BTEC Level 1/Level 2 First Diploma in Information and Creative Technology:

Unit 6: Creating Digital Graphics

Planning Digital Graphics

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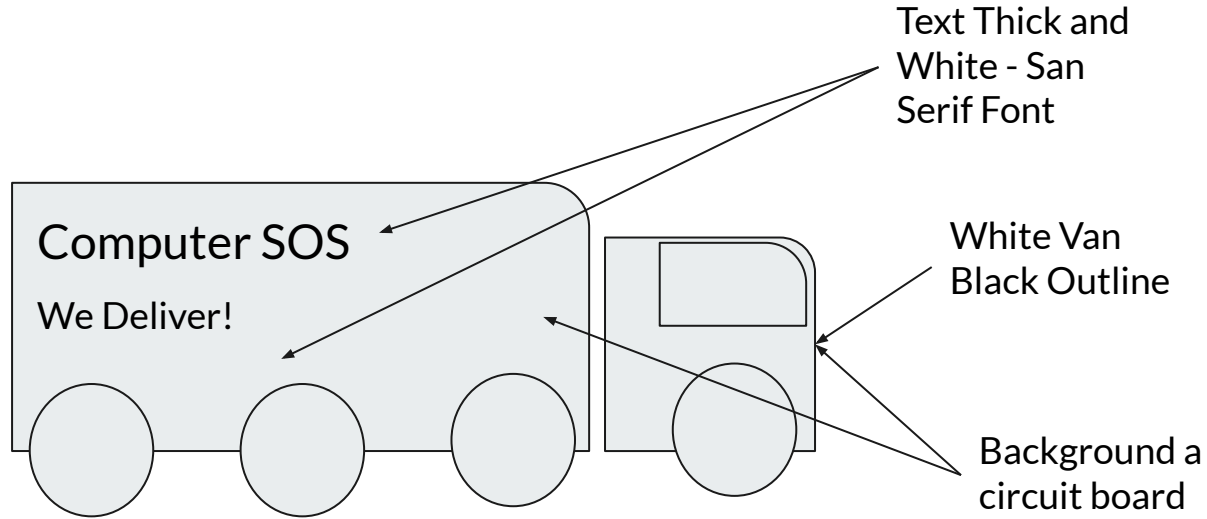
Graphic 1: a scalable company logo

Who are you designing the graphic for (Target Audience): People who have broken phones or consoles and Computer SOS

The purpose of the graphic (objectives): To get people to come get their electronics fixed and that they know that the company do computer repairs and they will recognise the logo

Software to be used to create the graphic: Canva

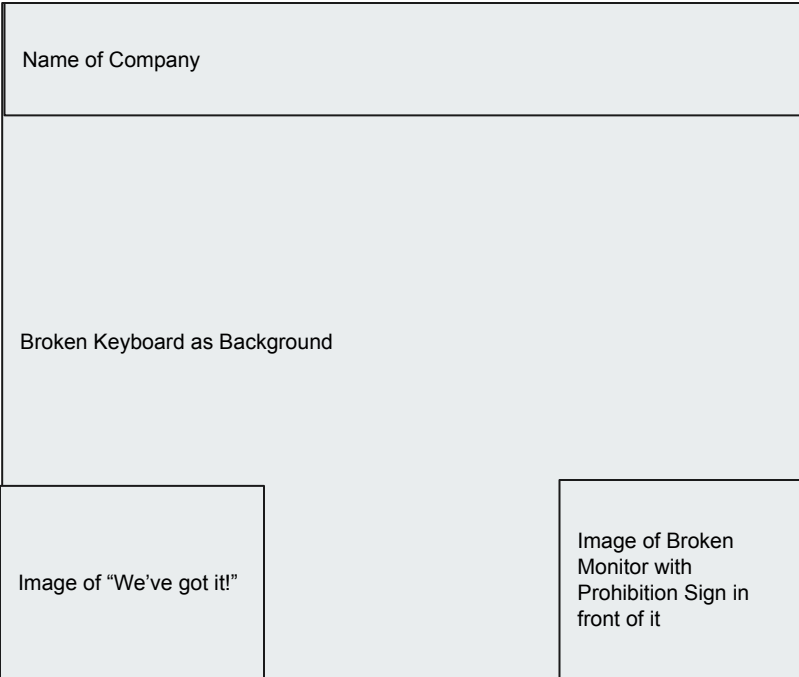Specific requirements:
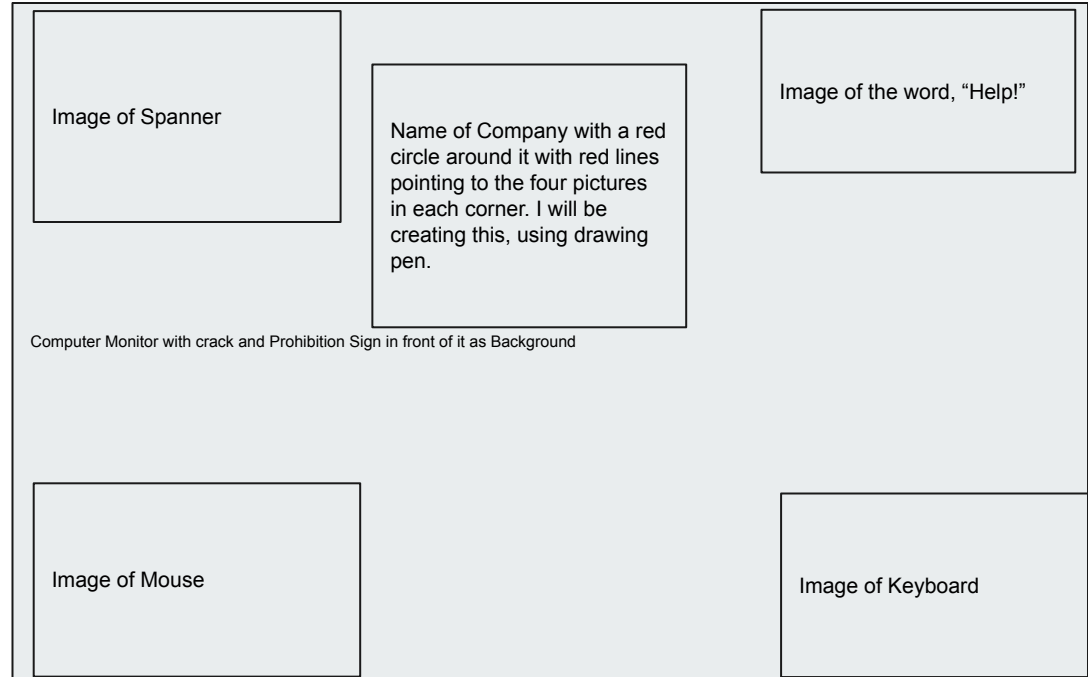
Design 1 : a scalable company logo - Example

Computer SOS

We Deliver!

Text Thick and White - San Serif Font

White Van Black Outline

Background a circuit board

Design 2 : A scalable company logo

I have made 2 possible choices for the logo

Choice A

Name of Company

Broken Keyboard as Background

Image of "We've got it!"

Image of Broken Monitor with Prohibition Sign in front of it

Choice B

Image of Spanner

Name of Company with a red circle around it with red lines pointing to the four pictures in each corner. I will be creating this, using drawing pen.

Image of the word, "Help!"

Computer Monitor with crack and Prohibition Sign in front of it as Background

Image of Mouse

Image of Keyboard

Design Chosen =

I have chosen my Choice B design because I put more effort into it and have already made a final design of it. (Accidentally)
I chose a broken keyboard and a Broken Monitor as my background because that's the kind of thing the company repairs
I've included the name of the company so the people know who they are
I have put the words 'Help' and 'We've got it' to show that they can do anything to help you

Chosen Design Assets Table

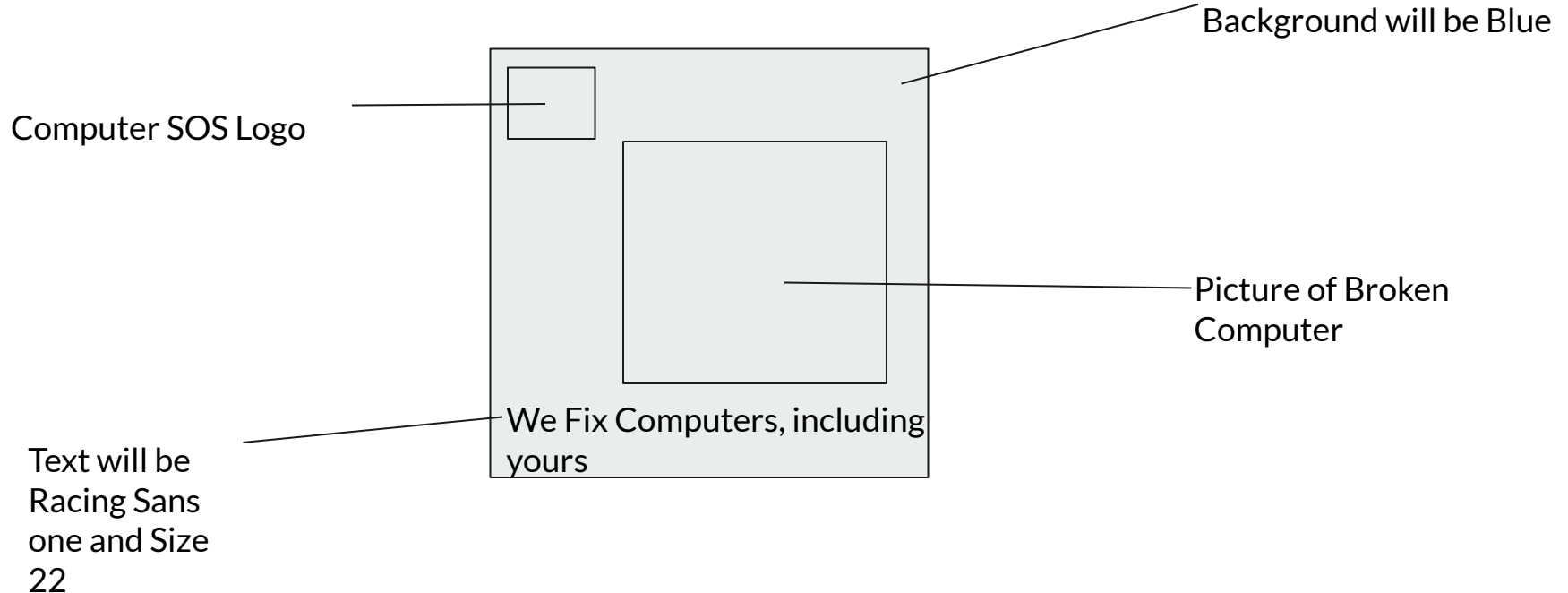| Resource Name and File extension	Location Found (URL) or Scanned from (state source)	Description	Explain how each asset helps meet the purpose and requirements outlined in the brief
images (1).jpg	Google	Image of a Keyboard	It shows that keyboards are one of the electronics that can be fixed.
images.jpg	Google	Image of a Mouse (Computer, not the animal)	It shows that computer mice are another one of the electronics that can be fixed.
download.jpg	Google	Image of a Sad Emoji holding a 'Help!' Sign	It shows that Computer SOS can help anyone.
images.png	Google	Image of a Spanner and Wrench cross	It shows that Computer SOS can fix anything.
smashed-computer-9990485.jpg	Google	Image of a Computer Monitor with a crack in it.	It is the background of the logo.

Graphic 2: a social media advertisement

Who are you designing the graphic for (Target Audience): Computer SOS to use on their Social Media pages and people who use Social Media to see their services

The purpose of the graphic (objectives): To advertise Computer SOS on their Social Media pages

Software to be used to create the graphic: Google Drawing, Canva

Social media size requirements: 1:1 Square

Design 1 : a social media advertisement

Background will be Blue

Computer SOS Logo

Picture of Broken Computer

We Fix Computers, including yours

Text will be Racing Sans one and Size 22

Design 2 : a social media advertisement - Examples

Image size 1024 x 920 pxl

Photo of Binary in Blue and gray

Image of a cartoon Ambulance

Shape filled with colour Orange

Text = whgfhgfg jhjhghh
Text colour =
Font type =

Design Chosen =

Justification for design choices

I have made my Background Blue, because it's my favourite colour.

I chose Racing Sans One as the font because I looked at a few fonts and this one looked the coolest.

I included the Logo to make it look official.

I chose a picture of a broken computer because it was in my first poster.

Chosen Design Assets Table

Asset	Location Found (URL) or Scanned from (state source)	Description	Explain how each asset helps meet the purpose and requirements outlined in the brief
Logo	I made this earlier	The Computer SOS logo	It makes the post look official
smashed-computer-9990485.jpg	Google Images	It's a monitor with a crack in it	This is the kind of thing the company will be fixing