Unit 6 Creating Digital Graphics

Martin petik pg1

Understand the applications and features of digital graphic products

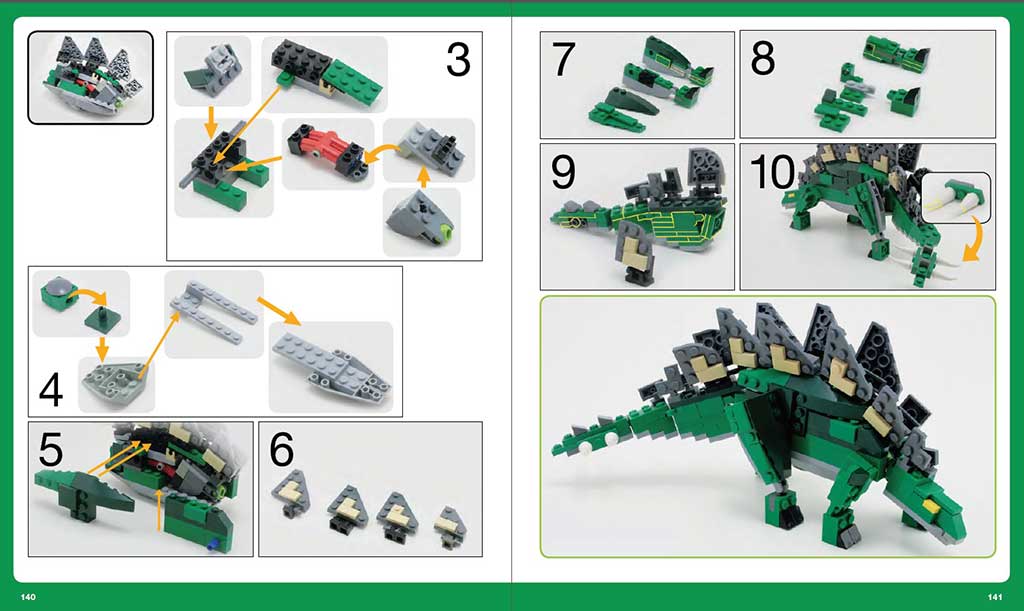
I work for a company that makes technology products. I have been asked to produce two graphic products to be used in a promotional campaign for a new smartphone. The promotional campaign will include the following.

* + 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).

Difference between vector and bitmap

The difference between the two image types is that while bitmap images are made up of pixels, vector files are made up of lines described by equations. This means that as you zoom in on a bitmap image it will become “grainy” while a vector file will stay smooth and sharp.

Image 1 pg2



What is the purpose of the image?

The purpose of this image is to build what you purchase

What features does it have?

* Instructions
* tells the reader how to complete a task

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

* Is a bitmap because it’s had pixels

pg3

Describe the text and font

* The Lego manuals don’t have text only numbers Because is universal and the font is Latin

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

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

pg4

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

* The standard size or sizes of an instruction manual are the letter size (**8.5×11 inches/2550 pixels**) and A4 size (8.3×11.7 inches/**2480 pixels x 3508 pixels**,), and is a bitmap.

What resolution is the image in

* **(2480 pixels x 3508 pixels**)

In your opinion – is the product fit for purpose

* Yes, because it helps do the building

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What is the intended effect on the audience?

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

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

* Kids, adults and older people everyone

Give 2 strengths of the graphic and explain them briefly

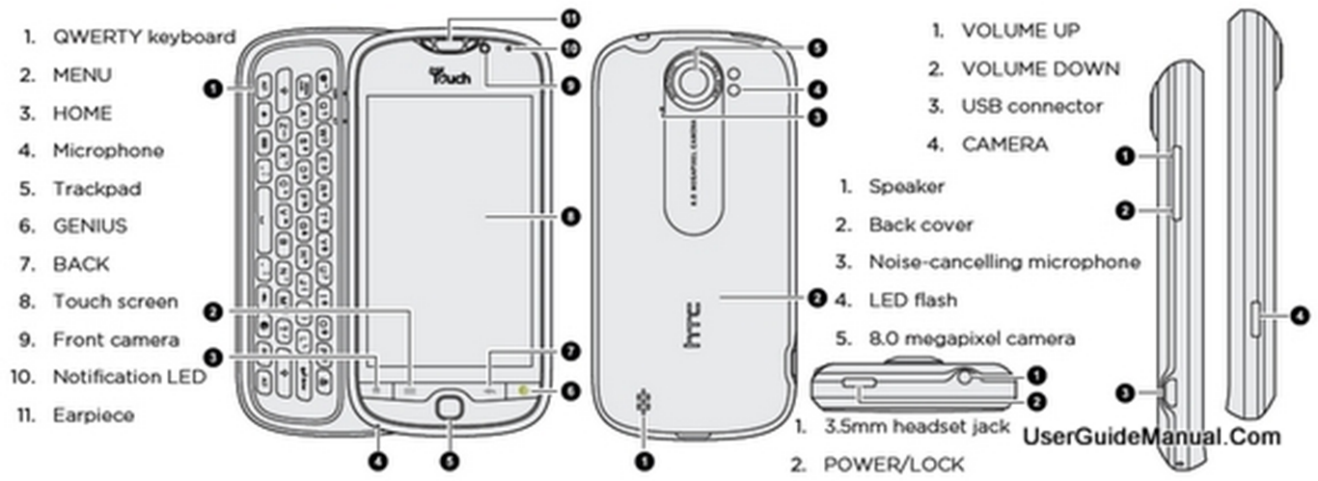
* The graphics and instruction are simple but understandable
* The graphics helps users by outlining specifics instructions for completing established procedures

pg6

Give 2 weaknesses of the graphic and explain them briefly

* Bitmap images produce larger files sizes. Bitmap images have restrictions regarding alterations and modifications such as scale, image distortion, and format conversion.
* Uncompressed BMPs can have much larger file sizes than JPEGs and PNGs, making it more difficult to share them.

Graphic Product 2



pg7

**What is the purpose of the image?**

Is provides instructions and features of the phone

**What features does it have?**

* Procedural steps
* content clarity

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

Is vector bitmap being picture vector are lines

**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 Calibri

**How is the image composed? (Describe it)**

made by a lot of lines, shapes

**What colours and textures are used**

Black and white

**Pg8**

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

16:9 Ratio and position of object are spread in image

**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)**

There's virtually no limit on how big you can make a vector image without losing its resolution.

File type is

SVG, and size is range from 1000 x 1000 px (minimum) to 4800 x 4800 px (maximum)

range from 1000 x 1000 px (minimum) to 4800 x 4800 px (maximum)

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**What resolution is the image in (if you are not sure – state what the image is used for – if it is on the web, it will be approximately 72-96 dpi, if it is for printing it may be 300 dpi for higher quality.**

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.

**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

**What 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 and educate about the features of the phone

**pg10**

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

The possible audience is anyone who want to know the features of the phone:

Between 10-50

gender both

Interest in technology

**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.

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

**pg11**

**2 weaknesses of graphics**

A key disadvantage of vector graphics is that they can't handle complex images, such as photographs. This is because images require several colours, fades, contrasts, tones, shadows, highlights, and blurs to create an effective visual representation of reality.

Less useful for complex photos. Highly detailed digital photos may be better suited to the raster format, where their individual pixels can be edited.