Knowledge Organiser

Unit 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:

Your client, a game publisher called NuComputerGames, is releasing a computer game called TIMECHASER, aimed at 14-16 year olds and priced at £29.99. In the game the player can travel through time using doorways which are open for a limited period of time. The player has a special Timewatch to help them find the doorways. NuComputerGames plan to promote this game through an advertisement in a magazine which is available in print and online formats. This should be created as a digital graphic and should include a range of appropriate text and images to make it suitable as an advertisement for the game. NuComputerGames requires two versions of the final digital graphic. One will be of suitable quality to be used in a full colour printed magazine and will be a half page advertisement of 215 mm wide x 140 mm high. The graphic should then be re-purposed for use online at a lower resolution. This should be 600px wide to fit the online format. Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.

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

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Which resources will be needed to make your digital graphic?

- Digital Camera
- Internet
- Computer System
- Serif Software

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

You 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