Pg1 Unit 6 Creating Digital Graphics

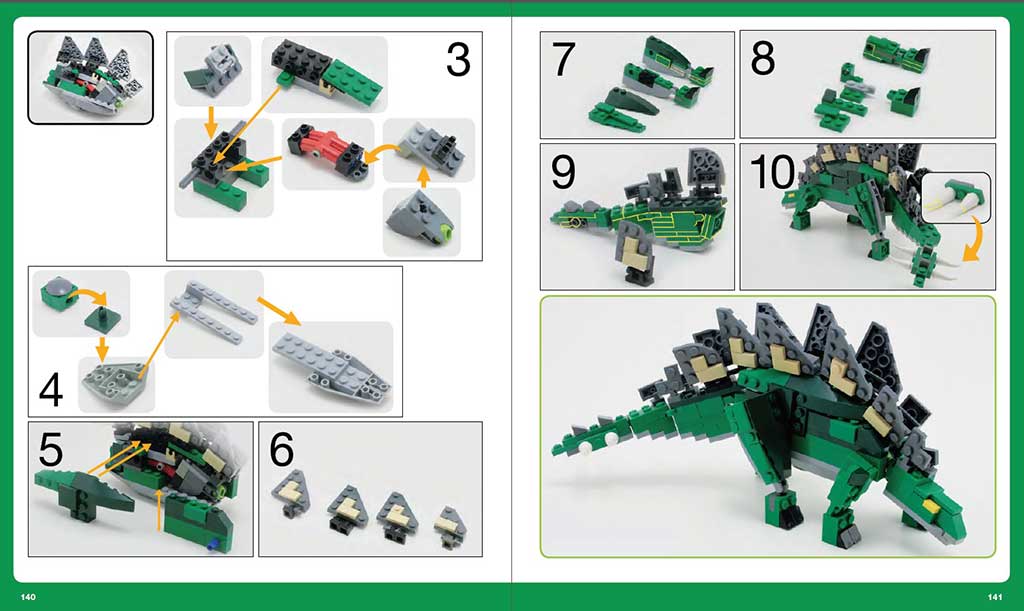
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Understand the applications and features of digital graphic products

I work for a company that makes technology products. I have been asked to produce two graphic products to be used in a promotional campaign for a new smartphone. The promotional campaign will include the following.

* + A user guide – containing a line drawing(s) of the new smartphone illustrating the size and main features.
  + An advert – containing an image(s) of the smartphone in use and compressed appropriately for viewing on screen (i.e., on the website used to advertise the smartphone) and on paper (i.e., in a high-end magazine).

Pg2 Image 1



What is the purpose of the image?

* The purpose of this image is manual and to build what you purchase

What features does it have?

* Instructions
* tells the reader how to complete a task

pg3

Is it bitmap (photo) or vector (line)?

* Is a bitmap because while bitmap images are made up of pixels, vector files are made up of lines described by equations.

Describe the text and font

* The Lego manuals don’t have text only numbers Because is universal way to read the manual in every language

How is the image composed?

* The image is composed as A small book, especially one giving information or instructions

What colours and textures are used?

* Many different colours are used because every block have different colour

Pg4

What size are the objects in the image and what position are the objects placed in

* the size of objects is huge and they are left and right position

What characters and objects are used?

* The manuals use numbers, and the objects that manuals use is arrows to show where but the Lego blocks

If possible – what file type and size

* professionally printed bitmaps are usually 300 dpi, or higher. But printing on desktop printers are generally 150 dpi also on computer is 96/72 dpi for websites is 72 dpi.
* The standard size or sizes of an instruction manual are the letter size (**2550 pixels**) and A4 size (**2480 pixels x 3508 pixels**,),
* File types: bmp, gif, jpg, png, xpm, xbm, tiff, ppm

Pg5

What resolution is the image in

* The standard resolution for web images is 72 PPI for printing high-quality image is 300 PPI

In your opinion – is the product fit for purpose

* Yes, because it helps make the building also it provides instructions or guidelines on how to perform an activity and serves as a reference book on the activity.

What is the intended effect on the audience?

* The intended effect is that the manual is helping the person learn how to build the lego

Describe the possible audience (i.e. – age, gender, interest, need)

* Kids, adults and older people basically everyone

Pg6

Give 2 strengths of the graphic and explain them briefly

* Bitmap images have restrictions in regards to alterations and modifications such as scale, image distortion, and format conversion.
* Bitmap images are better suited for most high-quality renderings and web page graphics.

Give 2 weaknesses of the graphic and explain them briefly

* the quality can be lost when resizing or re-formatting bitmap files
* Limited resolution. Unlike vector images, raster files don't maintain their resolution when resized. Their colours and details can distort when enlarged, reducing the number of ways you can use these images

Pg7

Graphic Product 2

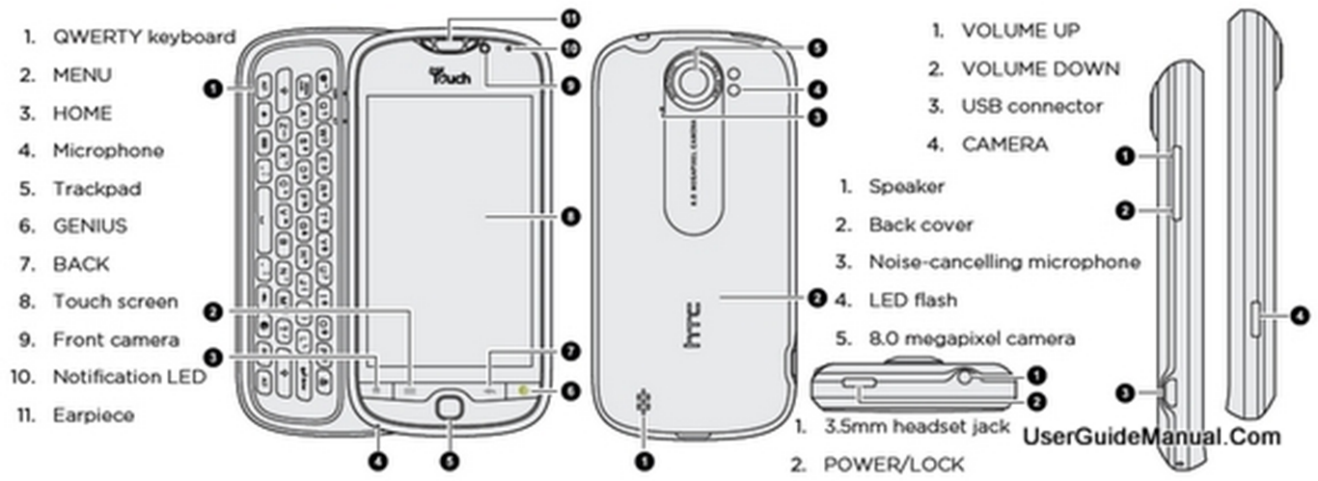
6A – Understand the applications and digital graphic products

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Pg8

Graphic Product 2



Pg9

What is the purpose of the image?

* Is manual Is that provides instructions and features of the phone

What features does it have?

* Procedural steps
* content clarity
* labels

Is it bitmap (photo) or vector (line) – explain the difference?

* Is a Vector
* Vector formats, are better for images that consist of a few areas of solid colour. Examples of images that are well suited for the vector format include logos and type.
* Bitmap formats are best for images that need to have a wide range of colour gradations, such as most photographs.

Pg10

Describe the text and font (is there a lot, little, is it clear, difficult to read, is there good use of blank space around the text)

* There is lot of small text and is categorise by numbers
* And lines the font is a standard is

How is the image composed? (Describe it)

* Vector graphics are made up of lines, curves and points designed to retain their quality and avoid blurring when enlarged. They use colours that are separated into different types and sizes. Conversely, regular pixels are blended together to form a colour.

What colours and textures are used?

* Black and white

What size are the objects in the image and what position are the objects placed in

* Is 16:9 Ratio and position of object are spread in image
* The size of objects is small but also big for example the lines are small and the phone is big

Pg11

What characters and objects are used?

* Numbers and lines are used in this image

If possible – what file type and size (if you are not sure – explain a little about what file type you would expect – photos are bitmap images and logos are generally vector images)

* File type is SVG, ai, eps, pdf
* Size: if it on web is 72-96dpi if is on printing it may be 300 for higher quality

What resolution is the image

* Vectors have 'infinite' DPI. When you use bitmap images in your design, try to keep the original DPI and resolution. You can always export the finished product to the desired DPI. For print, this is often 300 DPI, but sometimes more.

Pg12

In your opinion – is the product fit for purpose.

* Yes, the product fit for purpose because is show how the phone work and what features it have

hat is the intended effect on the audience (e.g., to evoke emotion, to educate, to inform, to entertain)?

* The intended effect on the audience is to inform about the product for example what feature it have
* Also, the intended effect on the audience is to educate for example were are the features, what features does it have what the phone does, what the buttons does.

Describe the possible audience (i.e. – age, gender, interest, need)

* The audience is anyone who bought the phone and want know the features of the phone so adults, teenagers, kids

Pg 13 Give 2 strengths of the graphic and explain them briefly

* scalability: vector graphics can be scaled up or down without losing quality or resolution
* edit ability: vector graphics are highly editable because they are created using mathematical equations.

2 weaknesses of graphic

* Limited detail: compared to raster graphics, vector graphics have limited detail.
* Complexity in creating and editing: creating and editing vector graphics can be complex and time consuming
* vector graphics are not ideal for encoding real pictures, require specialized software to open and edit, and allow limited styling effects.