

**KNOWLEDGE ORGANISER**  
**BIG IDEA: ICT Creativity**  
**TOPIC: Digital Graphics and Databases**

Key Word	Definition
Digital graphic	Images made or seen in an electronic format. Used to entertain, inform, persuade etc.
Purpose	What the product is intended to be used for or the reason the product has been made
Target audience	a particular group at which a product such as a film or advertisement is aimed.
Typography	The style and appearance of text
Pixel	The smallest part of an image. Each pixel has it's own allocated colour
Database	A database is a collection of data or information which is stored in a sensible (logical) way
Query	A question... that requests information.
Parameter query	A question for a database using rules

**Typography**

Serif fonts - Flicks on letters	Sans-serif No flicks on letters	Decorative - Used for titles
Century Times New Roman Georgia	Calibri Arial Gill sans MT	Alphabet Aristocrat SF <b>Bauhaus 93</b>

**Mood Boards** Moodboard

Consist of:

- Images
- Fonts
- Colours
- Materials/ fabrics

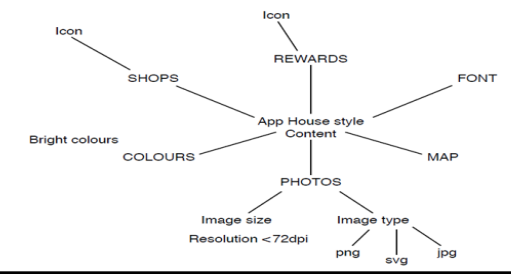


**Colour**



**Mind Maps**

Used to collate ideas, made of a central idea, nodes and sub-nodes



**Databases**

This is called a **Field**. It is a column for specific information. Such as Customer Name, Age, Date of Birth etc...

This is called a **Table** it is where all of your information is going to be stored.

CarRegistral	Make	Model	Year	Mileage	Net Selling	Transmission	Doors
YV06NEB	Peugot	1.0 Urban	2010	33156	£5,400.00	Manual	
AX11LHY	Toyota	Aygo	2011	26875	£5,200.00	Manual	
BH91LWZ	Hyundai	I10 1.2	2011	17411	£5,600.00	Manual	
CS11YHK	Peugot	207	2011	35624	£5,100.00	Manual	
CC11CT7	Peugot	107	2011	40764	£4,000.00	Manual	

This is called a **Record**. It is all the information for 1 product in a **row**. For example all the information about 1 of your customers.

**Databases - Creating a query**

**Draw Plus Tools**