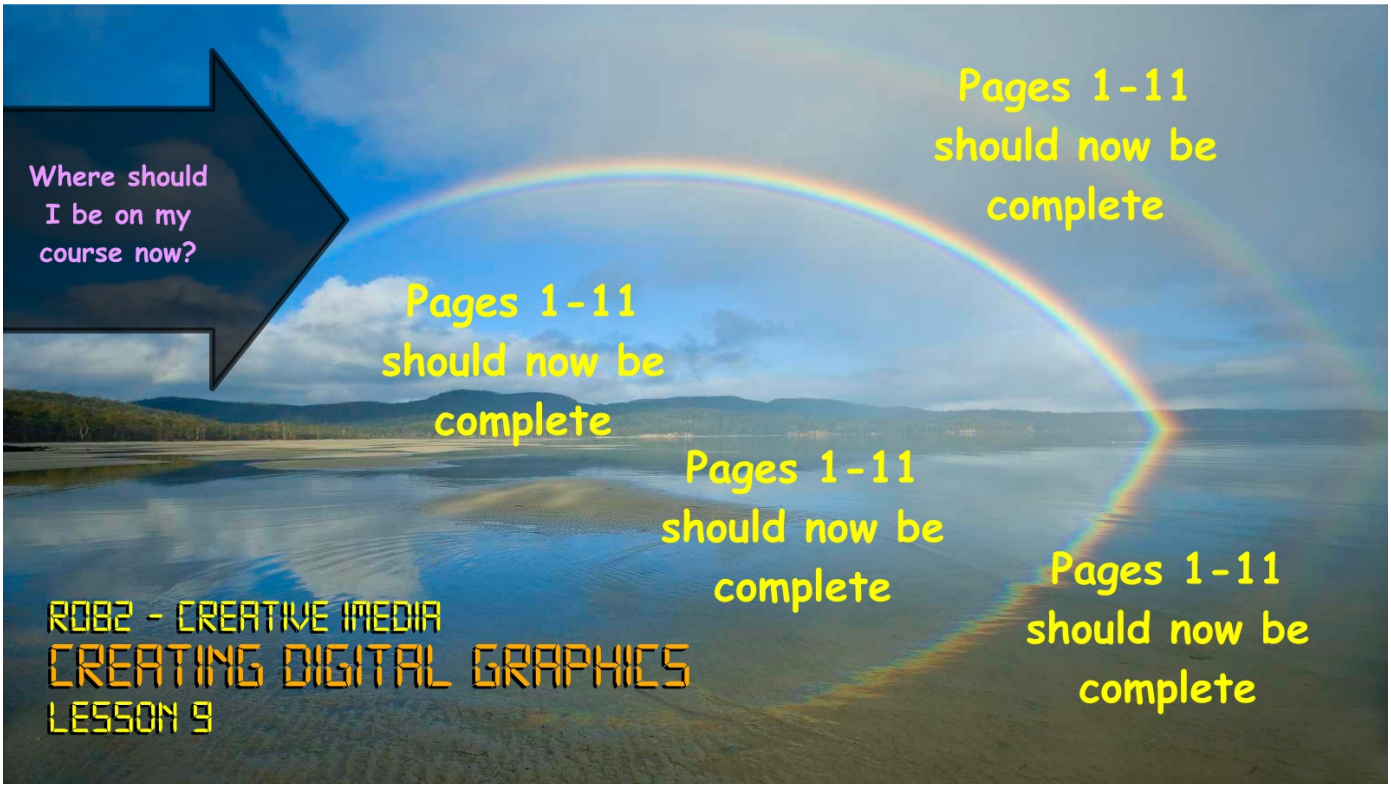

Where should I be on my course now?
Pages 1-11 should now be complete
Pages 1-11 should now be complete
Pages 1-11 should now be complete
Pages 1-11 should now be complete
R082 - CREATIVE IMEDIA
CREATING DIGITAL GRAPHICS
LESSON 9

Learning Objectives
Investigate how colour is used in digital graphics to give media texts purpose and meaning.

Unit R082

Creating Digital Graphics

EVIDENCING

L01

This task will be the third task 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
Understanding image resolution will help you with learning outcomes 3 and 4.

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)

TASK:

You have 1 lesson hour to do the following the task

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

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.

THE MODEL - USE OF COLOUR

Use the checklist to help!

Billboard
Red, Yellow, White

UK Brand
Blue, White

DD - White, Pink, black
SCM - Black, white, red

PAGE 12 - Digital Graphics - COLOUR

TITLE OF PAGE: USE OF COLOUR

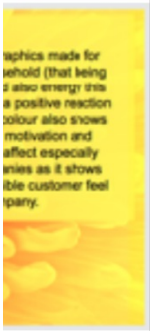
Find 1 example from each of the following media tests, each HAVE to contain a "Digital Graphic" of some sort.

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)

Toy Logo
Yellow, Blue, Pink

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



TITLE OF PAGE: MEANINGS OF COLOUR

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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.

Next you will have to answer these questions.

We are NOT looking for essays, one paragraph for each is required and you will need to research the answers and all them to your portfolio.

Blue is a cooler colour than the previous example yet it has many more uses because it has a trustworthy and dependable feeling. The main places it is used are for the following:

• Technology • Health
• Agriculture • Airlines • Finance • Energy

Plenary

Show and Tell - demonstrate how you met today's learning objective...

Learning Objectives

Investigate how colour is used in digital graphics to give media texts purpose and meaning.

Next Time...
You will be moving onto the next task in the Learning Objective Checklist 1
Get that homework complete!