
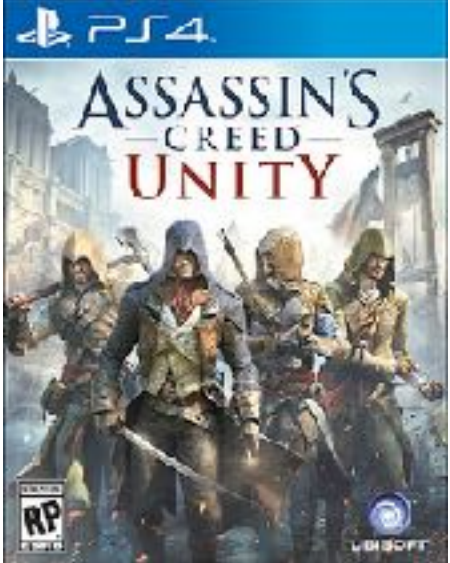



R082 LO2	Be able to plan the creation of a digital graphic
	<p><b>START THE NEXT PHASE OF YOUR SCRAPBOOK or DIGITAL DOCUMENT WITH THE FRONT PAGE THAT SAYS:</b></p> <p style="text-align: center;"><b>UNIT R082 (Your Name) Learning Outcome 2: Be able to plan the creation of a digital graphic.</b></p> <p>You could also include some nice examples of digital graphics on this page from your chosen brief.</p>
	<b>PAGE 2</b>
	<b>Print out a copy of your chosen brief and put it in here.</b>
	<b>PAGE 3 - Digital Graphic Analysis</b>
	<p><b>TITLE OF PAGE: DIGITAL GRAPHIC 2 ANALYSIS</b></p> <p><b>Create an analysis of your chosen product.</b></p> <p>The analysis should discuss:</p> <ul style="list-style-type: none"> <li>• What assets are used?</li> <li>• How are the assets used to create a purpose?</li> <li>• The design and layout of the graphics.</li> <li>• File Formats used</li> <li>• Where is photoshop used and how were photoshop effects used?</li> <li>• What are the properties of the image you found and where did you find it?</li> <li>• What is your opinion on this digital graphic?</li> </ul> <p>Find an example of the product you intend to make.</p> <p>Analyse it for:</p> <p style="text-align: center;">COLOURS USED, LAYOUT USED, IMAGE RESOLUTION USED, IMAGES USED (and why) DENOTATION (what you see), CONNOTATION (what it means), FONTS USED, LOGO'S USED and DIMENSIONS of the Product.</p> <p>good analysis will ask WHY for the elements above.</p>

	PAGE 4 - The Client and The Target Audience
<p><b>Interpreting client requirement</b></p> <p>The client is producing a new film which is titled energy matters and needs to begin developing a DVD cover. The film is about the World's demand for energy in the year 2020 which is expected to have a certificate 12 rating when it is released and will include renewable energy and non-renewable energy and also the different forms of energy. The DVD cover being produced must be a single piece of digital graphic artwork that will include front and back covers and a disc spine. It will also include graphics of 1 hour in length and create and edit graphics of 10 minutes or less.</p> <p>It will have a high quality when printed and will be created together with a low resolution suitable for the website so it will load relatively quickly and that version will be used for promotion and be 400 pixels to fit the webpage layout.</p> <p>The file formats that I would save my DVD cover in will need to be:</p> <ul style="list-style-type: none"> <li>• .psd ( whilst working in Photoshop in order to keep the layer information so that I can be edited)</li> <li>• .ai ( so when I print it out it would be in high quality and this would be with a resolution of 300dpi)</li> <li>• .jpg ( for using from the internet. This will be done by changing the properties of the psd file and saving it as .jpg 400 pixels wide and as a .jpg at a resolution of 72dpi)</li> </ul> <p><b>Target audience</b></p> <p>In the brief that the client has given to me I know that the target audience is supposed to be people who are aged 12 years old and over. This means that I have to display this rating on my DVD cover which means I have to put it in front and back of the DVD cover but also the spine. I came to this hypothesis by looking at the brief and it saying that it had a certificate of a 12 rating. The reason why I settled for that target audience of what rating it got is because I know that it should be appropriate. The rating could be PG or 11 but this might discourage a teenage audience. Even though it is aimed at 12 years and older I must make sure I do not include images that are not suitable for a younger audience to see. This is because the DVD will be displayed where anyone could see it regardless of the rating of the film. Because it is a serious sounding film I will not use cartoon style images on the DVD cover. These would appeal to a younger audience but would not give the impression of a serious film. If the DVD is a documentary then photographs of energy-making or saving devices would be suitable. If it is a movie then the images can be less precise and might include suggestions at emotional content such as dark moody skies, explosions or pictures of the actors or action from the movie. The spine of the DVD cover will have the title in a clear font because this needs to be easily read if it is on a shelf. Most DVD covers put the text sideways rather than writing downwards so this is also what I should do. The back of the DVD cover will have a blurb about the film or movie so I will include a space for this in my design.</p>	<p><b>TITLE OF STATEMENT: THE CLIENT REQUIREMENTS</b></p> <p><b>Create a statement that outlines what you think the client requirements for your product are.</b></p> <p><i>(See the basic example to the left here)</i></p> <p>The requirement statement should include:</p> <ul style="list-style-type: none"> <li>• Who is the client and what do they do to make money? (You may need to research similar companies to get an answer to this)</li> <li>• What is it the client states on the brief exactly?</li> <li>• What product has the client asked you to make?</li> <li>• What do you think the clients expectations of the finished product will be?</li> <li>• What will be the file formats you will be working with and why?</li> <li>• What sort of images / fonts will the client be looking for do you think?</li> </ul> <p><b>TITLE OF THE NEXT STATEMENT: THE TARGET AUDIENCE</b></p> <p><b>Create a statement that outlines what you think the client requirements for your product are.</b></p> <p><i>(See the basic example to the left here)</i></p> <p>The target audience statement should include:</p> <ul style="list-style-type: none"> <li>• Who is the target audience and what do you know about that age range?</li> <li>• What research might you carry out if you don't know much about the age range?</li> <li>• Will your product need to display an "age warning"? If so why, if not why not?</li> <li>• What will the target audience want from your product?</li> <li>• How will you make the product appeal to the audience?</li> <li>• If your product requires an adult to purchase it then how will you make the product appeal to the adults who are going to buy it for their children?</li> <li>• Where might you buy this product? Be specific - high street and online suggestions.</li> <li>• What will <u>have</u> to be on the product to make sure it sells? (e.g. a CD Cover needs a track list, artist name, album name etc...)</li> <li>• How much consideration of the target audience do you need in order to make sure your product meets the client expectations and most importantly SELLS.</li> </ul>

	PAGE 5 - Asset Requirements
	<p><b>TITLE OF PAGE: ASSET REQUIREMENTS</b></p> <p><b>Create an answer to the question:</b></p> <p><b>What assets do you need in order to create your product, why do you need these assets and where will you get them from?</b></p> <p>Things you might need:</p> <ul style="list-style-type: none"> <li>• Photographs (several and what sort?)</li> <li>• Bar Codes?</li> <li>• Font choices?</li> <li>• Colour palette choices?</li> <li>• Rating logo?</li> <li>• Company logo?</li> <li>• Film Poster Credits?</li> </ul>
	PAGE 6 - Resources
	<p><b>TITLE OF PAGE: RESOURCES</b></p> <p><b>Create an answer to the question:</b></p> <p><b>What physical do you need in order to create your product, why do you need these things and where will you get them from?</b></p> <p>Things you might need:</p> <ul style="list-style-type: none"> <li>• Visualisation Diagram?</li> <li>• Keyboard / Mouse?</li> <li>• Photoshop?</li> <li>• Stills Camera?</li> <li>• Computer?</li> </ul>
	PAGE 7 - Legislation
<p><b>Legislation</b></p> <p>I know that if I have gathered images from the Internet and used them on my DVD cover they wouldn't belong to me; this would mean that I would need to ask whoever made the images to have their permission to use their image on my DVD cover because some of my pictures could be copyrighted. However if I do use the image and use it without permission and they found out I know that I could be prosecuted. Although because I am using them for educational purposes I would be able to use copyright images. But if the DVD was used for real and on sale I would need the permission to use the images. I could avoid this by looking for images which are copyright free, open source or royalty free when searching but this would narrow down my choice.</p>	<p><b>TITLE OF PAGE: LEGAL RESTRICTIONS</b></p> <p>Explain any legal issues and restrictions that you need to consider when creating a digital graphic to be used in a commercial context.</p> <p>Things to consider:</p> <ul style="list-style-type: none"> <li>• Copyright of company logo</li> <li>• Copyright of the images you use</li> <li>• Permission to use images</li> <li>• What would happen if you use an image without permission?</li> <li>• What images might be subject to copyright?</li> <li>• What logos can you use without permission?</li> <li>• What are the copyright laws on using internet images?</li> </ul>

**PAGE 8 - Visualisation Diagram**

**TITLE OF PAGE: VISUALISATION DIAGRAM**

**Create a simple outline pencil drawing of what your product will look like. Remember both products need a visualisation diagram so the product you've been asked to make and the online web version.**



**PAGE 9 - GANTT Chart**

**TITLE OF PAGE: GANTT Chart**

Create a work plan GANTT chart and stick to it!



**END OF LO2**