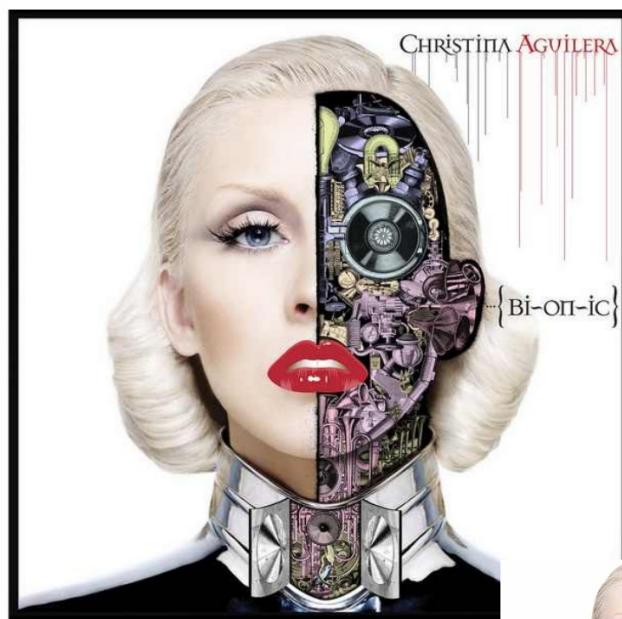


What is the purpose of this digital graphic and what photoshop effect is used?



ROB2 - CREATIVE MEDIA
CREATING DIGITAL GRAPHICS
LESSON 6

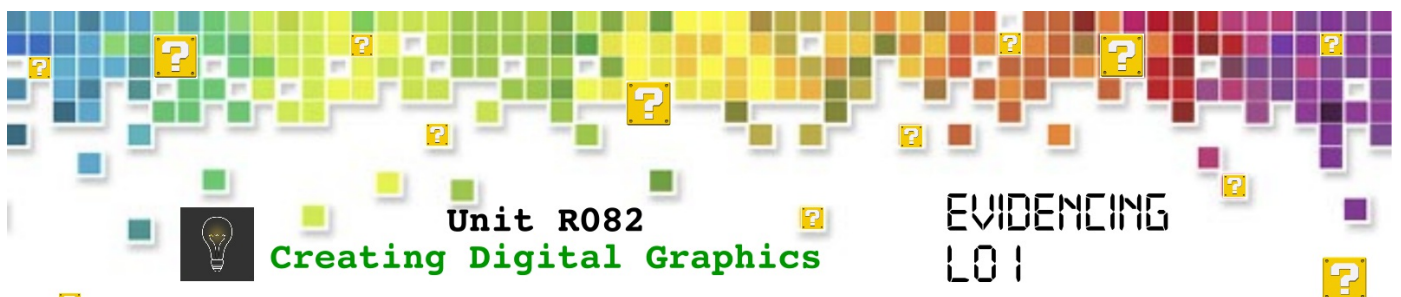




Learning Objectives

Investigate a range of digital graphics and identify the purpose of these graphics.





This task will be the first one to be put into either your scrapbook or a digital document such as Microsoft Word or Pages.



It must be titled correctly so you will be using the checklist to help

IN THIS UNIT YOU WILL BE EVIDENCING FOUR AREAS:



LEARNING OUTCOME 1:

UNDERSTAND THE PURPOSE AND PROPERTIES
OF DIGITAL GRAPHICS

LEARNING OUTCOME 2:

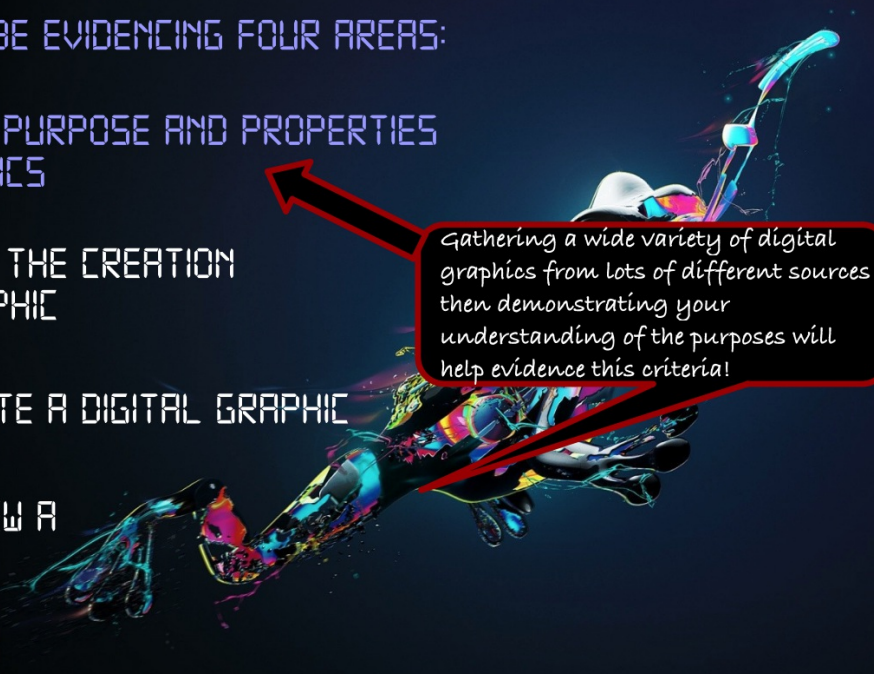
BE ABLE TO PLAN THE CREATION
OF A DIGITAL GRAPHIC

LEARNING OUTCOME 3:

BE ABLE TO CREATE A DIGITAL GRAPHIC

LEARNING OUTCOME 4:

BE ABLE TO REVIEW A
DIGITAL GRAPHIC

An abstract digital graphic design featuring vibrant, colorful splashes and streaks of light in shades of blue, green, yellow, and red against a dark background. A red arrow points from the text box to the graphic.

Gathering a wide variety of digital
graphics from lots of different sources
then demonstrating your
understanding of the purposes will
help evidence this criteria!

TASK:

You have 1 lesson hour to do the following the task

The deadline for this is the beginning of the next lesson:

- > Find 3 images that use digital graphics, they must be REAL media texts so can be a CD Cover, Film Poster, TV Ad Campaign, Advert, Game Cover.
- > Print them or bring them into a powerpoint / word / pages / keynote document and complete an analysis of:

MATT SMITH

JENNA-LOUISE COLEMAN

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?

WRITER STEPHEN THOMPSON DIRECTOR MAT KING

PRODUCED BY JENNA-LOUISE COLEMAN

EXECUTIVE PRODUCERS

What is your opinion on this digital graphic?

BBC
AMERICA

THE MODEL - TV CAMPAIGN FOR "DOCTOR WHO"

Assets used?

How are the assets used to create purpose?

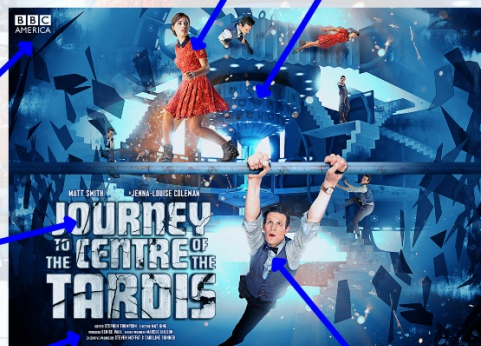
Design & layout used

File format used

Photoshop / use of..?

Properties?

Opinions?



Use the checklist to help!

TASK:

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The deadline for this is the beginning of the next lesson:

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WRITER STEPHEN THOMPSON DIRECTOR MAT KING

PRODUCED BY JENNA-LOUISE COLEMAN

EXECUTIVE PRODUCERS

What is your opinion on this digital graphic?



Plenary

Show and Tell -
demonstrate how you
met today's learning
objective by showing 1
image and 1 analysis.

Learning Objectives

Investigate a range of
digital graphics and
identify the purpose of
these graphics.



Next Time...

You will be moving onto
the next task in the
Learning Objective
Checklist 1

Get that homework
complete!

