R082 – Creating a Digital Graphic

LO1: Investigating Digital Graphics
Purpose of digital graphic:

A digital graphic is an electronic image that can be used for a variety of different things, however the image does not always have to be used on electronic devices as it can be printed and used. Some examples of a digital graphic are magazines, posters, logos etc..

My poster will include images and pictures of popular films to create an eye catching poster that will gather the audience the client wants. The images wont be of just any movies but a wide range as this is an all inclusive film festival for people of all ages. The poster will be very high quality print using 600ppi. It will also have a .tiff image format because it is a high quality print, a big file size and has a lossless compression.

With our digital graphic we must make it appealing to everybody because it is a family movie festival, so thus we need to combine the demographics of adults, teenagers and small children. This make it difficult as all of these demographics are very different and so we have to make it eye catching for younger audience but also very informative for an older audience, as well as not looking too childish as to attract teenagers.

The graphic I’m going to create will be not only eye catching but also informative and show the true atmosphere that the festival will have, this means it will be simplistic yet interesting easy to read yet informative as I feel this will feel my client needs the best.
## Digital Graphics: Purposes & Platforms

<table>
<thead>
<tr>
<th>Image of digital graphics</th>
<th>Name of digital graphic and platform</th>
<th>Identifiable sub-digital graphics</th>
<th>Purpose of digital graphic</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Nokia Lumia Billboard" /></td>
<td>Nokia Lumia Billboard</td>
<td>Mobile phone, blue background image with snowflakes, white text saying “meet Rudolph”</td>
<td>To promote the new Nokia Lumia mobile phone</td>
</tr>
<tr>
<td><img src="image" alt="Gregory garden leaflet" /></td>
<td>Gregory garden leaflet</td>
<td>A green leaflet including images of their work and information about the services they provide</td>
<td>To inform people about their business</td>
</tr>
<tr>
<td><img src="image" alt="Fruitella advertisement on the side of a bus" /></td>
<td>Fruitella advertisement on the side of a bus</td>
<td>bright pink with a cute and funny female on the front, and strawberries floating around</td>
<td>To advertise the candy Fruitella</td>
</tr>
<tr>
<td><img src="image" alt="A time magazine" /></td>
<td>A time magazine</td>
<td>Simple bright red boarder, Kanye West on the front, and small text with a very plain background</td>
<td>To entertain the readers of time magazine</td>
</tr>
<tr>
<td><img src="image" alt="An NHS poster" /></td>
<td>An NHS poster</td>
<td>White and Blue with male in the corner and a bold white title, also red and green cartoon germs</td>
<td>To educate people on flu symptoms</td>
</tr>
</tbody>
</table>
# Digital Graphics: digital graphics vs. graphics

**Digital graphics:**

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easier to send to other people, for example via email</td>
<td>Can be difficult to learn</td>
</tr>
<tr>
<td>Vector images can mean better quality</td>
<td>Can be corrupt if something happens to computer</td>
</tr>
<tr>
<td>Looks more professional</td>
<td>Can be more easily plagiarised</td>
</tr>
<tr>
<td>Can be quicker to create something</td>
<td>Can get copy righted</td>
</tr>
<tr>
<td>Can be edited multiple times</td>
<td>Software can be very expensive</td>
</tr>
<tr>
<td>can be easily shared online</td>
<td></td>
</tr>
</tbody>
</table>

**Graphics:**

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>You have a physical copy of it</td>
<td>Cant change mistakes</td>
</tr>
<tr>
<td>Real brush strokes that are unachievable on computer</td>
<td>Quality lost when importing it put into computer</td>
</tr>
<tr>
<td>It can look better in some situations</td>
<td>Hard to send to other people</td>
</tr>
<tr>
<td>Can be 3D</td>
<td>Can be physically lost</td>
</tr>
<tr>
<td>Can have different textures</td>
<td>Can only have one copy</td>
</tr>
<tr>
<td></td>
<td>Equipment to make somethings can be expensive</td>
</tr>
</tbody>
</table>
Digital graphics: DPI & PPI

What does DPI mean?
DPI stands for Dots Per Inch, this is used when talking about printers and how many dots it will put per inch. This is the resolution of a physical printed picture. A low quality print would have a DPI of 72, this is an example:

Regular high quality print would be 300 DPI, this is an example:

But an industrial high quality print can be 600 DPI! This means the print will look very nice.

What does PPI mean?
PPI stands for Pixels Per Inch, this is how many pixels are displayed per inch on a screen like a phone screen or monitor, meaning its digital. The higher the PPI the better the resolution, so the better quality of the picture. High quality PPI for print would be 600, but a low quality would be 150, but 150 PPI id the average quality.

Here are some examples:
RGB – red, green, blue
CMYK – cyan, magenta, yellow, black (key)

**Which would you use for to create a digital web graphic?**

You would use RGB, which is an additive this means that they are all added together to make new shades and colours. Its better for digital graphics because it has less memory and more bits. RGB has 16,777,216 colours available!

**Which would you use or a digital web graphic intended for print?**

You would use CMYK, which is a subtractive which means they are subtracted to make new shades and colours. CMYK has 10,066,327 to 11,144,051 colours available depending on the printer.
**Digital Graphics: calculating digital graphics measurements**

<table>
<thead>
<tr>
<th>PPI (resolution)</th>
<th>Pixel dimensions (pixels) (width x Length)</th>
<th>Total pixels Mega pixels</th>
<th>Physical dimensions (Inches) (width x Length)</th>
</tr>
</thead>
<tbody>
<tr>
<td>180</td>
<td>1000 x 1500</td>
<td>1,500,00 / 1.5 MP</td>
<td>3.3 x 5</td>
</tr>
<tr>
<td>150</td>
<td>750 x 1800</td>
<td>3,800,00 / 3.86MP</td>
<td>5 x 12</td>
</tr>
<tr>
<td>72</td>
<td>800 x 640</td>
<td>1,400,00 / 1.49MP</td>
<td>6 x 12</td>
</tr>
<tr>
<td>10</td>
<td>150 x 150</td>
<td>65,000 / 0MP</td>
<td>15 x 15</td>
</tr>
<tr>
<td>500</td>
<td>1900 x 1100</td>
<td>5,900,00 / 5.9MP</td>
<td>3.8 x 2.2</td>
</tr>
<tr>
<td>200</td>
<td>1660 x 2340</td>
<td>11,000,000 / 11MP</td>
<td>8.3 x 11.7</td>
</tr>
<tr>
<td>180</td>
<td>58 x 83</td>
<td>14,100 / 0MP</td>
<td>0.3 x 0.4</td>
</tr>
</tbody>
</table>

- **Pixel Dimensions** are the horizontal and vertical measurements of an image expressed in pixels.
- **Physical dimensions** are the physical, horizontal, and vertical measurements of an image.
- **Resolution** is the detail that an image holds.
## Digital Graphics: File types & Formats

<table>
<thead>
<tr>
<th>File Types</th>
<th>File Format</th>
<th>File Format Expansion</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raster imagery</td>
<td>.jpg</td>
<td>Joint photographic experts group</td>
<td>Compressed image format standardised by the joint photographic experts group (JPEG)</td>
</tr>
<tr>
<td>Raster imagery</td>
<td>TIFF</td>
<td>Tagged Image File Format</td>
<td>Tiff is a common format used for exchanging raster graphics images between application programs</td>
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<td>bitmap image file</td>
<td>is a raster graphics image file format used to store bitmap digital images</td>
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<td>Portable Network Graphics</td>
<td>png is a file format for image compression that</td>
</tr>
<tr>
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<td>GIF</td>
<td>Graphics Interchange Format</td>
<td>A lossless format for image files that support both animated and static images</td>
</tr>
<tr>
<td>Vector imagery</td>
<td>EPS</td>
<td>Encapsulated PostScript</td>
<td>standard graphics file format for exchanging images, drawings or even layouts of complete pages</td>
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<tr>
<td>Vector imagery</td>
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<td>Scalable Vector Graphics</td>
<td>SVG allows three types of graphic objects: vector graphic shapes, bitmap images, and text</td>
</tr>
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<td>Vector imagery</td>
<td>PDF</td>
<td>Portable Document Format</td>
<td>a file format that has captured all the elements of a printed document as an electronic image that you can view, navigate, print, or forward to someone else.</td>
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It uses film negative to show the theme of the festival very clearly, as most people recognise this as a key feature of classics films, it is a vector image.

The date is there, this shows when people need to go and it is very important.

The title of the film festival, this is very bold and big to show everybody what it is and the name also states where it is.

The intricate details and film negative detail makes the poster more aimed at adults as children would most likely know what it is.

The subtle detail makes the poster look more classic and fancy.

The stipes on the hot air balloon give the poster a more retro feel like the film negative and lacy detail. It is a vector image.
The date to when you can buy tickets is very large and noticeable to make it clear so people are more likely to purchase it. This is the billing block.

The title is very big and noticeable also using a stereotype of where it's going to be held make it seem more tailored to the audience.

They use a Ferris wheel shaped look like a film wheel to bring the ideas of film and festival together, it is a vector image.

The warm the colours give the poster a summer and desert feel.

This poster is aimed at the general public, mainly people who like chill movies and calm days because the cover has a sunset feel that is soothing.
This vector image is very bright and noticeable to catch people attention.

The billing board is big but warped to stick with the hippy vibe of the poster and make the information more noticeable.

The date, so people know when it is.

This poster would be appealing to a younger audience because it involves an animal and is very buy and interesting to look at.

Words inside the animal round up what the festival is about.

The blue cool tones contrast with the warm orange tone to show the main focus of the poster.

The fine print is extremely small to attract people attention away from it and instead to the fun image.

This poster would be appealing to a younger audience because it involves an animal and is very buy and interesting to look at.
A children’s book writer has asked you to make a book cover for a new children’s book called ‘teddys adventure’ about a small bear. The book will be aimed at boys and girls aged 2-5.

For the children’s book cover I would make it have a lot of colour like blues, pinks and oranges as bright colours attracted younger audiences, I would also choose array of different colours because it is for boys and girls and needs to seem interesting to both genders. The book title would also be very big as it would be easier for a younger audience to read as they would only just be learning but also because it would be more eye catching and give a clear indication to what the book is about as a young child is not likely to read the blurb. On the front I would use a picture of a cartoon bear as a realistic one may frighten the children as a grisly bear is typically a scary animal and is seen as very threatening. The cartoon bear will be teddy bear as these are very cuddly and seen as a source of comfort for younger people, and it will be smiling to yet again seem more appealing to a younger audience.
A movie production company has made a horror movie about a vampire wolf, it's called 'fangs' and is aimed at males aged 18-24 and would like you to create a DVD cover for it.

For the DVD cover I would use a colour scheme of burgundy to symbolise blood which is often a symbol of vampires and horror, I would also use black and a very dark blue which is often a connotation of wolves, the mix of the two colours would show the two themes of the movie from vampires and wolves. I would also use a spooky font with jagged edges for the title of 'fangs', this would make it look more dangerous and more appropriate for a horror film as it would look more like fangs. Because the movie is aimed at males I would use a more revealing picture of a woman, as this would appeal to men and make them want to see it, the woman would be wearing makeup and costume appropriate to the film in either a vampire costume or wear wolf makeup. I would put some woods in the background to create a mysterious vibe as it has connotations of ghouls and unfortunate events, it would also be at light as the low lighting would make it seem more spooky and fit the theme of the film.
A card company has asked you to make a Christmas card aimed at teenage girls aged 13-18 and would like the words ‘to a special girl on a special day’ to be displayed on the front.

I would make the card a light pink as it is a very girly colour and has been popular this year so far with girls that age. I would put the words ‘to a special girl on a special day’ in cursive writing that would look elegant and girly, I would write it in white with a red drop shadow to add a bit more of a Christmas feel. I would also add candy canes either side of the card to seem more like a winter candy land as candy canes are a classic symbol of Christmas. I would also use simple small snowflakes in the background to add of visual interest and add to the girls winter candy land theme, the snowflakes would also have glitter attached onto them to make the card sparkly which is very popular with teenage girls, the glitter would be white like he snowflakes to not over power the card and would be sparsely spaced. The mix of the three colours of pink, red and white would be simplistic and would appeal t most girls aged 13-18 as it would be elegant and trendy.
Sabrina is in the middle because she is the main character and so that’s who the plot will be based around, she has a cheeky smile on her face to infer that she is up to something. She has devil horns on her head, this infers she is doing something evil and bad, and that the show is about dark magic or something wicked.

There is a cake in front of her suggesting it is her birthday, the candles are red and dripping and looks like blood this suggests her birthday isn’t a happy occasion like it usually is.

The background is plain black this makes the poster more mysterious as not very much information is given away often like in most posters, it also makes Sabrina and the main character the main focus of the poster.

Above the title is the creator of the show so that they can advertise the show and the company at the same time.

Her name is the biggest word in the title showing how she is the main focus of the show. On top of the ‘I’ is a pentagram and suggests there is some dark magic involved in the show. The font is also very dramatic and scary just like the show might be.

The date is clear and bold, it is also white which stands out against the black background making it clearer when the show will be on so people are more likely to go and watch it.

The creators of the show (Netflix) are clearly shown on the poster so that the reader knows where to watch the show.
R082 – Creating a Digital Graphic

LO2: Planning your digital graphic
Clients requirements

The client has asked me to make a poster for a film festival being held in a town called Glostol, it will be three days long and will be a temporary cinema. The client will make money by them spending less on the festival than they get from sales of tickets and our poster will help them get more tickets from advertisements. The client will be expecting one poster appropriate for printing and another used for online use, the poster should be good for all ages by having enough information for older audiences but eye catching enough for a younger audience. They will be expecting all necessary information to be on the poster like date, location and time.

The poster I will be making is for the city of Gloustol which is small, it will be holding an international film festival which means the poster will have to have a wide range of films to advertise, so therefore I will add many clips of movies onto the poster so the reader can get an idea of what movies there will be, the movies will be for people of all ages and will have some memorable movies on there so people are more excited to see the classics. It is also the first time the city will be holding this festival so it will need to be eye catching to get people interested, so for that I will add a big title and a interesting main image so that people are more likely to look at the poster, I will also add a pop of very bright colour that will contrast the rest of the poster to make it look more interesting and be more memorable for the reader. It will take place over 3 days and will be held in the park and central square, this information will need to be clearly displayed on the poster so that people know where to go. Also because the event is only for three days the cinema will be temporary this means it will be very modern and my poster need to emulate this, to do that I will add simplistic shapes and colours such as blue and silver. The festival is for people of all ages this means the poster has to be appealing to many different demographics, to do this I will add movies that are appealing to all different ages and make the informative yet also eye catching and fun.

A tiff. file will be used as it is very high quality and that is what the brief requires as it will be printed higher on an A3 poster that will be displayed in the local area, it needs to have a high quality because if it doesn't the poster will look unprofessional and cheap and less people ill be willing to go. However I will also have a lower resolution version for online that will be 500 pixels in width, it needs to be a lower resolution because a higher ones file will be too big and wont be able to be used.
My audience is everyone and families, however it is mainly targeted at families with teenagers. This is because many families with teens don’t do as many family activities together and going to cinema is something everyone can enjoy. But the festival is suitable for families with younger children and is advertised so with Disney movies such as Moana.

Despite the poster focusing on the families children I believe the adults would also be attracted to the poster as it is very informative and has films they may remember from their youth such as the breakfast club, so overall the posters target audience is anyone and everyone.
Colour

Colour is very important for every poster as it creates the scheme and feel and depending on it, the target can change widely. For the website version the colour type would be RGB (red, green, blue) whereas for the printed poster the colour type will be CMYK (cyan, magenta, yellow, key (black) ) this is also a more neutral colour and so will appeal to all people any age gender.
<table>
<thead>
<tr>
<th>Milestone 1</th>
<th>Task Resources</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>Contingency</th>
</tr>
</thead>
<tbody>
<tr>
<td>visualisations and workplan updates</td>
<td>pc, pencil, paper</td>
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<tr>
<td>record assets and resources</td>
<td>pc, internet</td>
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<tr>
<td>collect assets and check resources</td>
<td>pc, internet, magazines, books, camera</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Milestone 2</th>
<th>Task Resources</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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</thead>
<tbody>
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<td>prepare assets if needed</td>
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<tr>
<td>create first visions of digital graphics</td>
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<tr>
<td>get feedback on first version</td>
<td>folder</td>
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<tr>
<td>amend and improve first draft</td>
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<td>change any assets that are unsuitable</td>
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<td>generate final version of graphics in intended formats</td>
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<td>check final version</td>
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<table>
<thead>
<tr>
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<th>Task Resources</th>
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<th>2</th>
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<th>Contingency</th>
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<tr>
<td>make any improvements identified in the review</td>
<td>computer</td>
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I used a workplan to give myself a specific time frame. This would be very useful who make digital graphics for a living as they might have several different projects that they need to work on at the same time, this will stop them from taking too long and missing a deadline. This workplan also helps as it allows me to see how long I should spend on each part of the project and keep me on track. The contingency is for if a task takes more time than originally expected so that I don’t miss the deadline, missing the deadline would be very bad as a company could not want to hire you again or not pay you the full original amount.
Legal Restrictions:

A poster is usually used for advertising purposes, this means you can not use copy righted images as it is for commercial use and not personal. Using copyrighted images means images the are owned by someone else that you do not have permission to use, and if you do you them you can be fined or persecuted as a result. Using copyrighted images on a poster or any commercial item is illegal but you can buy copyrighted images off the owner and use them for commercial use, however this can be expensive so there are ways to find non copyrighted images. You can use the website creative commons which finds all the images that are free to use, or you can find an image and access the website it is from to see if it copy righted. Another way is to take your own pictures, by doing this you can find the perfect images of what you want but wont have to worry about the consequences.

The data protection act of 1998 meant companies had to follow a few rules. These included not giving the users data away to other companies, keeping it safe, and allowing the user to change it at any time, this means you can change the information you have in put on there at any time.

However because the poster I am making is for educational purposes it is classed as a personal use, so I will not be making money from using their pictures, this means I can use any picture I want without fear of being fined or prosecuted. Many companies use copyrighted images on mood boars and other visualisation of their future product as these will not be making money and shown to the public, so therefore it is classed as personal use.
GLOSTO INTERNATIONAL FILM FESTIVAL
2nd - 5th July

I am going to use a block like font as it is more modern.

I live more posters and I want to add something to do with films in my poster.

I will use blue as I think it is a modern colour.

I will use a pop of red as it is like a red carpet.

I do not like the font, I think it is too girly.

A old film reel, I will not use this as these are old and I won't the festival to be modern.

I will not use this idea as I don't think it fits the theme.
Mise en Scene - Planning Sheets - Original Photography

Landscape

Portrait

The screen moves in more obvious that it is more

the camera and present move

100s 00s

100s 00s

the expression front will make

This idea will fine later in line
Advertising poster aspects

- Date:
  - It should be very clear and visible so the reader knows when it is being made, making them more likely to go.
  - It should be appropriate for the target audience. For example, a Christmas film in December.

- Colour Scheme:
  - The colour scheme needs to be appropriate for the product/event and target audience. For an adult horror movie, the colour scheme may be black and red.
  - The colour scheme should remain the same throughout the poster as to clearly show the theme of the event/product.

- Big and bold title:
  - A very noticeable title will be more eye-catching, meaning more people will read it.
  - It should be short and easily memorable to make people more likely to remember it and go or purchase the product.
  - It needs to fit well with the rest of the poster and easily on the theme.

- Sound:
  - The music should be easily associated with the brand.
  - The brand's reputation will affect how the reader views the product/event.

- Images:
  - They need to highlight the good parts of the event or product.
  - They need to be eye-catching and interesting so it is more likely people will look at it.
  - The images need to be appropriate for the target audience. For example, bright and colourful for a younger target audience.
R082 – Creating a Digital Graphic

LO3: Creating your digital graphic
These are the dimensions for the printable version of the poster. It is A3 as the client requires and it is also has the colour settings of CMYK because for print products this is the best colour options.

These are dimensions for the online version, it has 500 pixels as the client requested and has the colour setting of RGB that is best suited to online versions of the poster.
Pen – I used the pen to write down any important information and notes, I also used it to write out my mind maps, I helped me plan my poster all the way up to making the poster.

Pencil – I used my pencil a lot for my visualisation diagrams, mind maps I used to help me plan my poster and the stages leading up to creating it.

Mouse- my mouse helped me create my poster as I allowed my to make my poster more accurately thus making it look more professional, as it gave me more control over it

Photoshop- I used photoshop to actually make my poster, it allowed me to warp images, add my original photography, add effects, adjust the opacity and erase anything I didn’t want, this was very useful and the key part of my making the poster process

Paper-I used paper to draw all of my visualisation diagrams and mind maps, which I then scanned into the computer, this was very useful as it allowed me to not do all of my work on the computer

Power point- I used power point to display all of my course work, this helped me organise my process of making the poster, which stopped me from losing any important work and wasting time

Internet- I used the internet a lot to get images for my poster apart from my original photography and to help me find any information on how to use photoshop and the definitions of any words I was unsure of.

Computer- the computer allowed me to keep all my work in one place, write all my information that I need, make my poster and have access to the internet.
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Because it's on my film strip.

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<td>A tall tower</td>
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<td>Yes</td>
<td>Need to acknowledge owners permission</td>
<td>Film negative</td>
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The images I will add will be famous movie clips and images of people watching movies to not only show the reader what movies may be shown but also how much fun they may have.

A plain film negative role, boring and not very eye catching so I will add images in my next draft.

I repurposed the logos of the social media the company will have as most people are more familiar with the logos than the names.

I carries out the theme of a modern city with two towers being included onto the poster.
I added plenty of famous movie clips to make the movie familiar and more interesting to reader.

I used clips from all sorts of movies from Disney cartoons to action movies to attract everyone from teenagers to young families.

With these images I don’t think the background fits the new images so for my next draft I will repurposed a more modern background but it will still be blue as I think it makes the poster look more modern.
I repurposed a blue background which looks more modern as the geometric design looks more futuristic.

I kept the theme of a blue background as it a colour that is often used in modern architecture.
To mold my images to the film negative I had to use the warp tool, I used this method for all of my images on the film negative as it gave the poster something interesting, and made it look more professional.

I changed the colour by using the colour overlay and changing the building to white, this gave the poster more of a modern look, I also lowered the opacity to make it not as bold.

For this I deleted the middle, used the colour overlay to make it white and made a small rectangle for the top so it wasn’t as short.
To change this images I first had to use the magic wand tool to remove the background, then I had to turn the image around so the thinner part of the twirl would be at the top. Then I had to place in the tower and use the eraser tool to remove the parts of the film negative that needed to look as if they were behind the tower.
For my final poster I added a red stripe. I did this to make the information stand out more so it's easier to read. I chose the colour red because it has connotations of fame and glory as people would associate it with a red carpet.

On my final poster I also added some original photography of two people eating popcorn with happy faces, this is to show the audience how much fun they could have at the film festival.
How I repurposed my poster:

I repurposed a blue background from a sky to a geometric pattern to make it more modern and sleek. I also repurposed the background to add a red banner to make the information standout and be easier to read for the person who will be looking at the poster, making them more likely to attend. I also repurposed the film strip to add in films so that it shows examples of different movies that might play and for a range of audiences.
Here is my final web graphic (above) and here is my evidence of saving my final web graphic and final poster saved in both in photoshop, the web graphic with PNG and the poster with TIFF.
R082 – Creating a Digital Graphic

LO4: Checking and reviewing the digital graphic
Review:

My graphic is fit for its purpose because it’s is eye catching with the contrasting colours of blue from the background and the bright red rectangle that holds all the information for the event. Also, all of the movie clips that are displayed on it interests and attracts different audiences, I have included a wide range of movies because it is a film festival for all types of people. I have also included all the necessary information including the date and location, making it fit for purpose. I have met the brief requirements because I have saved the poster in a very high resolution of 300, this can be printed onto an a3 and displayed to advertise the event. I have also saved a lower resolution version of it, 500 pixels in width this can be advertised online. I think my poster fits the clients brief and it has been completed to a good standard. I believe it looks professional and well made, however I do believe I could make some improvements such as adding some more international movie clips and where you can buy the tickets.

To further improve my poster, I could make a general template so that I could change an improve different aspects of it. This would be useful I the client asked me to make several posters for the same event, for example I they had a night film festival as well then, I could use the same poster but change the background to a night sky to portray the theme and make it more suitable for when it will be used. Another example of how they may might want to be to change it is the client may want a poster for the day before and instead of having the date having the word ‘tomorrow’ making it more interesting and making the reader anticipate the event even more.

Overall, I think that my poster is appealing to the target audience and has met the client’s requirements and it looks professional. I made it look modern like a temporary cinema would, giving the impression of a professional and sleek theme. I also made a social media advertisement and a poster so that the client is able to put posters in public areas but also advertise on websites, but also social media, so that more people will see and buy tickets to go.

I think my poster could be improved by having more information on exactly how the festival will plan out, I could also make it more obvious as to the fact that it is an international film festival and will have films playing from all around the world. I could also add original photography and if I were to do this again, I would do this as to avoid the issue regarding legal restrictions

The tools I used to make this graphic include the warp tool, which allowed me to change the size, shape and perspective of the images. I also used to text tool to add all the text on my poster. As well as this I used the colour overlay to make some of my images uniform and more modern looking, to go along with this function I use the opacity tool to make some of the images less sharp and harsh save the poster with different sizes and quality for different needs. However, the program was very complicated and hard to understand how to use and too a lot of trial and error to learn how to use different functions, against the rest of the poster.