Purpose of the assignment

The purpose of the assignment is to produce two graphics products to be used in a promotional campaign for a new interactive smart phone. One phone was to be a vector image and the other a bitmap image, with an alternative design.

Client Requirements

- A user guide that contains line drawings of the new phone to illustrate the size and the features of the phone.
- An advert containing an image(s) of the phone that you are promoting for viewing on-screen (i.e. on the website used to advertise the smartphone) and on paper (i.e. in a high-end magazine).
- Both designs must include text and must be for a minimum of one vector graphic product and one bitmap graphic product.

Target Audience

For my phone the target audience will be from 13 and over. The reason for this is based on research in class. Most of us didn't get our first phone until we were around the age of 13. This means that the phone is more likely to sell if set at a low price as most parents may buy their children their first phone around that age as they become teenagers. It is also from the age of 13 as in my opinion children shouldn't have phones until they're a teenager as it can cause them to not be social if they got one at a younger age or show off to others their age that don't have a phone.

Assets for the first phone.

- Lucidchart to use the tools to create the phone.
- I used the shape tool and searched for icons so they could be used as apps.
- I used a lot of squares and the rounding tool to create the outline of the phone and the squares of where the apps would be placed.
- I used the shape library that Lucidchart has to get my app icons for the phone.
- The background of the phone was taken off google.

How does it meet the target audience:

The phone meets the target audience as it is able to do what the user requirements are, call, message, track health, connect to the internet and use data, access to social media, use applications like games and more. It also meets the requirements of the target audience as it makes them able to do more when they get to that age of adventure and going out with friends and being able to do more independently.

<u>Design 1: Vector Graphic Stage 1:</u>

The squares represent the size and positioning of the app on the phone. The size was chosen wisely as the apps need to be clearly visible for the user. Also the positioning chosen, shows that the app will be organised and tidy for the user instead of the apps being all jumbled up and in a mess

This is the charger that will be used to charge the phone. I went for a wide charger as it will provide a better connection, as some of the thin chargers i have used don't get a good enough connection and so don't charge the phone.

There is a front camera and a speaker at the top of the phone. The reason it is at the top is because it moves it out of the way and because the speaker has to be at the top for the user to hear the voice of a person if they are on a call to someone.

The circles near the bottom help inform the user what page they are on, while using the phone. This can help them find apps easier by having multiple pages for them or let them organise the pages into topics, e.g. games, social media ect...

Design 1: Vector Graphic Stage 2:

The background of the phone is a mix of colours as it make the phone look more appealing and casual, as colours fit perfectly with any phone and they could have colours that match their personality. It could also make people look at the phone more to see its features due to having a casual background instead of an image that the user may not like and therefore will not want to look at the phone.

There is a camera on the back of the camera as it allows the user to take pictures either way. Front or back. This is good as it can help the user take specific pictures. The size of the camera is big as it allows the user to get better quality pictures as the camera will be able to see in more depth.



The back of the phone is grey, this is because it makes the phone look casual and not flashy, vibrant, or distracting. It is also the one colour because if someone doesn't want a case then they have a casual calm colour on the back.

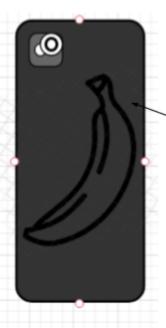
The company iBanana logo is on the back of the phone as, if someone is looking to get a new phone and a friend has the iBanana and they like it they can see the logo and know what brand of phone it is they want to by.

Design 1: Vector Graphic Stage 3:

The battery percentage is in the top left corner as it makes it easy for uses to find when they want to know how much battery they have left for the day and when they need to charge the phone.

I've chosen the app icons to be round for the same reason as the crosses on the back of the phone; to give it personality and give it change instead of following the original designs.

The signal bars will be in the top right corner opposite the battery life for the same reason. That it is easier for the user to find the signal bars if they need to check them for some reason.



The lines on the back that intercept to make crosses; are there to give the phone some personality to show that it isn't the same style on the back of the phone like every other phone.

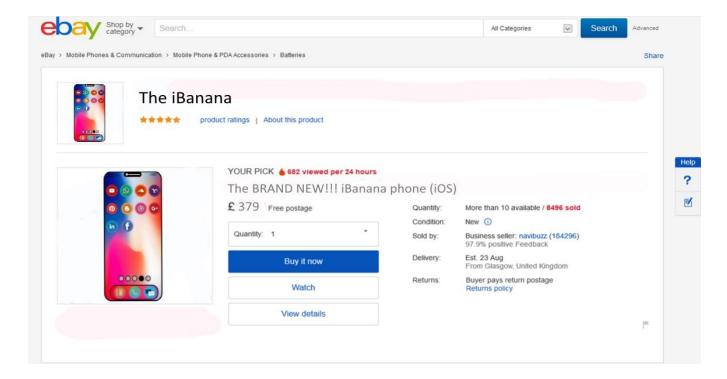
User Requirements:

- Connection to the internet and data

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- Calls and messages
- Use of applications, e.g. games
- Track health
- Access to social media

Advert for phone1



I created this eBay advert using an image from google images by searching - ebay website, which has a link to the website that the image is from:

https://tamebay.com/2017/08/anyone-reading-ebay-descriptions.html

I erased parts of the advert and changed it so it would fit around the product I am advertising. I chose eBay as the website as it is used by companies that are starting off new or want to reach out to more people so they can increase their views and sales.

Design 2: Bitmap stage 1 A camera and The phone will speaker on the front measure at 6.22 inches long and 3.06 face of the phone making it easy for wide as it means the the user to use screen size isn't too when calling or big or too small for taking selfles. the users depending how tall they are. The power and the volume buttons will be on the side making it easy for The home button is the user to find on going to use the the phone. same technology as the iPhone 11 as it will not have a button but a slider on the Screen dimensions: screen to use to get 6.20 inches long back to the home and 3.04 wide as it page means there will be no wasted space and that the screen will cover near enough the whole space.

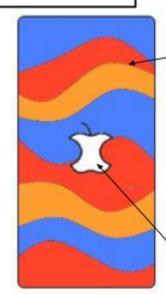
Design 2: Bitmap Stage 2

The squares represent the size of the apps and how big they will look on the screen. The size of the apps had to be thought of carefully as it can affect how many apps will fit on one page.

The resolution of the screen will be 1334x750 as it means the phone has got good quality for the phone when reading or playing games on it. It also means that the phone will act faster as the screen wont require a lot of processing.

The background of the phone is a lake in a woodland area this is because it is casual and an image that could suit everyone as it is nature and if they like it they may keep it as the background.



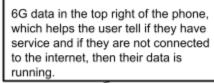


I went for a different style for the back of the phone by using three different colours and made them wavy to make it stand out.

The logo is nearly the same as Apples, however there are two bites in the apple. I chose it as it can be competition against Apple

Design 2: Bitmap part3

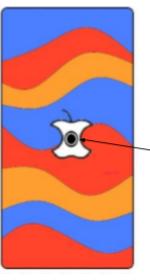
Time given in the top left corner of the phone for the user to easily find the time on the phone instead of having to ask or lock phone to get the time.





the bottom part of the screen on the phone to tell them how many pages there are on the phone. Simply and easy to find and understand.

Circles near



The camera is in the middle of the phone in the logo because I thought it would be better for the user to get a central picture by having the camera itself in the center of the phone.

Advert for phone2



I created this magazine advert using paint.net; the image was taken from google by searching "magazine advert" the picture was taken from a website that this link goes to "https://dribbble.com/shots/6946670-Magazine-Advert#shot-description" I then took my advert i made and put it in the magazine covering the advert that was already there.

Client Requirements

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- Both designs must include text and must be for a minimum of one vector graphic product and one bitmap graphic product.

Target Audience

For my phone the target audience will be from the age of 14 as the phone is pretty big and would require bigger pockets. It is also because to have a phone is to have a responsibility because phones can cost a lot and be hard for some families to replace. Also, it would allow the child to go places with mates and have a point of contact if the parents need them or if the child needs their parents.

Assets for the second phone.

I used paint.net to make the phone because the design had to be a bitmap image and paint.net is a piece of software that allows you to create bitmap images. I used the tools provided to create the phone, like the shapes to make certain features of the phone. I then used images of google that can be found in my digital assets table down below. The tools were used to re-shape and remove any backgrounds from the images used, so they would fit and work with the design of the phone that was made.

How it meets the target audience:

The phone meets the target audience as it is able to do what the user requirements are, call, message, track health, connect to the internet and use data, access to social media, use applications like games and more. It also meets the requirements of the target audience as when they get the phone they will feel responsible as they are being trusted to have a phone and do more with their life independently.

Digital Assets Table:

| Category | File Name | Name of Asset | <u>Description</u> | Location | <u>Source</u> |
|---------------|--------------|------------------|---|----------|--|
| Image sourced | Facetime.jpg | Facetime icon | The facetime icon is used as one of the apps for the design of the phone. | My Docs | https://www.tech nipages.com/fac etime-missing |
| Image sourced | Messages.jpg | Messages icon | The messages icon is used as one of the apps for the phone design. | My Docs | https://www.iconf inder.com/icons/ 2697657/apple bubble communi cation_conversat ion_imessage_m essage_messag es_icon |
| Image sourced | youtube.jpg | Youtube icon | The youtube icon used for the phone design. | My Docs | https://www.yout ube.com/about/b rand-resources/# logos-icons-color s |
| Image sourced | wallet.jpg | Wallet Icon | The wallet icon is used for the design of the phone. | My Docs | https://developer. apple.com/wallet |

| Image sourced | Contacts.jpg | Contact icon | The contact icon is used for the design. | My Docs | https://www.mac world.com/article /3220966/how-to -share-your-cont act-card-in-ios.ht ml |
|-----------------------|----------------|-----------------|---|---------|--|
| Image sourced | background.jpg | Background | This was used for the background design of the phone. | My Docs | https://wallpaper site.com/downlo ad-most-popular- wallpapers/colorf ul-gradient-iphon e-x-stock-4k-8k- 11544.html |
| Image sourced | appstore.jpg | App Store icon | Used for the second phone, so it had an app store | My Docs | https://developer. apple.com/app-s tore/marketing/g uidelines/ |
| Originally sourced | Phone1.jpg | Phone outline | The outline of the phone used to get an idea of the size of the phone | My Docs | https://www.lucid chart.com/docu ments/edit/1886 0648-9ef6-4685- b3c7-25708cbdc 67f/0_0 |
| Originally Sourced | Phone1.jpg | Page Buttons | The shape of the button that will tell you what page you are on. | My Docs | https://www.lucid chart.com/docu ments/edit/1886 0648-9ef6-4685- b3c7-25708cbdc 67f/0_0 |
| Originally Sourced | Phone1.jpg | 6G | Shows the type of data it uses | My Docs | https://www.lucid chart.com/docu ments/edit/1886 0648-9ef6-4685- b3c7-25708cbdc 67f/0 0 |

Justification

In conclusion, I am going with the first design because the way it is laid out and designed is better than the second design because the first design has good sizing and good quality on the screen compared to the second design. I also chose the first design

due to the target audience and advert; the target audience is of lower age and the use is different compared to the second design. This means that the phone would sell more as it isn't restricted to the age of 15 like the second design. Although both phones can be advertised the first design looks more appealing due to the colour choices and the style and appearance of the phones. The first phone uses more casual colours that can represent everyone in a casual situation, as the second design uses patterns on the back which could end up not being as appealing to the target audience. Meaning that less phones of the second design could sell because of that.

Alternative Design

Changed it from iOS to Windows because it means that users will be able to sync their phone to their laptop or computer and save images and upload videos or music across devices. making it easier for the user.

Downgraded to 4G as there aren't many window phones nowadays, so changed it to 4G which lowers the cost meaning more phones should sell.





No longer uses a cable, but uses wireless charging to make the phone more hassle free for the user and is able to charge other window phones as a useful feature for window phone users.