

What do you
think is the
PURPOSE of
this image?
Where is the
digital
graphic?

ROB2 - CREATIVE IMEDIA
CREATING DIGITAL GRAPHICS
LESSON 3



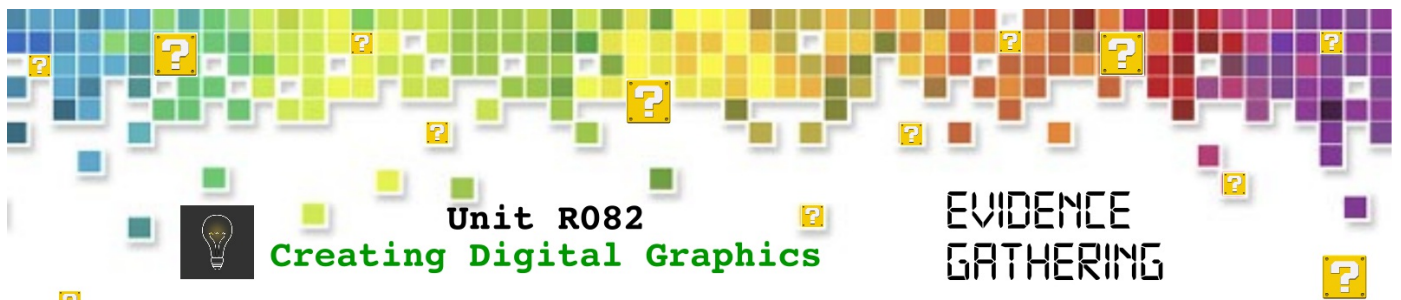


Learning Objectives

Create a selective desaturation using a high quality image.

Demonstrate how the desaturation effect can give a text a purpose.





Unit R082

Creating Digital Graphics

EVIDENCE
GATHERING


Create a scrapbook / Digital Library
of the images you create each lesson.

Any image you create for this unit can
be used as evidence. Make sure you
either print out all your creations,
put your name on them and give them to
your teacher for your scrapbook or
keep them in a digital library for use
later in your portfolio.



IN THIS UNIT YOU WILL BE EVIDENCING FOUR AREAS:

- ✓ **LEARNING OUTCOME 1:**
UNDERSTAND THE PURPOSE AND PROPERTIES
OF DIGITAL GRAPHICS
- ✓ **LEARNING OUTCOME 2:**
BE ABLE TO PLAN THE CREATION
OF A DIGITAL GRAPHIC
- ✓ **LEARNING OUTCOME 3:**
BE ABLE TO CREATE A DIGITAL GRAPHIC
- ✓ **LEARNING OUTCOME 4:**
BE ABLE TO REVIEW A
DIGITAL GRAPHIC



A good series of images that you have created in photoshop + an understanding of how they create meaning can be great evidence for these learning outcomes.

SELECTIVE DESATURATION

How does this effect give a product some purpose? What's involved in it's creation?

Image 1

Analysis

Image 2

Image 2A

What's your analysis of image 2?





TASK:

Using the Apple iBook and teacher support, open up Photoshop.

Watch movie 3.1

Create a selective desaturation image that you might find in a piece of media.

Film / Advert / Music Video..

What's the purpose?



Plenary

Show and Tell - what did you create and verbally demonstrate how the desaturation effect can create a sense of purpose.

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