

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

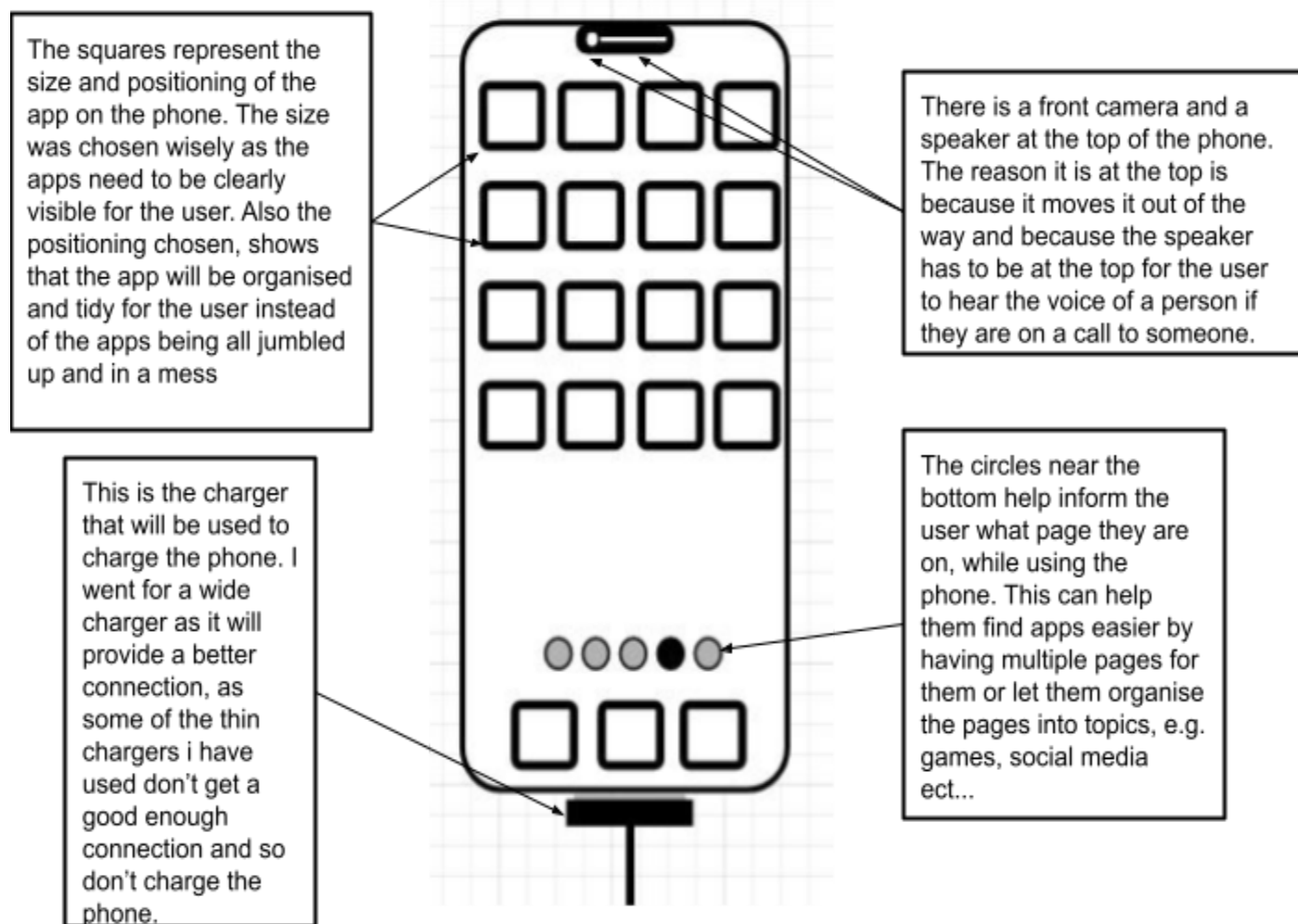
For my phone the target audience will be from 13 and over. The reason for this is based on research in class. Most of us didn't get our first phone until we were around the age of 13. This means that the phone is more likely to sell if set at a low price as most parents may buy their children their first 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.

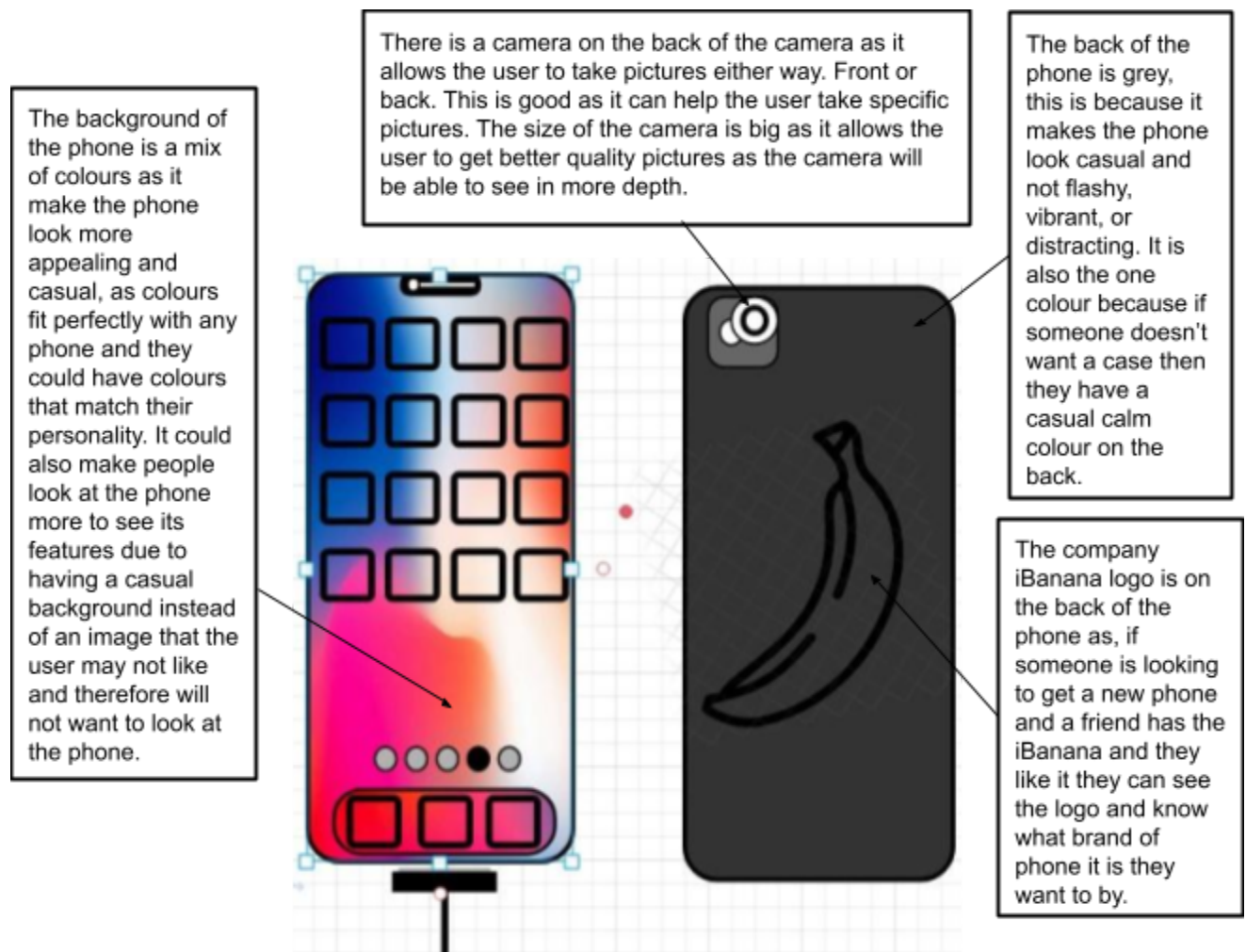
Assets for the first phone.

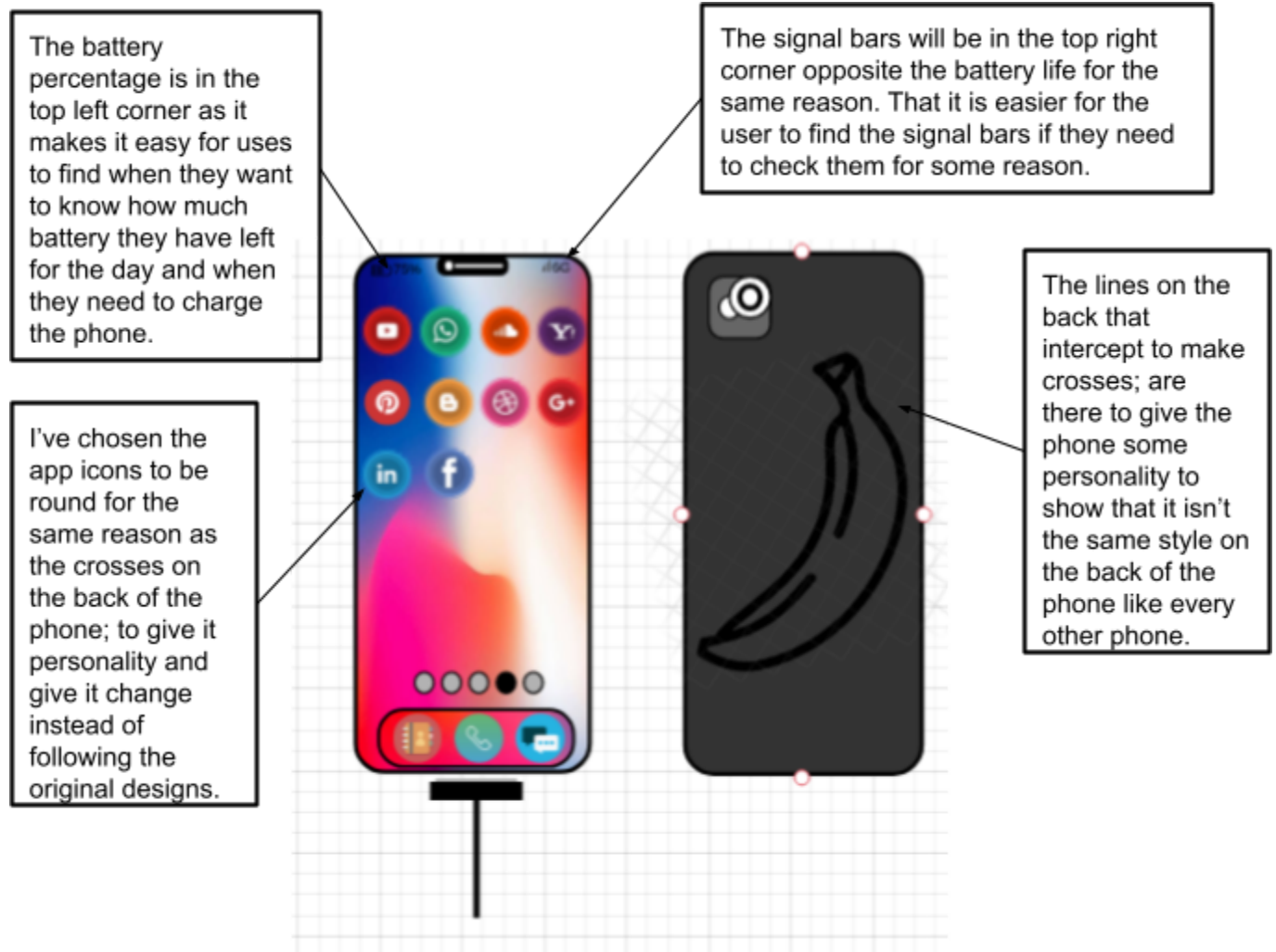
- Lucidchart to use the tools to create the phone.
- I used the shape tool and searched for icons so they could be used as apps.
- I used a lot of squares and the rounding tool to create the outline of the phone and the squares of where the apps would be placed.
- I used the shape library that Lucidchart 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:

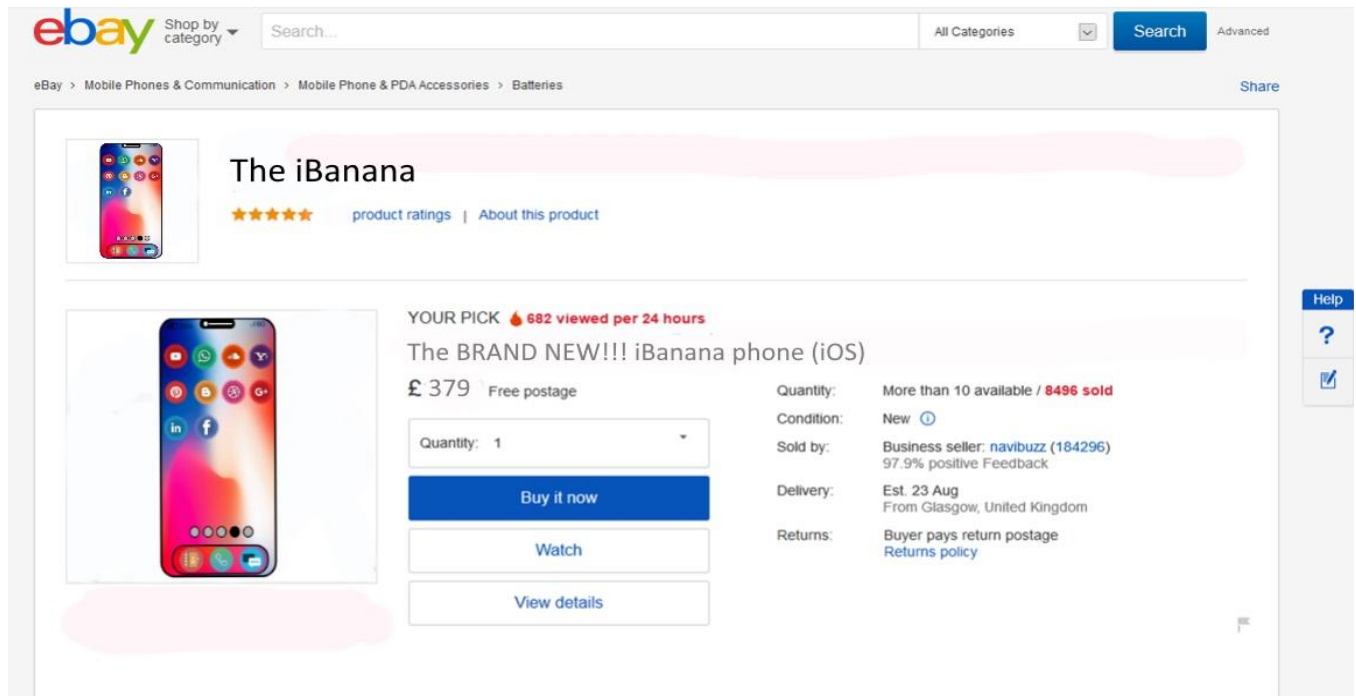
The phone meets the target audience as it is able to do what the user requirements are, call, message, track health, connect to the internet and use data, access to social media, use applications like games and more. It also meets the requirements of the target audience as it makes them able to do more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

Design 1: Vector Graphic Stage 1:

Design 1: Vector Graphic Stage 2:

Design 1: Vector Graphic Stage 3:User Requirements:

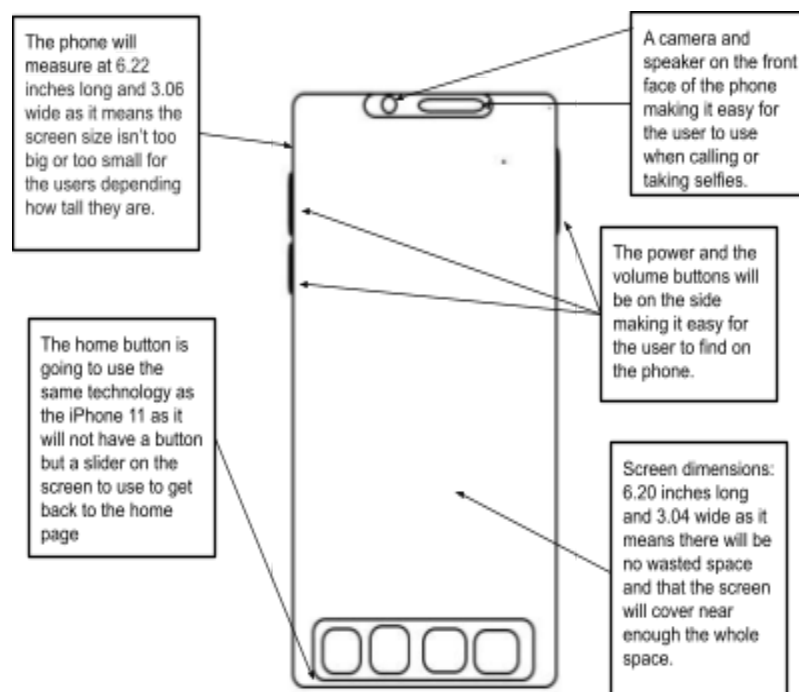
- Connection to the internet and data
- Calls and messages
- Use of applications, e.g. games
- Track health
- Access to social media

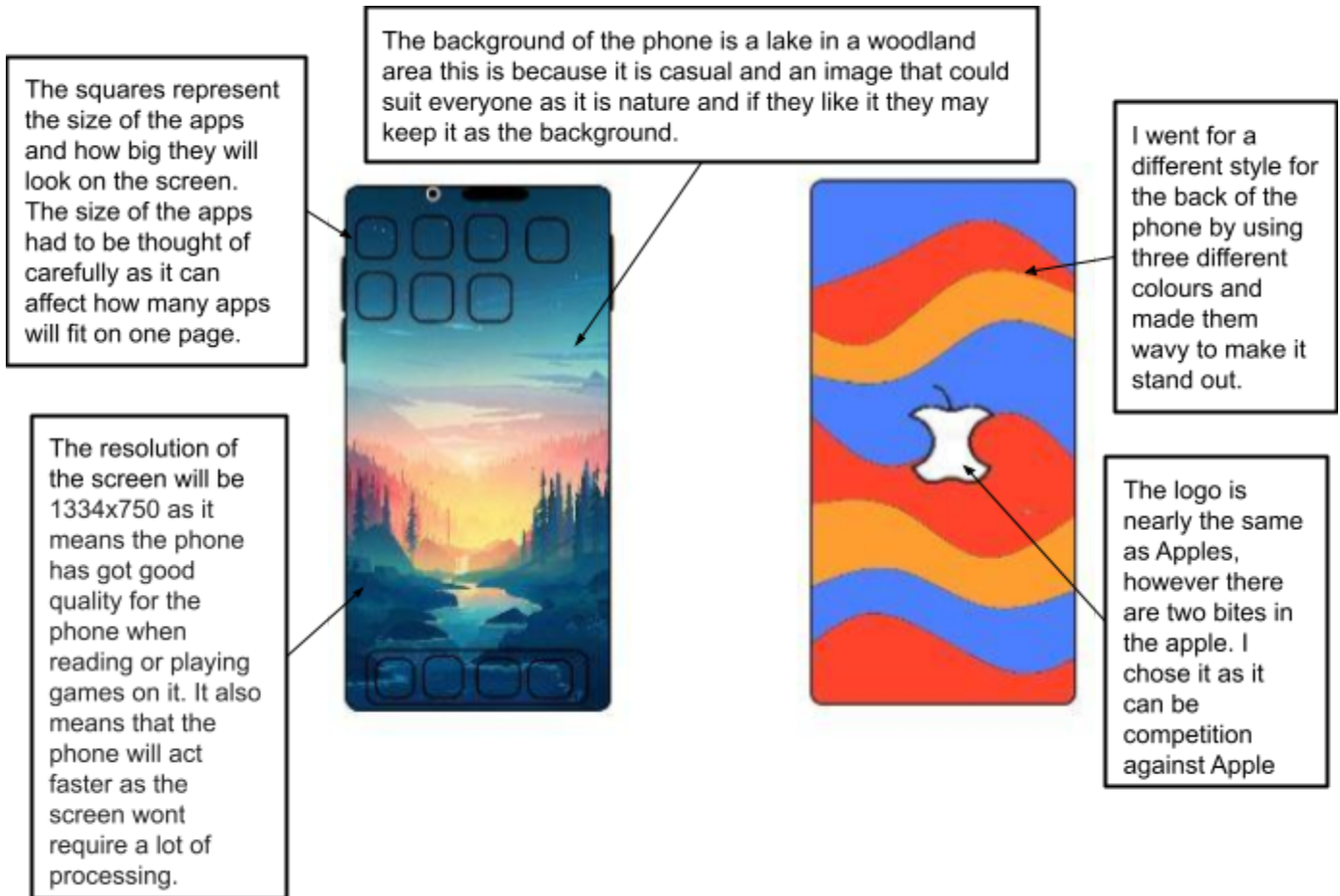
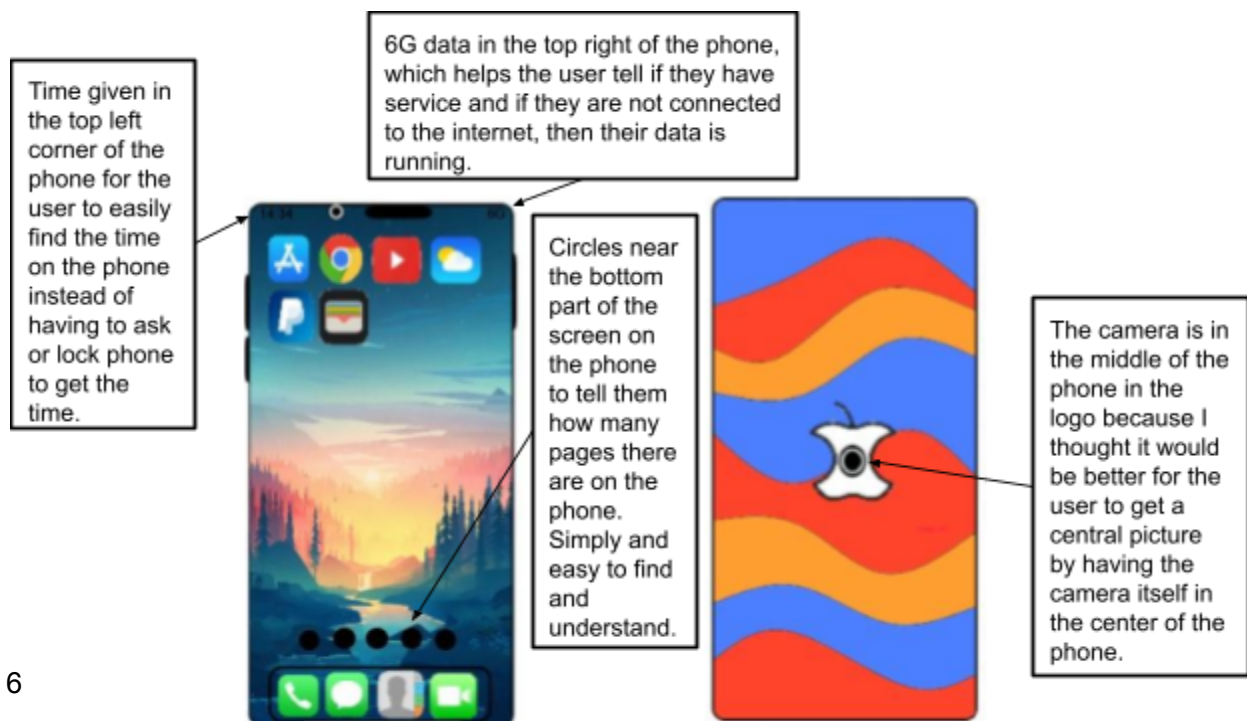
Advert for phone1

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

Design 2: Bitmap Stage 2Design 2: Bitmap part3

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”](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.

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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:

| <u>Category</u> | <u>File Name</u> | <u>Name of Asset</u> | <u>Description</u> | <u>Location</u> | <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.technipages.com/facetime-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.iconfinder.com/icons/2697657/apple_bubble_communication_conversation_imessage_message_messages_icon |
| Image sourced | youtube.jpg | Youtube icon | The youtube icon used for the phone design. | My Docs | https://www.youtube.com/about/bbrand-resources/#logos-icons-colors |
| 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.macworld.com/article/3220966/how-to-share-your-contact-card-in-ios.html |
| Image sourced | background.jpg | Background | This was used for the background design of the phone. | My Docs | https://wallpapersite.com/download-most-popular-wallpapers/colorful-gradient-iphone-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-store/marketing/guidelines/ |
| 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.lucidchart.com/documents/edit/18860648-9ef6-4685-b3c7-25708cbdc67f/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.lucidchart.com/documents/edit/18860648-9ef6-4685-b3c7-25708cbdc67f/0_0 |
| Originally Sourced | Phone1.jpg | 6G | Shows the type of data it uses | My Docs | https://www.lucidchart.com/documents/edit/18860648-9ef6-4685-b3c7-25708cbdc67f/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

