

Creative iMedia

RO82: Digital Graphics Knowledge organiser

Digital Graphics:

Digital Graphics	Examples of digital graphics	Purpose of digital graphics
A digital graphic is a visual representation displayed on digital systems and screens (computers, phone, TV) or something that is created digitally (On a computer system)	<ul style="list-style-type: none"> Magazine Covers/Adverts CD/DVD/Blu Ray Covers Game Covers Film Posters Cartoons Web Images Game Art (Concept Art) Logos Banners 	Digital graphics can be used for a variety of different purposes (reasons for creating them) <ul style="list-style-type: none"> Entertain Inform Promote Advertise Educate

File types:

- JPG** – small file size, used by cameras and for images on the internet.
- GIF** – small file size, used on the internet for images that have large blocks of colour.
- PNG** – small to medium file size, designed to replace GIF. It is slowly growing in use.
- BMP** – large file size, rarely used these days.
- TIFF** – very large file size, primarily used in the print industry.
- BMP** - A bitmap (or raster graphic) is a digital image composed of matrix dots.
- PDF** - Store a wide variety of data including formatted text including vector and raster images

Properties

- Colour theory** – What do the colours represent?
- White space** – the space that is not used up on a graphic. Can be used for a number of reasons:
 - Helps make it look professional
 - Makes it easier to read
 - Focuses attention
- Composition** - how assets are placed on a digital graphics (the layout). Techniques include:
 - Symmetrical
 - Asymmetrical
 - Dominance
 - Z Layout

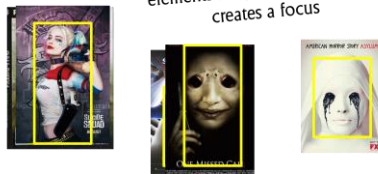
Technique 1: Symmetrical

Symmetrical Balance
The graphic is symmetrical on each side



Technique 3: Dominance

There is a main image and other elements are placed around it – creates a focus



Technique 2: Asymmetrical

Asymmetrical Balance
The graphic is uneven on each side

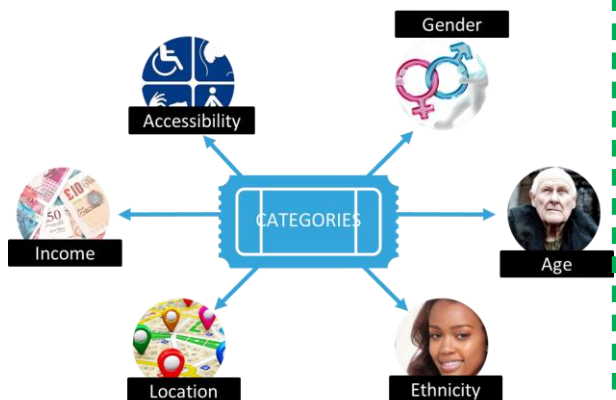


Technique 4: Z Layout

Read from top to bottom, left to right using a rough Z shape. Will have text at the top and bottom and often the graphic will have a visible diagonal line with in it.



Target Audience



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Scenario:

A book publisher requires a cover jacket for a new fiction book. The storyline of the book is based on a mission to the planet Saturn in our own solar system.

Title: Saturn Explorer
Author: Carotin Jacob
Genre: Science fiction
Publisher: 2020 World

The cover jacket will wrap around the front and back of the book. The dimensions of the cover jacket to include front, back and spine are:

Width: 12.0 inches (305mm) based on the front cover alone being 5.5 inches with a 1 inch spine
Height: 8.5 inches (216mm)

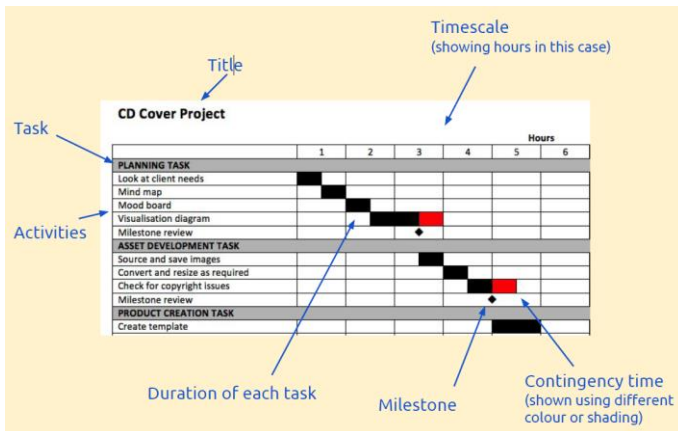
A single piece of digital graphic artwork should be produced for the front, back and spine, which will need to be print quality. A second version of the cover jacket will be needed for the publisher website and online book retailers. The graphic should be resized to 500 pixels in height and saved as a separate file. The website version can be for the entire front/back artwork or just the front cover but must be 500 pixels high whichever approach you take. The target audience for the book will be quite broad but you can select a more specific audience group in your planning and explain why the content will appeal 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.

Work Plan:

A work plan is used to plan how work is going to be produced.

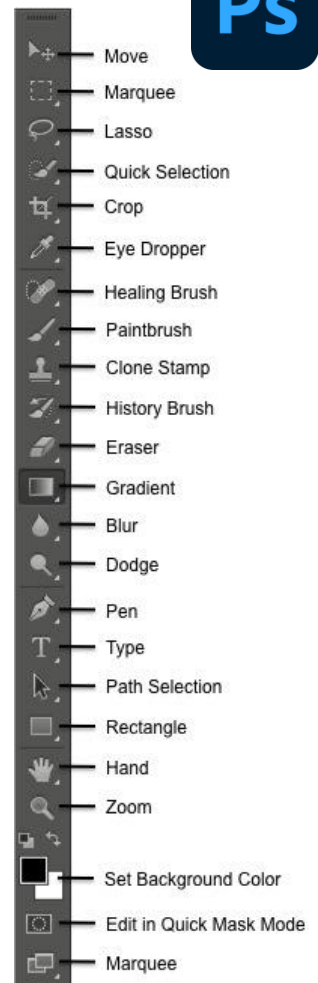


Visualisation diagram:

A sketch of your final product to show the client a draft version

Review final product:

- **Strengths:** what is good about the final product?
- **Weaknesses:** what is poor about the final product?
- **Improvements:** How could you improve each of the weaknesses?
- **Further Improvements:** if you were to create the product again, what would you do differently and why?



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Keywords:

Keyword	Definition
Purpose	the reason why something is done or used
colour	The colour of something is the appearance that it has as a result of the way in which it reflects light
composition	The arrangement of elements
representation	the description or portrayal of someone or something in a particular way
contrast	The arrangement of opposite elements to create a visual interest
Primary (colour)	Basic colours that can be mixed together to make other colours (secondary)
Secondary (colour)	A colour that is the result of mixing two primary colours together
tertiary	A colour that is the result of mixing a primary colour with a secondary colour
Composition	The arrangement of elements
symmetrical	The two halves are exactly the same
asymmetrical	One half is different to the other half
dominance	There is focus on one main element
Visualisation diagram	a drawing created by hand or digitally showing what something will look like when created
transparency	The quality of being able to see through the image
tool	Used to edit the assets
text	An object that can be read
Selection (tool)	A selection is an area of a photo that you define
image	A visual representation of something
Photoshop	Photoshop is Adobe's photo editing, image creation and graphic design software
strapline	A subheading used to catch the readers attention
Client	the person you will be working for. They will tell you what they want you to plan, design or create for them.
Requirements	a thing that is needed or wanted.