



## Creative Media – R084 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.

### Legislation

You will need to write a couple of paragraphs focusing on Copyright Law. You need to include the following:

Copyright law in education – The law does not apply.

Copyright in Business – a company can be fined and asked to remove the material in question.

### 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

CyberSafety Online is a government funded organisation that aims to educate teenagers on the dangers of cyber bullying (especially 11–16 year olds). They have found a rise in cyber bullying on social media apps and websites. This is partly due to the greater use of mobile devices such as mobile phones and tablets.

CyberSafety Online has asked you to create a multipage comic strip that tells a story about the dangers of cyber bullying on mobile devices. It should show an example of the dangers and what somebody should do if they are a victim of cyber bullying.

The comic strip will be available electronically from the CyberSafety Online website and will be distributed in high streets across the country. It therefore needs to be in a format that can be printed and also viewed online without specialist software.

### Export Options

Your comic will need to be saved in different formats for different purposes :  
Printing and distributing  
Online – cyberbully website  
Check the client brief!



### The purpose, creation and characters of existing multipage comic strips

You need to investigate comic strip:  
genres  
origins  
history  
target audiences  
characters and their physical and non-physical characteristics.

### Software that can be used to create comics

Comic Life  
Storyboard that  
Publisher  
Canva.com

### Features of a comic

Speech Bubble  
Captions  
Thought Bubbles  
Comic Panels  
Titles

### Storyboard

A storyboard is a visual diagram which will show the following:

- panel layout
- focal points within panels
- characters
- storyline
- communication
- locations



### Which resources will be needed to make your digital graphic?

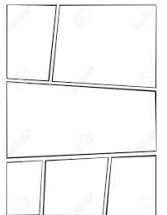
Digital Camera  
Internet  
Computer System  
Comic Life  
Pencil and Paper  
Microsoft Word  
Microsoft PowerPoint  
Microsoft Excel



### Tools and Techniques

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

- Panel placement
- Focal points



### Technical Compatibility

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

Two page comic with at least 6 panels on each page  
Exported suitable for printing (PDF)  
Exported suitable for online