

Assessment 2 Graphics. Unit 6

Btec level 2

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Target Audience 2B.P2

Describe the audience for the design of two graphic products.

The audience for the design of my product would be people who are looking for a new phone that can handle many daily tasks, such as browsing the web, playing videos games, watching videos but also being very stylish. The reason this is the target audience because it aims at young adults that are aged 16 between 25 years old. Another target audience that this would appeal to is people who know their stuff about smartphones because they are going to be looking at the best specifications for their needs, this will be included in User Manual.

Describe the purpose for the design of two graphic products.

The purpose of the graphical product is to persuade young adults to buy new and advanced technology that the new phone has because it is new and fashionable. Another purpose for the User Manual is to help customers setup the phone or read about the specifications to decide for themselves if they have made the right choice in picking the product.

Description of the requirements in the brief 2B.P3

Use the brief to help you describe the requirements for the bitmap advert.

The requirements are needed in the smartphone advert design is images, text but the product must be viewable, so it is not blurry or pixelated. The text must be nice and big for people who have issues reading small text. The logo is a requirement because otherwise, customers will not know the branding of the advert or the brand of the smartphone.

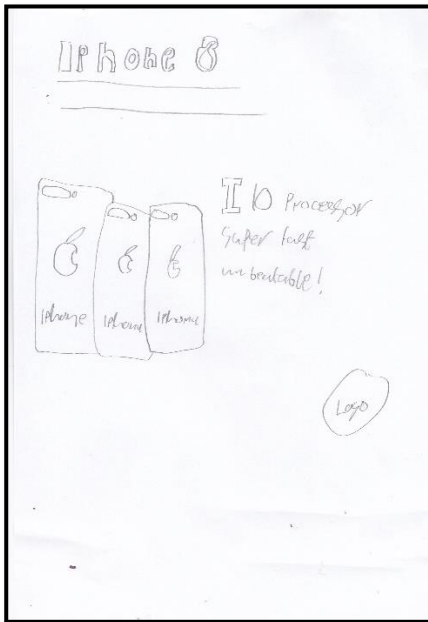
Use the brief to help you describe the requirements for the vector user manual.

The requirements are needed in the smartphone user manual are text, sketch and the company's logo. The text is a requirement because the text will be labelling the features of the smartphone, for example, home button and power button. The sketch is a requirement because I will have to draw the mobile phone in the vector user manual. The company's logo is a requirement because the customers will need to know what brand the phone is.

Design Sketches Outline and detailed designs for one vector image and one bitmap image

Bitmap Sketches: Advert

Main Idea Sketch **2B.P3**



Alternate Idea Sketch **2B.M2**

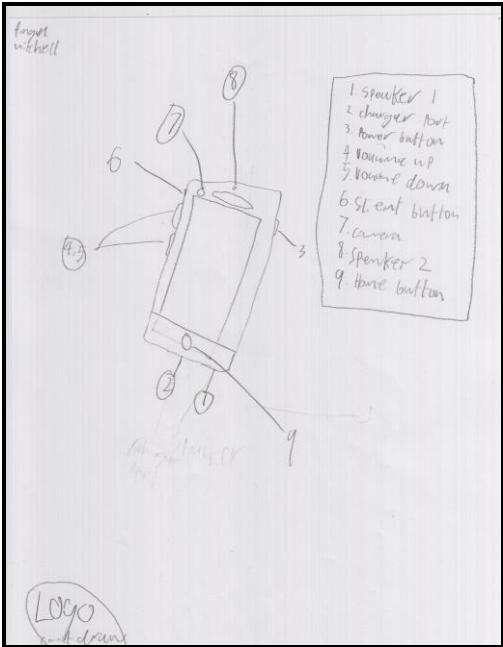


Reason for discarding Alternate idea **2B.M2**

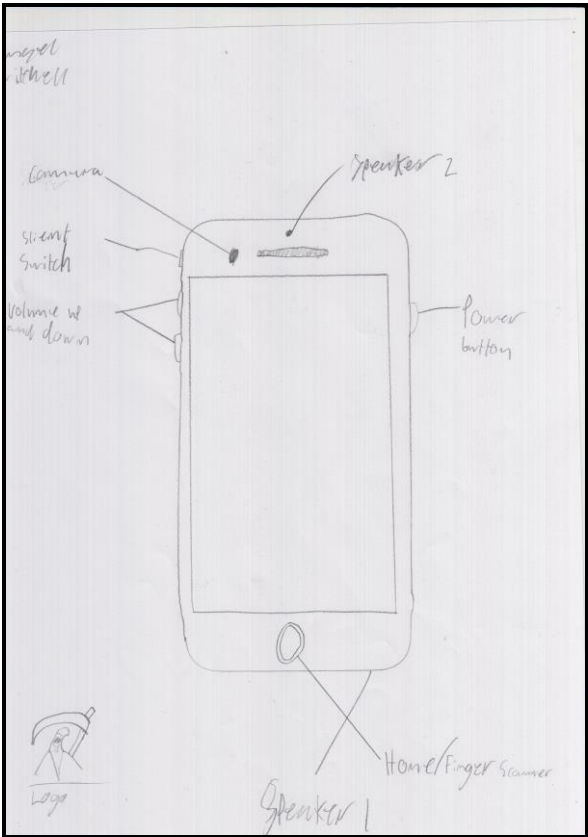
The reason I am discarding the Alternate idea because the background is too bright for the design and lacks the other models of the smartphone. I feel that the variety of model's expectation a gold design, white design and black design would give the young adults a choice of their style of phone they want to use daily or interested in.

Vector Sketches: User Manual

Main Idea Sketch 2B.P3



Alternate Idea Sketch 2B.M2



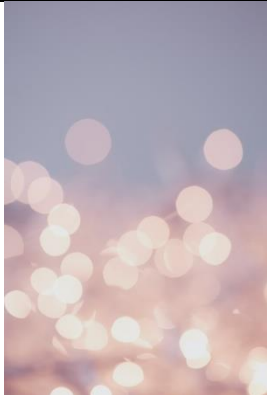


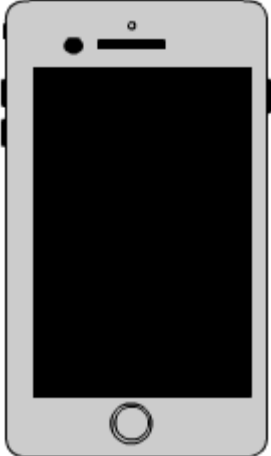

Reason for discarding Alternate idea **2B.M2**



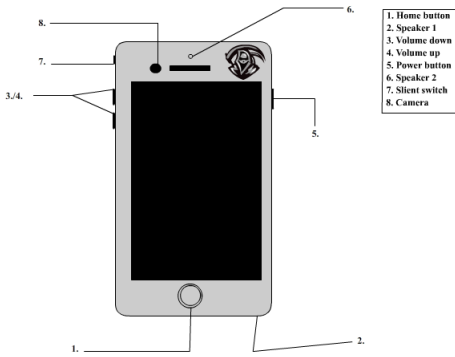
The reason I am discarding my alternate idea because I feel that my main would be a lot easier to read and follow due to the text being all in one place at a time. Another reason I am discarding the idea because I found the other product to be too messy of the way I designed it.

Asset Table for both Vector and Bitmap: list of all the readymade assets you will be using 2B.P3

Expand as needed

Picture of asset	Asset file name	Location	Why have I used this image	Reference
	Iphone8.png	On my Bitmap	To display what the phone will look like	https://media.wired.com/photos/5a30342cce96b23b14dfcc70/master/w_1846,h_1384,c_limit/iphone8-IL-3.jpg
	logo.png	On my Bitmap	To display what the logo will look like	https://yt3.ggpht.com/a-/AN66SAwM8Ax9jap9s5mHsjNwbPy1cMmjuZDljk_pag=s900-mo-c-c0xffffffff-rj-k-no
	background.png	On my Bitmap	To display what the background will look like	https://images.unsplash.com/photo-1519750783826-e2420f4d687f?ixlib=rb-1.2.1&w=1000&q=80

	Vector_Iphone.jpeg	On my Vector	To display what the phone will look like on the user manual	Assessment 2/Vector/Vector_Iphone.jpeg
	Vector_Logo.jpeg	On my Vector	To display what the company's logo will look like on the user manual	Assessment 2/Vector/Vector_Logo.jpeg
<div data-bbox="309 1008 676 1353" style="border: 1px solid black; padding: 5px;"> <ol style="list-style-type: none"> 1. Home button 2. Speaker 1 3. Volume down 4. Volume up 5. Power button 6. Speaker 2 7. Silent switch 8. Camera </div>	Vector_Functions.jpeg	On my Vector	To display what the button functions are on the User manual	Assessment 2/Vector/Vector_Functions.jpeg

	Vector_Reference.jpeg	On my Vector	<p>To Reference a number to a button function.</p> <p>For example, 2 means a Speaker on the smartphone.</p>	Assessment 2/Vector/Vector_Reference.jpeg
	Bitmap Advert.bmp	On my Bitmap	This is the completed product.	Assessment 2/Bitmap/Bitmap Advert.bmp
	vector_graphics.jpeg	On my Vector.	This is the completed product.	Assessment 2/Vector/vector_graphics.jpeg

Justify the final design decisions 2B.D2

Justify the final design decisions, explaining how they will fulfil the stated purpose and requirements in the brief.

Bitmap

Vector

Justify the final design decisions, explaining how they will meet the needs of the audience.

Bitmap

Vector

Task 2

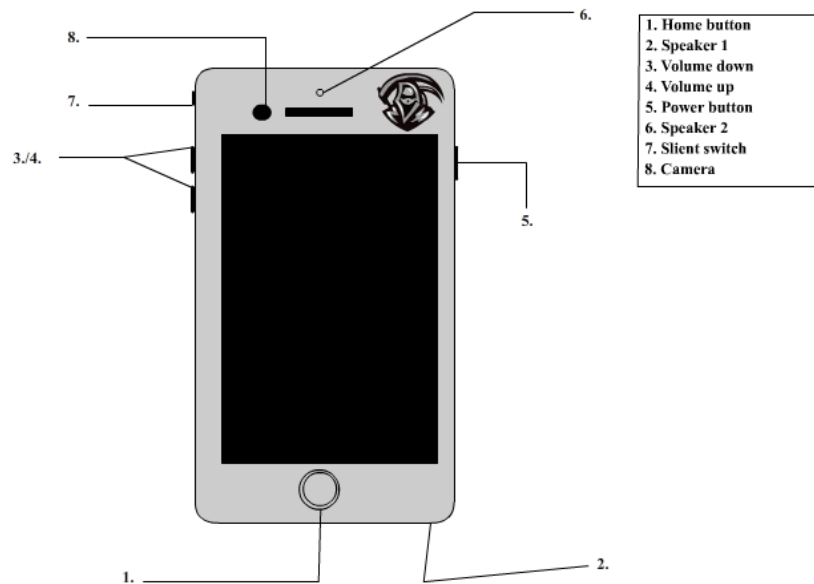
Updated Assets table above to include assets created or edited by yourself 2C.P4

*****See assets table above*****

Completed graphic products 2C.P5 and if high quality and fully referenced in assets table 2C.M3.

Final vector user manual image

Iphone 8 Plus



Final bitmap advert image



Explain how the final product is suitable for the intended audience and purpose. 2C.P6

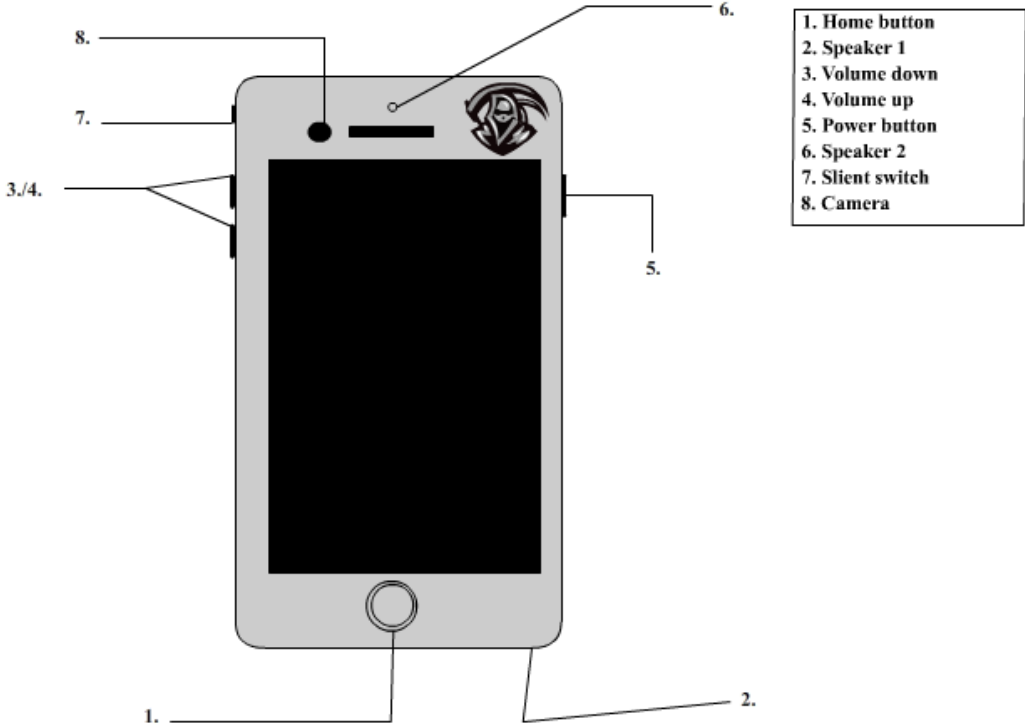
Vector image user manual meets the needs of the audience because the audience will be using the user manual to find out the button functions and the specification of the smartphone. The purpose of the product is to educate the buyer about the button functions and how to turn the smartphone on.

Bitmap image advert meets the needs of the audience because it is colourful and interesting for young adults and in the advert, it shows the latest technology which makes the phone a lot fastest than any other product out there on the market. The purpose of the product is to advertise the latest smartphone with the fastest processors out there on the market and make a potential buyer buy their smartphone.

Product testing (Alpha)

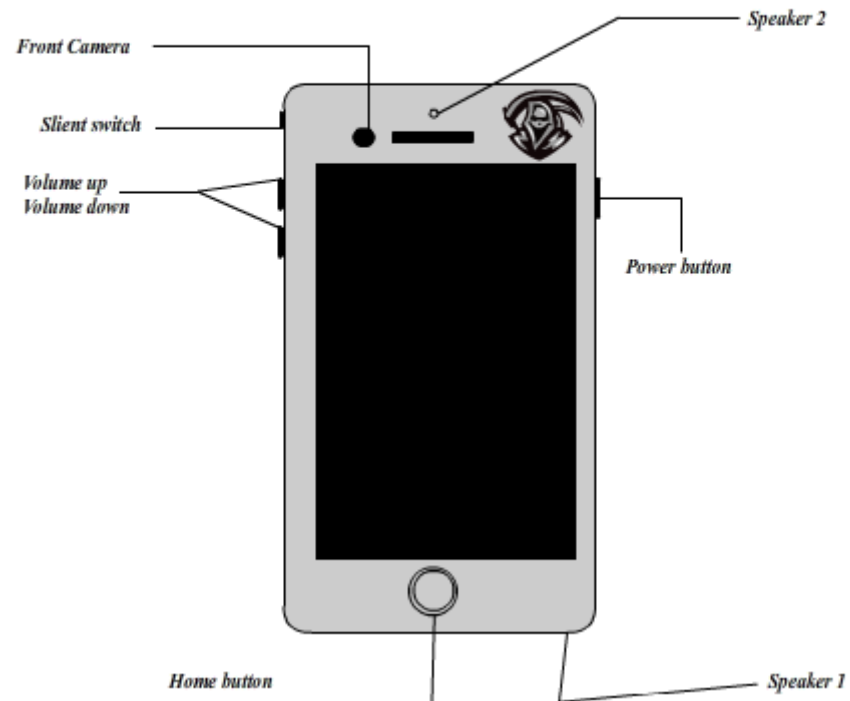
	<i>Vector image user manual</i>	<i>Bitmap image advert</i>
<i>Explain why image suitable for purpose?</i>	<i>My product is suitable for purpose because the product shows the specification of the smartphone and displays what the phone is called.</i>	<i>The product is suitable for purpose because it is an advert that displays the smartphone also the company's branding.</i>
<i>Does image meet brief requirements?</i>	<i>Yes because I followed the brief from the OneNote.</i>	<i>Yes because I followed the brief from the OneNote.</i>
<i>Did any improvements need to be made?</i>	<i>Yes needed numbers changed to the specification to make it clearer to viewer.</i>	<i>Yes, the logo needed to be bigger because it was too small.</i>
<i>Is the quality suitable?</i>	<i>Yes because you can stretch the graphic and it will not pixelated or lose quality.</i>	<i>Yes because you can stretch the graphic and it will not pixelated or lose quality.</i>
<i>Explain why image is suitable for audience</i>	<i>The product is suitable for the audience because it shows every component on the mobile phone and it is clear to see and read.</i>	<i>The product is suitable for the audience because it is colourful and interesting to young adults also it is the latest phone on the market.</i>

2C.M4 *Gather feedback on the quality of the products, and use it to improve the product, demonstrating awareness of audience and purpose*

VECTOR	<i>Comments on the quality of vector image for user manual and suggested improvements</i>
<i>Tutor or peer comments</i>	<i>The graphic looks good but instead of using numbers for the components just write what each component is to make it easier to follow.</i>
<i>Image before improvements</i>	<h1 data-bbox="725 469 1321 560">Iphone 8 Plus</h1>  <p data-bbox="1444 603 1675 817"> 1. Home button 2. Speaker 1 3. Volume down 4. Volume up 5. Power button 6. Speaker 2 7. Silent switch 8. Camera </p>

***Image after
improvements***

Iphone 8 Plus



<i>BITMAP</i>	<i>Comments on the quality of bitmap image for advert and suggested improvements</i>
<i>Tutor or peer comments</i>	<i>Clear to see, very nice background, not too bright or too dark. Titles and text stand out from the background but the logo needs to be bigger.</i>
<i>Image before improvements</i>	

*Image after
improvements*



Review the extent to which each of the final graphic products meets the needs of audience and the purpose, considering feedback from others and any constraints. 2C.M5

Vector image user manual meets the needs of the audience because the audience will be using the user manual to find out the button functions and the specification of the smartphone. The purpose of the product is to educate the buyer about the button functions and how to turn the smartphone on. The feedback I received was to change the way I set out the layout for vector graphic because the comments stated that it might be unclear or hard to follow with the numbered version of my User manual, I made the changes due to the feedback I was given.

Bitmap image advert meets the needs of the audience because it is colourful and interesting for young adults and in the advert, it shows the latest technology which makes the phone a lot faster than any other product out there on the market. The purpose of the product is to advertise the latest smartphone with the fastest processors out there on the market and make a potential buyer buy their smartphone. The feedback I received was all positive and no further changes were needed because the Bitmap content was not too overpowering or too much in image. The comments were clear to the eye, the background looks nice and it is not too dark or too bright and the text in the product stands out from the background but text needed to be bigger and I listen to the comments and made the changes due to the feedback.

Refine assets to create two high-quality digital graphic products. 2C.D3

Evaluate the initial designs and the final graphic products and justify any changes made, making recommendations for further improvement. 2C.D4