

Knowledge Organiser

Creative Media – R082 Digital Graphics

Target audience:

You need to know your target audience: Who are they? What kind of things do they do? What products do they use? How old are they? What are they interested in? The answers to these questions and many more will help you better understand the people you are designing for. Getting an understanding of these individuals helps you create with ease and make something you know will relate to them.

Asset table

An asset table is a list of all of the assets, images and information you have collected for the project - listing where you got it from and describing any legal issues with using it.

Planning

You will need to create a work plan which lists all of the tasks involved in the whole project. You then need to estimate how long each task will take and create a chart or diary to record how long they REALLY take to complete. Build in some contingency time in case things go wrong! Add this to the plan and explain why you had to use it if things don't go according to plan all the time.

Client Requirements

Your client is the person you will be working for. They will tell you what to plan, design or create for them. The Client will set out requirements that they want you to follow when you plan the project - eg: Purpose, Theme, Style, Genre, Content



Scenario

A book publisher requires a cover jacket for a new fiction book. The storyline of the book is based on a mission to the planet Saturn in our own solar system.

Title: Saturn Explorer, Author: Carotin Jacob, Genre: Science fiction, Publisher: 2020 World

The cover jacket will wrap around the front and back of the book. The dimensions of the cover jacket to include front, back and spine are: Width: 12.0 inches (305 mm) based on the front cover alone being 5.5 inches with a 1 inch spine Height: 8.5 inches (216 mm) A single piece of digital graphic artwork should be produced for the front, back and spine, which will need to be print quality. A second version of the cover jacket will be needed for the publisher website and online book retailers. The graphic should be resized to 500 pixels in height and saved as a separate file. The website version can be for the entire front/back artwork or just the front cover but must be 500 pixels high whichever approach you take. The target audience for the book will be quite broad but you can select a more specific audience group in your planning and explain why the content will appeal to them.

Export Options

Digital Graphics need to be saved in different formats for different purposes - the size and resolution will be different for:

- Print use
- Websites
- Multimedia
- Check the client brief!



What type of file formats do digital graphics use?

tiff
jpg
png
bmp
gif
pdf

You will need to find out the different uses and properties of these different file formats and be able to describe why different formats are suitable for different situations.

Why are digital graphics used?

- To entertain
- To inform
- To advertise
- To promote
- To educate

What can you change about an image to make it more suitable for different uses?

- Size in Pixels
- Resolution (Dots per inch)
- Quality
- Compression

Where are digital graphics used?

- Magazine covers
- CD/DVD covers
- Adverts
- Websites
- Multimedia Products
- Games

Visualisation

A Visualisation is a sketch or diagram of what you think the final graphic might look like

Which resources will be needed to make your digital graphic?

- Digital Camera
- Internet
- Computer System
- Serif Software – Drawplus
- Pencil and Paper
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel



Tools and Techniques

You need to show evidence of the tools and techniques you have used:

- Cropping / Cutout Studio
- Rotating
- Changing Brightness / contrast/Colour adjustment

Technical Compatibility

Your final image must meet the technical specification set by the client.

Correct size in Pixels and Correct Resolution
In Serif Draw Plus - File > Export > Adjust the size and resolution to fit the client brief