Digital Graphic 1**
	TITLE OF PAGE: DIGITAL GRAPHIC 1 ANALYSIS **Create an analysis of ONE of your researched images.** *(See the basic example to the left here)* The analysis should discuss: ◍ What assets are used? *(These are the component parts that are used in the creation of the digital graphic. Examples would be photographs, images, graphics, text, logos.)* ◍ How are the assets used to create a purpose? ◍ The design and layout of the graphics. *(This refers to the use of colour, composition, white space and styles in the digital graphic in the context of a given target audience. For example, choices of colour can be very different depending on the age group of the target audience. The colours should also contrast and complement each other. Composition refers to the layout of the different elements on the overall graphic, using suitable sizes and positions of different images and assets. White space is not necessarily a white colour – it is any blank space and can be used effectively to emphasise key parts of the graphic. The styles are associated with different genres of graphic products. Examples would include themed magazine covers, gaming covers, film posters, advertisements)* ◍ File Formats used *(This refers to the type of image file and file extension that is being used or considered. Typical examples of file formats are .tif, .jpg, .png, .bmp, .gif and .pdf.)* ◍ Where is photoshop used and how were photoshop effects used? ◍ What are the properties of the image you found and where did you find it? *(Firstly, copy and paste the link to the image directly then the properties of digital graphics refer primarily to the pixel dimensions and dpi resolution. Final work that is 595 x 842 pixels will be the correct aspect ratio for an A4 page but since this would only be at 72dpi it is not suitable for print purposes. Furthermore, a graphic that is saved using pixel dimensions of 2480 x 3508 (i.e. A4 at 300dpi) using jpeg low quality settings might reduce the file size but that does not mean it is suitable for web use. The fitness for purpose of the final graphics is fundamental to the unit. This means it must have an appropriate number of pixels – whether for print or web use.)* ◍ What is your opinion on this digital graphic? *(i.e. would you buy it? is it a successful image? Are the colours put to good use? Does the background / foreground images work? Does the photoshop effects work well and why? Who is the target audience? How do the images used create interest for a target audience?)*

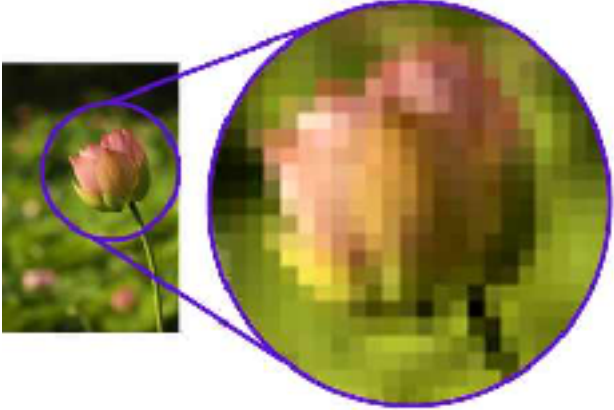|	PAGE 4 - Digital Graphic 2
	TITLE OF PAGE: DIGITAL GRAPHIC 2 ANALYSIS **Create an analysis of ONE of your researched images.** **This must be a DIFFERENT product to the first.** *(so you can't analyse two CD covers for example)* *(See the basic example to the left here)* The analysis should discuss: ● What assets are used? ● How are the assets used to create a purpose? ● The design and layout of the graphics. ● File Formats used ● Where is photoshop used and how were photoshop effects used? ● What are the properties of the image you found and where did you find it? ● What is your opinion on this digital graphic?
	PAGE 5 - Digital Graphic 3
	TITLE OF PAGE: DIGITAL GRAPHIC 3 ANALYSIS **Create an analysis of ONE of your researched images.** **This must be a DIFFERENT product to the first and second.** *(so you can't analyse two CD covers for example)* *(See the basic example to the left here)* The analysis should discuss: ● What assets are used? ● How are the assets used to create a purpose? ● The design and layout of the graphics. ● File Formats used ● Where is photoshop used and how were photoshop effects used? ● What are the properties of the image you found and where did you find it? ● What is your opinion on this digital graphic?

PAGE 6 - Digital Graphics - BITMAP IMAGES

TITLE OF PAGE: BITMAP IMAGES

Create a mood board that shows a series of THREE BITMAP images (the image opposite shows just one)

On one side of the page show the full image, on the other show the same image zoomed in.

You should use the graphics you have created in lesson saved as BMPs to demonstrate this.

Write at the bottom of this page
"The Bitmap images above were created by me using photoshop effects"

PAGE 7 - Digital Graphics - BITMAP IMAGES

TITLE OF PAGE: BITMAP IMAGES

Firstly, on this page you should state what exactly a bitmap image is.

Referring to the images on the previous page, what happens to the images when they are zoomed in and why does this happen?

What impact could using a BITMAP image have upon a professional product like a billboard or even a very small news paper advert?

What are the advantages of using BITMAP images?

What are the disadvantages of using a BITMAP image?

Based on the advantages and disadvantages - why would the media industry use BITMAP images?

What are JPEG images? What does JPEG stand for?

Compare BITMAP to JPEG images - what's the difference?

In your opinion which is better JPEG or BITMAP?

PAGE 8 - Digital Graphics - VECTOR IMAGES

TITLE OF PAGE: VECTOR IMAGES

Create a mood board that shows a series of THREE VECTOR images (the image opposite shows just one)

On one side of the page show the full image, on the other show the same image zoomed in.

Provide the internet link to the Vector image beneath each image.

PAGE 9 - Digital Graphics - VECTOR IMAGES

TITLE OF PAGE: VECTOR IMAGES

Firstly, on this page you should state what exactly a vector image is.

Referring to the images on the previous page, what happens to the images when they are zoomed in and why does this happen?

Where might you find a vector image being used, can you demonstrate the answer to this in text as well as image form?

What are the advantages of using vector images?

What are the disadvantages of using a vector image?

Based on the advantages and disadvantages - why would the media industry use vector images?

PAGE 10 - Digital Graphics - IMAGE RESOLUTION

TITLE OF PAGE: IMAGE RESOLUTION COMPARISON

Put TWO of your created images (not the same ones as before) side by side.
Output one from Photoshop at 300dpi and one at 72dpi.

Label them as 300dpi and 72 dpi. Make sure it's clear which one is which.

PAGE 11 - Digital Graphics - IMAGE RESOLUTION

TITLE OF PAGE: IMAGE RESOLUTION COMPARISON

Why is image resolution important for the media industry - which industries do you think it will affect the most and why?

What does DPI mean?
What does lo-res and high-res mean?

What resolutions would be appropriate for:
> A DVD Cover?
> A Cinema poster?
> A web banner?
> A daily newspaper?
> A glossy magazine?
> A Computer Game menu screen?
and why would they be appropriate?

Why might the target audience care about image resolution when using the productions above?

PAGE 12 - Digital Graphics - COLOUR

TITLE OF PAGE: USE OF COLOUR

Find 1 example from each of the following media texts, each HAVE to contain a "Digital Graphic" of some sort.

1x Billboard advertising a product
1x Major UK Brand (like McDonalds)
2x Film Posters in contrasting genres (like Romance and Horror or Fantasy and Musical)
1x Children's Toy Logo (like Lego)

Put these logo's into a moodboard, beneath each image write the MAIN colours used in them (e.g. LEGO = Red, Yellow, Black, White)

PAGE 13, 14, 15, 16, 17 - Digital Graphics - COLOUR

TITLE OF PAGE: MEANINGS OF COLOUR

It's important you understand that when you come to create your digital graphic, you will have to justify and analyse the colours you use. So, analyse just ONE colour from EACH of the products and discuss:

Why was that colour used?
What does it make you think of or what images does it conjure up?
Create a "Wordle" or a list of words that that colour makes you think of.
How does it help give the product a purpose / meaning in other words - what messages might using that colour send out to the target audience?
What if the media text used the wrong colour, how would it change the meaning intended by the producer?

DEDICATE ONE PAGE TO EACH COLOUR.

PAGE 18 - Digital Graphics - EXPLORING FILE FORMATS

TITLE OF PAGE: EXPLORING FILE FORMATS

It's important you evidence the fact that you know what different file formats stand for?
Here's a list of file formats, what do the letters stand for and what are the **properties** of that format?
Create a table that outlines the name of each, what they stand for and what the properties are.

.tiff
.jpg
.png
.bmp
.gif
.pdf
.psd

What do these mean:

Dithered
No Dither
Restrictive

Example of Properties:
.tiff (tagged image file format) the properties of this are an uncompressed format for high quality printing. File sizes are larger due to the format being uncompressed.

	PAGE 19 - Digital Graphics - LAYOUT & CONTENT
	TITLE OF PAGE: LAYOUT & CONTENT It's important you understand the way digital graphics are laid out, they must compliment the content. Find a poster for a TV Campaign like the one in the example here, then analyse it for example you might ask yourself the following questions: > Why the Doctor in the centre? > Why is he covering his face? > Why is Amy and Rory either side of him and not in front? > Why is Amy and Rory "grey" and the Doctor in full colour? > Why are they praying? > Why is the scary one behind Amy? Why is there one about to touch Rory? How could this be foreshadowing the story that is to come? > Why is the text in those fonts? > Why is the text centre of the image at the bottom with black behind it? > Why is the text in 3D? > Why the BBC America and DW logo's in each corner? > Why is there red in the text in the corners? > Why is the location behind them all? > Why do the stone angels appear behind them all? > Why is there a grave yard present? Easiest way to complete this task is to create a spider diagram with the image in the centre. Remember to use the words: "Target Audience" and "Composition"
	END OF LO1