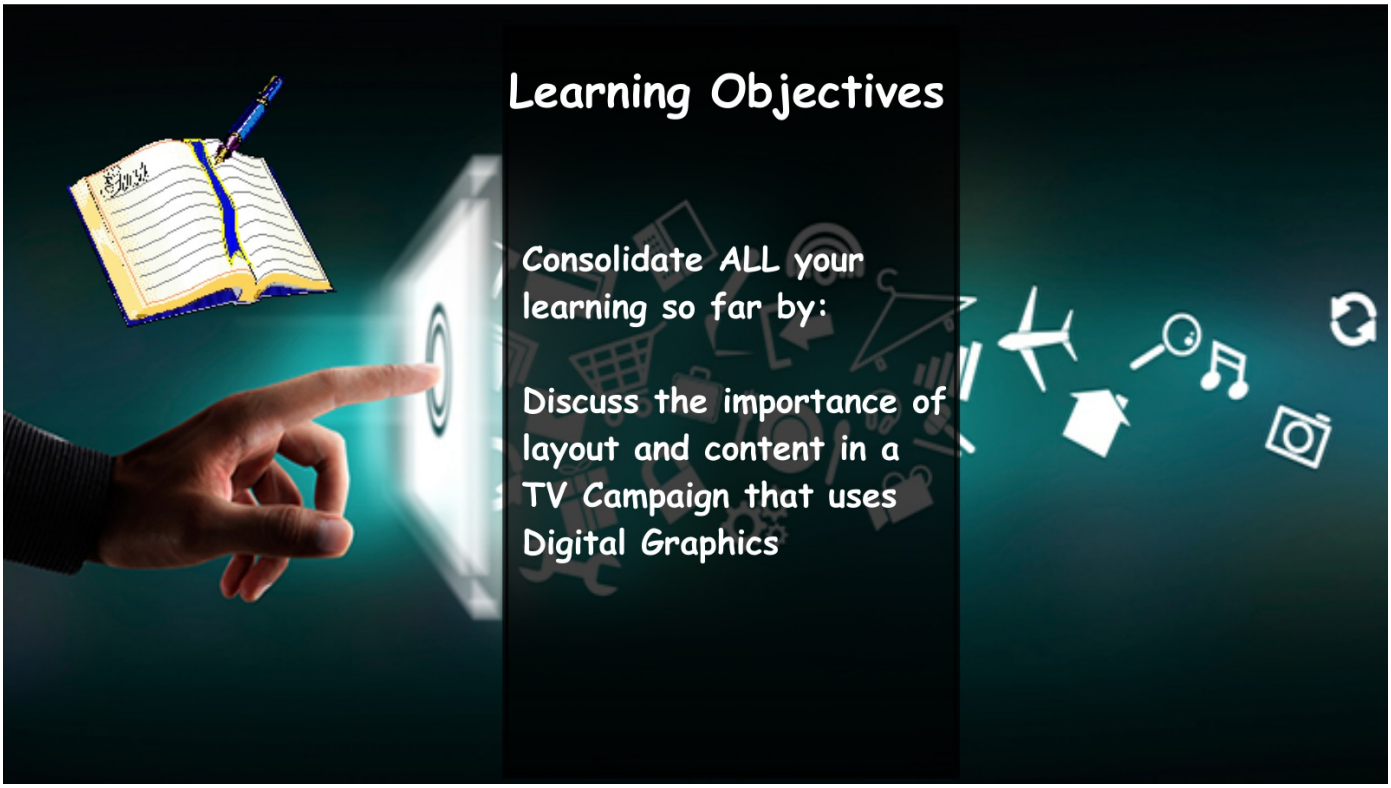
Look at the layouts of these posters. What's similar and why?

Pages 1-18 should now be complete

R082 - CREATIVE MEDIA

CREATING DIGITAL GRAPHICS

LESSON 11


Learning Objectives
Consolidate ALL your learning so far by:
Discuss the importance of layout and content in a TV Campaign that uses Digital Graphics

Unit R082

Creating Digital Graphics

EVIDENCING LO1

This task will be the FINAL LEARNING OUTCOME 1 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
Now it's time to test what you have learned in this course, this task will help to determine if you understand how digital graphics work...

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"

TASK:

You have 1 lesson hour to do the following the task

The deadline for this is the END OF THIS LESSON.

This is a test of your learning and must be done in exam conditions.

THE MODEL - LAYOUT AND CONTENT

Use the checklist to help!

FIRST:
FIND AN IMAGE FROM A TV CAMPAIGN SHOWS LIKE: SHERLOCK, DR WHO, LUTHER OR CHILDREN'S SHOWS WORK WELL.

SECOND:
WRITE A LIST OF "WHY" QUESTIONS.

THIRD:
ANSWER THE QUESTIONS YOU HAVE SET YOURSELF IN A SPIDER DIAGRAM FORM.

Plenary

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

Learning Objectives

Consolidate ALL your learning so far by:

Discuss the importance of layout and content in a TV Campaign that uses Digital Graphics

Next Time...
You will be moving onto Learning Objective Checklist 2
You must submit your LO 1 now for marking by your teacher.