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Candidate number: 5054
Centre name: Charlton School
Centre number: 29335

Cambridge creative iMedia
Level 2 Certificate

R082 – Creating a digital graphic
R082 – Creating a Digital Graphic

LO1: Investigating digital graphics
Purpose of Digital Graphics

A digital graphic is a visual design created, stored, or displayed electronically. They are used throughout modern day society through things such as posters, magazines, newspapers, book covers and billboards. They are used in a variety of formats that include: Entertainment, informing, advertising, promoting, and educating.

From outside research, I have found that the most successful digital graphics are either extremely loud and exciting or very minimalist. In other words, they need to make a statement and be different because that is what attracts the most attention.

My film festival poster will be used to promote, and to do this it will require a number of elements to achieve this. It will include the name and location, as this will make sure that the poster completes its function to show the consumers where to go for the product. Also, it will include the main theme that consists of film, not only so that I can fulfil the client's brief, but also so that it will correctly inform the consumer of the event before it is read. I will also make the poster very exciting and appealing to look at in order to entice customers to attending the event, making a good first impression.

My main article in the poster is a large bucket of popcorn, connoting summer, fun, and movies which is what my poster is attempting to get across, therefore putting a stronger, visual message across compared to the words 'international film festival' alone. I have used a font that is not boring which reflects the nature of my poster and should attract my target audience, informing them the genre of my poster before they have read it. Each of these in their own way fulfils the purpose of digital graphics and will also be eye catching to the person seeing it.

Overall, the theme of my poster is hand drawn, which I believe attracts my target audience and is not exclusive to a certain age range, gender or class. It gives me a wider audience, and is therefore closer to the brief provided.
<table>
<thead>
<tr>
<th>Image of Digital Graphic:</th>
<th>Name of Digital Graphic &amp; Platform (HOW):</th>
<th>Identifiable Sub-Digital Graphics</th>
<th>Purpose of Digital Graphic:</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Nokia Lumia billboard" /></td>
<td>Nokia Lumia billboard</td>
<td>Mobile Phone, blue background with snowflakes, white text saying 'meet Rudolph'.</td>
<td>Promote the Nokia Lumia phone.</td>
</tr>
<tr>
<td><img src="image2" alt="Road sign" /></td>
<td>Road sign – slippy or slick roads.</td>
<td>Bright yellow with black details, a black car clearly slipping and swerving from side to side.</td>
<td>Raise awareness or inform drivers of potentially dangerous roads.</td>
</tr>
<tr>
<td><img src="image3" alt="Bus advert" /></td>
<td>Bus advert for ‘Cargiant’</td>
<td>Bright red bus, contrasting white advert, lots of small black cars, the slogan: ‘Car’s, car’s and more car’s’, the logo in the corner.</td>
<td>To promote the car brand: ‘Cargiant’</td>
</tr>
<tr>
<td><img src="image4" alt="Leaflet" /></td>
<td>Leaflet for bikes, how they work, and extra information.</td>
<td>Clear blue and white theme, mountain silhouettes, finish flags at the bottom, images to do with bikes.</td>
<td>To inform and bring awareness about bikes.</td>
</tr>
<tr>
<td><img src="image5" alt="Movie Poster" /></td>
<td>Movie Poster for the film ‘hidden figures’.</td>
<td>3 main characters, rockets, movie title, release date, actor names, slogan.</td>
<td>To promote the film ‘hidden figures’.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital Graphics</th>
<th>Graphics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advantages</strong></td>
<td><strong>Disadvantages</strong></td>
</tr>
<tr>
<td>Vector images – Better quality.</td>
<td>If computer breaks, or runs out of charge without saving, all work is lost.</td>
</tr>
<tr>
<td>Easy to send to people via emails etc.</td>
<td>Can be difficult to learn – especially for older users.</td>
</tr>
<tr>
<td>Looks neat and professional, with a high quality.</td>
<td>Can get Copyrighted</td>
</tr>
<tr>
<td>Can be edited multiple times.</td>
<td>More likely to be plagiarised, as photos from the internet are used.</td>
</tr>
<tr>
<td>Fast and efficient.</td>
<td>Good quality software can be expensive.</td>
</tr>
<tr>
<td>Can have more than one copy, with different drafts.</td>
<td>It may not look very genuine.</td>
</tr>
</tbody>
</table>
To make a film poster, the best file format to use would be .TIFF for the printed version because it would provide a higher quality. When it was printed out, it should be printed in CMYK (Standing for Cyan, Magenta, Yellow and black) as like .TIFF, it is a higher physical quality. However, if it was for an online poster advertisement, .JPEG would be best as it has a smaller file size without losing quality. It is also compatible across many platforms, programs and image editors. I would not use PNG because it is ill-suited for working with full-colour images and can not store multiple images in one file, which are both things I need to make the poster. Using .JPEG would mean that the file would be lossless meaning that as the file size is compressed, the picture quality will remain the same.

To put an image on the poster, it would need to be a raster image, and to put a logo for example, it would need to be vector. This is because of the way vector images are stored – they are then able to make changes and edit a lot easier, and use it at a variety of image sizes than if it were a raster image. This also keeps any type from looking blocky and aids certain typefaces in maintaining their smooth shapes and edging.

I believe that Adobe Creative Cloud would be best because you can get licencing for the poster. To add to this, it includes a wider variety of tools etc. to use, compared to Microsoft office which is limited tools. Also, Adobe Creative Cloud is used in a more professional way, so using this particular programme rather than Microsoft Office would give a cleaner and more professional look.

<table>
<thead>
<tr>
<th>File Type:</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>Join Photographic Experts Group</td>
<td>Compressed image format standardized by the Joint Photographic Experts group. (JPEG)</td>
</tr>
<tr>
<td>Raster Imagery</td>
<td>.TIF</td>
<td>Tagged Image File Format</td>
<td>Computer format for storing raster graphics images.</td>
</tr>
<tr>
<td>Raster Imagery</td>
<td>.BMP</td>
<td>Bitmap Image File</td>
<td>Raster graphics image file format used to store bitmap digital images.</td>
</tr>
<tr>
<td>Raster Imagery</td>
<td>.PNG</td>
<td>Portable network Graphics</td>
<td>A raster graphics file format that supports lossless data compression.</td>
</tr>
<tr>
<td>Raster Imagery</td>
<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>SVG</td>
<td>Scalable Vector graphics</td>
<td>A vector image format for two-dimensional graphics with support for interactivity and animation.</td>
</tr>
<tr>
<td>Vector Imagery</td>
<td>EPS</td>
<td>Encapsulated Postscript Vector Graphics</td>
<td>A graphics file that can contain 2D vector graphics, bitmap images and text.</td>
</tr>
<tr>
<td>Digital Graphics: DPI and PPI</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>-------------------------------</td>
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<td></td>
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<tr>
<td><strong>DPI</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Dots per Inch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Describes the resolution of an image, and is physical.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• The More DPI, the better quality the image.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• The highest quality against the lowest quality DPI:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image1" alt="300 dpi" /></td>
<td><img src="image2" alt="72 dpi" /></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 72 DPI is used on social media platforms such as Facebook, as it takes up less memory.
- 300 DPI is used

<table>
<thead>
<tr>
<th><strong>PPI</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Pixels per Inch</td>
</tr>
<tr>
<td>• Describes the resolution of an image, but is digital.</td>
</tr>
<tr>
<td>• The more PPI, the better quality the image is.</td>
</tr>
<tr>
<td>• High quality print is 600 PPI, which is industry standard print. Low quality is 150 PPI, here are some examples:</td>
</tr>
<tr>
<td><img src="image3" alt="The same image close up at 600, 300 and 150 ppi." /></td>
</tr>
</tbody>
</table>

- 150 PPI is a high quality average resolution for a print.
Digital Graphics: RGB & CMYK

RGB - This stands for Red, green, Blue, and it is used on computer display. It looks best on computer display because it has less memory and more bits. It is additive.

CMYK – This stands for Cyan, Magenta, Yellow, and key. Key is the absence of colour, or just black. It is used mainly for printing, so does not look as good as RGB on a computer display, it is subtractive.

Digital web graphic – On a digital web graphic, I would use RGB, as it looks best on a computer platform.

Digital Graphic intended for print – For this one, I would use CMYK, because it looks better after being printed.

Available colours – CMYK has 10,066,327 to 11,744,051 colours available.

RGB can create 16,777,216 different colours.

Additive – RGB is additive, meaning that different amounts of the colours are added together to make the correct final colour. As more colour is added, it becomes white.

Subtractive – CMYK is subtractive, meaning that colours are subtracted to make new ones. The starting colour is white, and the more colour that is added the darker it gets, eventually turning to black.
Digital graphics: Calculating Digital Graphic measurements

<table>
<thead>
<tr>
<th>PPI (Resolution)</th>
<th>Pixel Dimensions (Pixels) (Width x Length)</th>
<th>Total pixels / Megapixels</th>
<th>Physical Dimensions (Inches) (Width x Length)</th>
</tr>
</thead>
<tbody>
<tr>
<td>180</td>
<td>1000 x 1500</td>
<td>1,500,000 / 1.5MP</td>
<td>3.3 x 5</td>
</tr>
<tr>
<td>150</td>
<td>750 x 1800</td>
<td>3,860,000 / 3.86MP</td>
<td>5 x 12</td>
</tr>
<tr>
<td>72</td>
<td>800 x 640</td>
<td>1,490,000 / 1.49MP</td>
<td>6 x 16</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>5,900,000 / 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.
The clapper board is in the shape of Boston Massachusetts, a reference to the location.

Along with the hint of the shape of the clapper board, the address also is here to be more specific.

Price is very small so people are not put off by the price.

The month, date, time and year are here so customers know exactly when to go.

Clear title fitting with theme.

Use of clapper board also reflects theme of the festival.

Companies that sponsor the Boston film festival.

Shows how many film festivals there have been, and it makes the 26th one seen more important and relevant.

I think that this poster is aimed at people from about 30+ because it has a very neutral yet classy theme to it, which would attract people of that sort of age. However, it also includes a map of the location within the logo, which younger people may not understand. There are not bright colours or childish fonts, telling me that it is not aimed toward children, and the style would not attract teenagers.
This music festival poster has been designed for a target audience of 20 – 28. I can tell this because the words used are associated with people of that age and it’s uniqueness also reflects this. Details such as the beard being the bottom of the ocean, and people sitting on the hat makes it quite unique and modern, appealing to said target audience.
Includes the date of the festival so people know when to go.

Colour scheme used is very bright, and uses fun exciting colours throughout – will attract people.

Has people dancing - suggesting what the festival will be like.

Place associated with holidays and fun.

Clear title used to be recognisable.

Plane suggests travel which is associated with holidays and having a good time.

Very unique and abstract, reflecting the festival.

Link to website so that more people can access it.

In my opinion, this music festival poster is aimed toward 18 to 28 year old’s. I think this because it is full of bright colours, but also appears more grown up due to the fonts and use of shapes. Also, it has people dancing which is similar to what people that age may want to do. The shapes and colours used make it modern, which is what young people may want.
To solidify my comprehension of the purposes of digital graphics, their properties, and target audience, I have developed the following hypothetical digital graphic briefs:

A publishing company has requested a book cover aimed towards teen girls. It should be of a standard size to equally match the book size. It should appeal to this target audience with images of music or make up for example. It should not be full of pink or simple, large lettering.

The reasoning for this is that the target audience do not want to be treated as children, and are very insistent on doing things that distinguish them from a child, so the cover should appear more mature. Putting big, simple lettering and cartoons on the cover aimed at this target audience would be considered very patronising making the consumers less likely to purchase it. Including aspects of the target audiences interests will make it more likely to appeal to teen girls.

It will be sold in places such as Waterstones, grocery stores, or online. Stereotypically, a teen girl would go online to buy a book, so it would be predominantly sold here, but mothers may pick it up at grocery stores, and certain girls may go to a book store to get it.

One purpose of book covers is to distinguish it from other books as without one, nobody would be able to find the book. It should also be used to attract and influence potential customers into buying it at a first glance, and if it is not noticeable and eye-catching enough, nobody will notice it and therefore buy it. It is suitable for print use, and so should be printed in CMYK.
A card company has requested a Birthday card aimed at young girls turning 3. The card should be A4 when folded, with a matching pink envelope. The card should have a pink and girly theme.

The reasoning behind this is that stereotypically, young girls' favourite colours are pink and purple. Also, their interests would lie in colouring, playing, and dressing up, so the themes of the card should reflect such interests of colours. The card is an unusually large size because it is more fantastical and therefore exiting to a young child, meaning it would be more likely to sell to this target market.

The style will be girly, with plenty of pink and purple, but must also be simple, without a mature theme — for example, big, bold, and bubbly letters and full of colour.

It should be retailed for around £2.50, according to my research, as it is expensive enough to make a profit, but not so expensive that consumers choose not to buy it.

It will be sold in most stores that supply cards such as WHSmith, Rymans, and most grocery stores (Asda, Sainsburys, Morrisons) because mothers would stereotypically shop there for the grocery shop and pick one up whilst there.

One of the most important features of a children's birthday card is that it should be very eye-catching, both to the person buying it and the person receiving it. This allows it to be sold in large quantities, as this particular target audience would be looking for something exciting and fun. It will be printed in CMYK as it will show up better.
To solidify my comprehension of the purposes of digital graphics, their properties, and target audience, I have developed the following hypothetical digital graphic briefs:

A famous confectionery brand has asked you to design a wrapper for a new flavour of chocolate. The wrapper must measure 19cm by 7 1/2cm, with a sharing pack twice the size, and the flavour to represent is Cookies and cream. The wrapper should be fun and exciting to the eye, but not too childish as it is aimed toward both genders from the ages 7 – 25. The reason for this is that my target audience like excitement and new ideas, of which these chocolate bar includes both. Their interests would lie in movie nights, being together, and going for days out. The common theme here is this sense of togetherness, which must be represented within the wrapper and logo for this new flavour. The style of the wrapper should be exciting and fun because chocolate connotes these feelings and brings out the child in many people (especially with this flavour), and should therefore excite and attract people to buy it. However, saying this, it should not appear childlike as it is for the older generation too. The chocolate bar as a whole will retail for £2.50 because due to the target audience, it must be a price that they can afford to comfortably buy. It will be sold in newsagents, grocery stores, and smaller chain stores such as the One Stop or the CoOp. These are the main places the consumers within my TA are more likely to shop and see the product. Also, these are the most likely places somebody would find chocolate bars, and so is the first place they may go looking.

Much like the other examples, a chocolate bar wrapper should be very eye catching and the image of the contents should be appealing to the consumer so they want to eat it. It needs to stand out and look exciting to the consumer, so they buy it over other brands. This product will also be suitable for print use, and will be printed in CMYK.
Sherlock is in the centre of the poster because he is the main character. This character is slightly behind the main character to show the viewer that he is not as prominent, but still features in the show. The BBC logo is prominent to advertise the channel and so people know where to find the show, bringing more views.

There is light shining from the top of the poster, providing connotations of Religion (angels or God) and implies that there is good within the destruction. The title's font reflects the poster, and looks affected by the destruction within it. It is also bold and poses a very stark contrast to the rest of the poster, making it stand out more.

There seem to be doorways for a long time behind the two main characters which creates a sense of mystery. Viewers can interpret parts of the content of the show through this. The main character is sitting in a chair to make him seem in control, whilst the other character is standing behind, implying that he exists to serve the main character.

The wallpaper from the building appears to be peeling off which could imply that there are secrets being revealed.

There is a skull on the floor along with the residue from the destruction. It suggests that death could follow, and foreshadows the events of the series. The residue is scattered everywhere which could imply that the series will be full of drama and destruction.

The destruction appears to be surrounding the main character implying that they could have caused it. It gives the impression that they are powerful to the viewer. The title seems to be doorways for a long time behind the two main characters which creates a sense of mystery. Viewers can interpret parts of the content of the show through this.

There is not much written information, suggesting that the series speaks for itself, and is well known or highly regarded.

His hand may be to his head to imply that he is thinking, and reflecting the nature of the show. He is looking straight ahead which shows confidence.

Sherlock is in the centre of the poster because he is the main character.

The main character is sitting in a chair to make him seem in control, whilst the other character is standing behind, implying that he exists to serve the main character.

The wallpaper from the building appears to be peeling off which could imply that there are secrets being revealed.

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R082 – Creating a Digital Graphic

LO2: Planning your digital graphic
Assets needed to create a digital graphic

Assets are pivotal in creating a digital graphic in that they make up the entire project, so it is therefore very important that I have a sound understanding of their uses.

Images are likely to be used throughout a digital graphic for almost the entirety of it, both in the background and in any major images themselves. Images bring colour to a digital graphic and therefore make them more appealing to anybody walking past – having any digital graphic full of small text would not be eye catching. They also make it more accessible for a wider variety of people because it reduces the amount of reading ability needed to understand and view the digital graphic. Having them this way (done digitally) will mean that they can be mass produced, looking perfect and exact every time, without having to draw out a new one every time.

More specifically within this, photographs of real life could also be used within any digital graphic. This would give the digital graphic more of a feel of realism, potentially making it more appealing to people. It could also give more of an idea of what it could actually look like, without leaving much to the imagination, therefore making it clearer to understand.

It is also essential that any graphics used are all completely cohesive with one another, following a certain theme to ensure that the design works as a whole. This is imperative because if the design does not work, nobody will be interested in it at first glance and not come closer to read it.

The text chosen for any digital graphic is very significant because it is designed to stand out and be read quickly with a big impact. The main title of the digital graphic is specifically supposed to be bold and easy to read, so this means that it should also fit in with the theme of the rest of the digital graphic. This may include colour, font, size and thickness. Having all these together, fitting cohesively with the rest of the product will make for a very successful digital graphic. It is also important not to have different fonts throughout the digital graphic because it will make it seem less cohesive and more confusing for anyone looking at it. To avoid this, two fonts could instead be used repeatedly, which gives more of a sense of togetherness.

In the 21st century, it may prove necessary to include social media logos on the digital graphic, depending on the purpose of it. Social media logos will allow for extra information and exposure for the brand as it is more widely used than paper or websites. They could also therefore increase the following on these social medias, further promoting the brand or company and increasing exposure. If the digital graphic is made by or for a company, their logo should be consistently displayed so that the person seeing it is constantly reminded of the brand which then means that it will gain more attention and therefore more sales – depending on what the purpose of the digital graphic is.
Resources Table

Pen – this has allowed me to draw mind maps, annotate and analyse my visualisation diagram, and plan a lot of my coursework. It was important in the developing stages of the product.

Pencil – I used a pencil to draw out visualisation diagrams, plans, mind maps and drafts. Much like the pen, it was involved in the planning and developing stages of the poster.

Paper – This was used in visualisation diagrams, mind maps, and the general planning of my product.

Mouse – I used this for the majority of my time in photoshop, as it gave me the maximum amount of precision needed for photoshop. It meant that I could reach small places I couldn't have otherwise and have smooth edges on my images. It allowed me to produce a clean, and precise final product.

Photoshop – this was used to create my visualisation diagrams as a digital graphic. It is important to use because it has all the tools needed for me to create the effects I want – for example, the magic wand or lasso tool. Overall it is used to develop initial ideas and create the final product.

Power Point – I used this to put together all my coursework. It has proved to be very useful as it is able to handle the size of the work included and can create tables etc for things like my sources table.

Access to the internet – This is very important so that I can access images (without restrictions) and research different aspects of my coursework – for example my research on how my client might make money. I also used it to attain the fonts and themes used in my poster.

Computer – This is used for the majority of my coursework. This includes the coursework itself (PowerPoint being installed on it), photoshop, research and getting images.
Gloustol is a small city that will be holding an international film festival for the first time. The festival will take place over three days and will be held in the park and central square. The festival will showcase films for all ages, from all over the world in a temporary cinema that is being build for the event.

I have been asked to create a digital graphic that will be used to promote the international film festival. A high quality file will be needed for use as an A3 poster to be displayed in the local area, together with a low resolution version suitable for use on a website as an advertisement of 500 pixels in width.

My client assumedly is the owner of the festival, and manages the organisation of the festival. At a film festival, the most substantial revenue boost comes from ticket sales, sponsorships and concessions. They would make money by ensuring that they earn more from the festival customers than they spend on the products needed for the preparation. This would mean that they then have a profit, and can earn money that way. Through research, I have found that: ‘Of all the stressful parts of a festival organisers’ job, producing a steady profit has to be the biggest. In a recent Eventbrite survey, 68% of festival organisers reported profitability as their biggest challenge. This challenge was echoed in a report by the Guardian, which suggested as many as 100 UK festivals could be at risk of not returning in 2017.’

This shows the importance of getting a profit and getting products for the event at the cheapest price possible.

I need to include the date and location as a key feature on the poster because it will mean that customers looking at the photo while passing will know immediately where and when to find the festival. Without this key element, people won’t know where to go – the purpose being to inform at first glance. It is very important that my finished poster is suitable for all ages, as if it does not fit that category, it is ultimately unfit completely for the purpose it is intended for. I interpreted this by using a light colour scheme and a hand drawn effect to make it appear young, but also mature at the same time. Although the rest of the aspects are very important, I believe this one is the most significant in completing the brief to the highest standard. The client will expect the finished product to be light hearted, fun and appealing to all ages, with as many aspects of the brief covered as possible in order for it to be the most successful that it can be.

To make this film festival poster, the best file format to use would be .TIFF for the printed version because it would provide a higher quality. When it was printed out, it should be printed in CMYK (Standing for Cyan, Magenta, Yellow and black) as like .TIFF, it is a higher physical quality. This is also because it will best show up on printed paper, and can therefore show the exciting colours I will choose to represent within my poster. If it is not printed in this format, I can not sufficiently complete the brief, as the colour scheme could appear not to appeal to all ages.

However, if it was for an online poster advertisement, JPEG would be best as it has a smaller file size without losing quality. It is also compatible across many platforms, programs and image editors. I would not use PNG because it is ill-suited for working with full-colour images and can not store multiple images in one file, which are both things I need to make the poster. Using JPEG would mean that the file would be lossless showing that as the file size is compressed, the picture quality would therefore remain the same.

To put an image on the poster, it would need to be a raster image, and to put a logo for example, it would need to be vector. This is because of the way vector images are stored – they are then able to make changes and edit a lot easier, and use it at a variety of image sizes than if it were a raster image. This also keeps any type from looking blocky and aids certain typefaces in maintaining their smooth shapes and edging. The images I include in my poster should be as mentioned before, light hearted, fun, appealing to all ages, and fitting to my hand drawn theme. This means that it will add to the effect my poster is giving and will boost it’s appearance.
Target Audience Profile

My target audience is all ages. The colours on my poster must reflect this in order to attract these ages of people. It is important that it is not scary, as children would not come, and it would not fit the brief. Also, it is important that there aren’t too many words or too bleak a colour scheme, as children will not want to come. It is very important that the poster has a movie theme, in order for people to comprehend what it is about.

My target audiences age range would be families; parents from the ages 30 – 40, and children aged 5-12, but this is an estimate as it is aimed at all ages.

Ethnicity would play no role in my target audience, as there are no offensive or ignorant aspects to my poster that would disinterest certain religions of races from the film festival. However, it would not be aimed towards those from LEDC (Lower economically developed countries) as they may not be able to afford tickets or transport there. It would be more aimed toward those with more money.

In terms of location, my target audience should live in popular areas such as London or Toronto, due to it being a big, international festival. This would however mean that they stereotypically should be of a higher class, so they could also live in more rural areas – the key feature is that they can afford the festival.

It is also aimed toward both genders, so as to fit the brief. To achieve this, I will not use predominantly gender assigned colours such as pink or blue. I chose red so as not to appeal to certain gender.
The colour is also very important to the poster. For example, if the poster was full of bright colours, big words and children playing, a customer may assume that it is a film festival for children and decide not to go. Or if the poster was black with a man holding a gun, stereotypically men would be attracted to it, bringing in a smaller demographic. As the poster will be for all ages, it is important that the colour scheme is understandable and likable so that everyone is attracted to the film festival and wants to go, thus bringing in more money for the company.

Additive colours use light to display colour, whilst subtractive colour models use printing inks, so additive would be used on the website, and subtractive on the printed version.

My colour scheme will be yellow and grey. This is because yellow is a happy, non gender specific colour, and adding grey gives it a modern twist, so I believe that the colour scheme will attract all ages.
I ended up changing my colour scheme from the one on the previous slide to the one displayed on the right. This is because I felt that the previous colour scheme did not reflect the theme visually, and it would have been difficult to continue the design. It is hand drawn so can appeal to many people—adults and children alike. The colours I have chosen are recognisable to people as films or movies, so immediately when people see them, they will associate them with the theme before they even read it. This proves significant because it will be memorable to people, and perhaps remind them of good times they have had at the movies. When combined with the design of the poster, it will be memorable to the person looking at it.

As mentioned earlier, additive colours use light to display colour, whilst subtractive colour models use printing inks, so additive would be used on the website, and subtractive on the printed version.
<table>
<thead>
<tr>
<th>Milestone</th>
<th>Task</th>
<th>Resources</th>
<th>Time in hours</th>
</tr>
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<tr>
<td>1</td>
<td>Conventions of a poster mind map</td>
<td>Paper, pencil</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Visualisations + work plan updates</td>
<td>PC, pencil paper</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Record assets and resources</td>
<td>PC, internet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Collect assets and resources</td>
<td>PC, magazines, camera</td>
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<tr>
<td></td>
<td>Prepare assets if needed, repurpose and save</td>
<td>Computer</td>
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<tr>
<td></td>
<td>Create first versions of digital graphics</td>
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</tr>
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<td></td>
<td>Get feedback on first version</td>
<td>Folder</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Amend and improve first draft, change any parts that are unsuitable</td>
<td>Printer</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Generate final version of graphics in intended formats.</td>
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<td>8</td>
</tr>
<tr>
<td></td>
<td>Check final version</td>
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<tr>
<td></td>
<td>Review the digital graphics</td>
<td>Computer</td>
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</tr>
<tr>
<td></td>
<td>Make any improvements identified in the review</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Contingency</td>
<td></td>
<td></td>
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</tbody>
</table>
Legal Restrictions

Commercial use is considered to be if the process or final product makes you money, be it directly or indirectly. As I am making my poster for educational purposes, this does not apply – it will not generative any revenue, and it is for private use.

Copyright is the legal right that provides the creator of something original exclusive rights to the creation, including whether people can use it, or under what conditions. If something copyrighted is copied, providing commercial profit, the court may determine that there is a ban on further use of the owners material, and may potentially have to give away any profit made to the original owner. Similarly, data protection is the ‘legal control over access to and use of data stored in computers’. Within this, there is stronger legal protection for race, ethnic background, political opinions, religious beliefs, trade union membership, genetics, biometrics (where used for identification), health, or orientation. Under the data protection Act 2018, people have the right to know information the government of other organisations have about them. An example of this is that a company could not use somebody’s personal details without permission on a public poster.

In order to get around copyright infringement issues, you can do a number of things. The first of these could be using photos that you have taken, which is probably the most secure way of using images as they come straight from yourself rather than belonging to somebody else. Another way to get around this is to use images without copyright, also known as restriction free images. This is an easy way to get photos that you may not be able to attain yourself. Finally to get around these, you can use a copyrighted image, but will first have to contact the owner for permission and then credit the owner in the final product.

For my poster, I have used some photos advertised as restriction free, my own sketches and have credited the owners of the copyrighted images in my asset tables.
GLOUSTON
INTERNATIONAL
FILM FEST

15-18 JUNE

Low-key lighting -
indoor settings

Red stripe alludes to
cinema film theme

Portrait

High key lighting -
shows that it's aimed
to all target audiences

Clouds -
make it seem more
happy / childish

Large numbers for the
date - easily seen

Doesn't give the
month

Mise en Scene
Planning Sheet - Original Photography

Film reel wrapping
around with some
suggested films

Office building suggests
high quality

Blue sky - shows
happiness

Small lights for extra
design

Title shown as if it was
the actual cinema
screen

Luxury cinema chairs -
implying festival's luxury

Person feels like they are
in the cinema - part of it
INTERNATIONAL FILM FESTIVAL

GLOUSTO PRODUCTIONS

15th-18th June

Setting could be a cinema

This describes the festival without words

Portrait

High key lighting to add happiness

Mise en Scene - Planning Sheets - Original Photography

I don't think there would be props as it would probably be in a hall.

I will use this one

Landscape
I am not going to use this design for many reasons. Firstly, the graphic itself is not very eye catching, and the colors don't work together or fit the film theme. Also, umbrellas connote rain and sadness which is definitely not the aim of my poster, and could mean that people first looking at the poster may assume that it was not a happy festival, which would be detrimental because the festival is happy and should appeal to all ages. To add to this, the font was not very bold or cohesive with the rest of the design. Altogether, I felt that the design as a whole didn't really work, and may confuse the consumer more than attract them to the festival.

I am going to use this design because the colors used within it are very cohesive and all link towards the theme of film. The use of red and black clearly connote this. When somebody first looks at it, they would understand that it is for a film festival specifically due to the popcorn bucket and film reel, making it a successful poster, and this therefore becomes very important to get this across when I come to produce it. The design itself is also quite whimsical which I like because it seems more aimed towards my target audience and therefore fits the brief best. Out of all my designs, I feel that this one fits closest to the brief and works best as a design.

The main reason I am not going to use this design is that it is in very low-key lighting which takes away from the brief, which tells me that it is an outdoor film festival. This could confuse anybody wanting to go to the festival as it sends mixed messages across. While I like the inclusive effect the seating gives, it does not show what the festival will really be like. Also, I feel that the top half of the poster does not link properly with the rest of the poster, with the hanging lights and date looking out of place.

Firstly, I am not going to use this design because it looks city-like and quite industrial, whereas my poster is expected to be more rural and in the countryside. This may appear misleading and lead to the customer asking for a refund when arriving having received the wrong impression. To add to this, it also does not give the month or year on the date, also creating more confusion for the customer. The text being vertical may also pose as a problem because it is not as quick to read as it would horizontally. I am also not sure if my time schedule would allow me to make all the effects and warps of the images in the film negative.
Here, I drew the logos to go onto my final graphic design. It fits perfectly into my theme because it is a hand drawn theme.

I drew the Instagram logo because I was not happy about the way I originally drew it, and it did not look legitimately like the logo. I will be using the second one I drew on the poster.

Overall, I think these looked better than the logos I had chosen before on the internet because they are better quality and more accurate.

If I did this again, I would make the shading on the logos more visible with the pencil so it didn’t look so streaky when scanned.

When I inserted these into Photoshop, I had to make them slightly darker using the tools provided. This is because when I drew them on the paper I did not press very hard on the paper, and so the logos were too light and didn’t show up very well on my poster.

I decided to draw the logos for my poster by hand rather than choosing one from the internet because it gave me the opportunity to add some original aspects to my poster and make it easier to get around the legal restrictions.

I decided not to draw my logos in colour because I prefer them to look more simplistic - reflecting the rest of the poster, and I felt that the colours could clash with the rest of my poster.
Festival poster conventions

- Branded
  - The audience should be able to recognise the logo and associate it with the product.
  - This can include a colour scheme.

- Limited use of text
  - Too many words will cause the reader to become interested.
  - The poster should portray its message mainly through images and colour scheme.

- Date
  - It should be clear so the customer knows when it is.
  - It should reflect the content of the poster - e.g., night would imply it was for adults.

- Colour scheme:
  - It should reflect the content of the poster - e.g., dark colours for horror.
  - It should appeal to the target audience.

- Big Title
  - Needs to catch the reader's attention.
  - Should be short and simple but in order to catch attention.
  - It should reflect the rest of the poster and appeal to my target audience.

- Images
  - They need to be relevant to the poster itself.
  - They need to stand out to grab the reader's attention.
  - They should be used carefully so as not to overwhelm the user.
I didn’t end up using this colour scheme, but I did stay on the theme of film – as on the left. This can be shown earlier, where I explained my choices for changing the colour scheme, and the comparison between the two colour schemes. I found it difficult to integrate the yellow and grey into the movie theme, and it may be considered too mature of a colour scheme for the purpose. Having the red and black also created connotations of film, so is more appropriate for what I am creating.
NAME: MIA DAVIES
CANDIDATE NUMBER:
CENTRE NUMBER: 29335
SERIES: JUNE 2019

R082 – Creating a Digital Graphic

LO3: Creating your digital graphic
This is the set up dimensions for the print version of my poster, so it has CMYK colour in order for the color to show up best on paper. RGB would not work here as it shows up best on a digital screen, and not on print. It is A3 so that it fulfils the brief, and has the correct dimensions to reflect this. It had a higher DPI as it needs to be good quality when printed.

This is the set up settings for the web version of the poster. It is 500 pixels in width as to fit to the requirements of the brief. The color is in RGB, as this is what shows up best electronically rather than printed out. The resolution of PPI is slightly lower than the print version as it doesn't need that level of quality. It's saved as a smaller file in order to make it easier to save and share it, taking up less space.
<table>
<thead>
<tr>
<th>Asset type</th>
<th>Asset source</th>
<th>Permission required?</th>
<th>Details of permission</th>
<th>Description of asset</th>
<th>Why was this asset used or not used?</th>
</tr>
</thead>
<tbody>
<tr>
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<td>No</td>
<td>Free for users</td>
<td>Photo of a movie reel.</td>
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<td>Font used for the date</td>
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<td>Need to acknowledge copyright owner in my product</td>
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<tr>
<td>Image</td>
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<td>Need to acknowledge copyright owner in my product</td>
<td>Clouds used in my poster</td>
<td>I used it as a main feature of my poster behind the popcorn.</td>
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<tr>
<td>Image</td>
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<td>Yes</td>
<td>Need to acknowledge copyright owner in my product</td>
<td>Popcorn bucket used as main feature</td>
<td>It was pivotal to my poster</td>
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<tr>
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<td>Yes</td>
<td>Need to acknowledge copyright owner in my product</td>
<td>Title font</td>
<td>It was necessary to show where it would be held</td>
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</tbody>
</table>
I removed the background of this image to leave me with the popcorn bucket alone. This was because the font was unnecessary and irrelevant to the purpose of my poster. I used the magic wand tool to best achieve this.

Here, I first flipped the image using the rotation tool, and then warped the image to make it better fit my poster using the warp tool. I did this because it would have not fit the shape of my poster. This took me a long time as I wanted to make it precise and perfect.

I removed the background with the magic wand tool, and then changed the colour to get rid of the pink. I did this via colour corrections, changing it to white. I did this because the pink did not fit with my colour scheme. It then went behind another image, so part was cut off.
Although I didn’t use this, I was planning to do the same idea as the clouds and have these dotted around the page (as shown on my original visualisation diagram). I decided not to use these in the end as they were too artificial for my theme.

I used three of these logos on my poster by removing the background. I chose the three most popular sites to use on my poster as people would then be more likely to find the festival on social media. I used the lasso tool for this because after practice, I found that it was easier to use.

Here, I warped the text to curve it and fit it around the popcorn bucket. I also removed the background with the magic wand tool, and while doing so took out some parts of the lines to make it look more hand drawn. I did this by not tracing over part of the lettering.
Here, the name turned out to need an l on the end, after a miscommunication in brief, so I had to redo the warping and effects mentioned earlier to get it the correct shape to fit the popcorn bucket again. I also added a watercolour background behind the popcorn to represent a sky, but still keeping with my hand drawn theme. In my opinion, it made it more whimsical and to the brief.

I changed Glusto to Gloustol and added the hand drawn social media logos to appeal to the target audience and current generation. I also decided that the black line at the bottom was simply too thick for the finished product I was attempting to create, so I used shapes to draw a much thinner line.

I added in ‘First international film festival’ to fit the brief. This was important because without it, it would not be obvious to the reader that the film would be held for the first time and internationally, which is specifically stated within the brief. I tried lots of ways to do this, but felt this method looked the best.

This photo demonstrates my efforts to include more of an international theme to my poster. I attempted to warp line drawings of flags into the film negative, but decided that it took away from the main image of the design, and made it look too busy. Because of all this, I decided against it, and my final draft does not include them.
I made sure that I included the social media logos due to my target audience, but it was also important for them to stick to the theme. To best achieve this, I drew them myself.

My title was in cursive, and I warped it so that it curved around the popcorn bucket. Overall, I think it ties in very well with the rest of the poster.

I added the key information at the bottom, including the date, location, and the fact that it was the ‘first international film festival. Although it was at the bottom, it was still prominent and clear to see. Also, I used the same font for the location and statement above the date so as to not add too many fonts to the poster.

The clouds I added also fit the theme, as they were hand drawn. They emphasise that the watercolour is the sky, and improve the overall look of the poster.

First International Film Festival
15th - 18th June
Park and Central Square

The most important thing about my poster aside from the key information was the bucket of popcorn. It was ‘hand dawn’ and fit my theme very well. The striking red colour is very eye catching and obvious to the brief’s theme.
This is my web banner that I created to link with my poster. It would be shown on websites as an extra method of advertisement for the event. I made sure to keep similar colours and style throughout while still making it fit onto the correct size. This was done because I wanted to make it interesting and different but still related to the original poster.

I saved it by the name ‘Web Graphic’ in both the photoshop file and the finished image file. This is because I wanted to be able to access the file easily and make any changes if the client wanted them. Having the image file there also ensures an easy accessibility for anyone that wants to use the image.
Due to the amount of work in this project, it was essential that I saved everything appropriately. This allowed me to access everything immediately and easily when needed to keep the production of the digital graphic flowing quickly. Having them in LO sections means that I can clearly view the separate parts of the course when I want them. Having the original photography folder also helps greatly in organisation because I have everything in the same place and I can access them easily when making my product. As seen across the band at the top, the route to getting to the folders is also organised, and in the correct area.

Next shown is in the design folder of these options in which I have showed what I called them. I ensured that they were fully expanded so that any client looking for them would know exactly what to look for. I included both the Photoshop version and the final image version so that if there were any problems, I would still be able to access the version that can be edited and make any changes.
First International Film Festival
15th - 18th June
Park and Central Square
LO4: Checking and reviewing the digital graphic
I kept the theme of my poster completely to movie and film. I believe I have managed to fit conventions while also creating a unique product. I wanted to imply that it was a film festival without having to directly state it. However, in case it was not clear, it says it about the date at the bottom. To keep to my theme, I added a large popcorn bucket as the main section, with a film reel and film negative around the edge. It has the conventions of a poster – one main image, a color scheme that reflects the audience, a title, date and location. My final film festival poster filled the majority of the brief, so as to please the client as much as possible. Firstly, I included the statement ‘First international film festival’ which was necessary to the brief to portray the variety of films that would be presented. During the process of making this poster, I tried putting hand drawn style country flags in the film negative, but decided that I didn’t like the way it ended up looking, so decided to remove it. (This can be found in my evidence). I also included the fact that the festival would be over three days, writing that it was from the 15th to the 18th of June. (I chose the month of June as it connotes sun, summer and happiness, meaning more people would be inclined to go. Also, the ‘festival’ implies summer, linking it to June. Since it is outside, it is wise to choose a summer month).

The festival was held in the park and central square, which I wrote in bold writing to stand out to the customer reading the poster. To ensure the poster was aimed to the correct audience (all ages), I made the poster in a cartoon style, with no specific stereotypical color schemes or genres. However, I did not include the final part of the brief, which was that it would be held in a temporary cinema. If I did this poster again, I would ensure to include this to attain the highest possible rate of satisfaction from the client. In order to add this into my design, I would add it underneath the location, as they go hand in hand. Personally, although it is an important part of the brief, I believed that it was not as important as the location itself or the date, so left it out due to a lack of space. Also, to improve it, I could have specified where to buy the tickets. (I chose not to do this because it looked too crowded, and I wanted it to be focused on the popcorn and the title). This could have eased the process of searching for the tickets for the customer rather than searching themselves. Finally, I could develop my poster into a series, keeping the main style the same across but changing certain features. For example, movies in the evening could be for adults only, and therefore I could make a spotlight on the popcorn implying it was at night, and use a more mature colour scheme. This would allow people to know that while it was still part of the same series, it was designed for a specific audience. This would be important because my main poster is aimed towards all ages, so this would create a definitive difference between the two, so as not to confuse. I could also develop my web design by having extra social media logos as they are released or changing the design to whatever theme of website it popped up on. This would make it more appealing to its audience and therefore generate more sales.

Originally, the title of my poster was Glousto, however we were later informed that it was Gloustol. In order to stick to the brief as closely as possible it was a priority to change the title. This meant that I had to re-warp everything again (Also is shown in my evidence).

I made sure to include the social media logo’s due to the poster being for the 21st century generation. Therefore, it would be very important to include them to guarantee people learning about the festival, and therefore coming to it. I also made sure that the were hand drawn so they still fit to the theme of my poster.

Altogether, I believe that I have fulfilled the client’s requirements, aside from a few improvements that could be made. I believe that my poster is fit for purpose, as it contains all the relevant conventions, and is pleasing to look at too. It is in the correct file formats and is in CMYK or the printed version as specified in the brief.