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| Close-up image showing the leaf-sides of two oversized books side-by-side on a bookshelf, with additional books in soft focus background |
| **UNIT 06 -Researching and Designing Digital Graphics**  ASSIGNMENT 01 |
| |  |  |  | | --- | --- | --- | | HELENA VEMBA | 1/9/18 | Level 2 –Computer Science | |

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# Introduction

This assignment is aimed to explain/Understand the applications and features of digital graphic products and identify graphics designed for different purposes also to gain knowledge about the digital graphics which may be useful in the future and Investigate Two Different Graphic Products. Digital graphics normally used to communicate ideas that inspire people, educate, inform, entertain and captivate consumers etc… As you can clearly see I choose McDonalds which is the most popular fast food restaurant and is one of the largest franchises in the United States as well as aboard and is thriving as a successful fast food chain restaurant. The images I choose the recent McDonalds logo and Fitness magazine cover.

# Identify two graphics designed for different purposes

|  |  |
| --- | --- |
| C:\Users\Miss\AppData\Local\Microsoft\Windows\INetCache\Content.Word\unnamed.jpgRecent McDonald Logo | Magazine Cover  C:\Users\Miss\AppData\Local\Microsoft\Windows\INetCache\Content.Word\50-cent-covers-muscle-and-fitness-magazine.jpg |

# Explain the intended purpose of the graphics product

The intended purpose of the McDonalds logo is used to promote and advertise the restaurant appreciation by using a representational vector image which also include a Letter M that stands for McDonalds and seek to appeal to a wide range of people but I think is mainly for youngest individuals and people who are interest in fast food. The image below shows how McDonalds logo has changed over the years.



The other graphic product that I have choose is a magazine fitness cover, this magazine will appeal to people who are looking to stay fit or people who wants to become more fit and tells you how to do it, in the cover informs the reader about the content which is good as it will get the reader interested and want to read/buy/ the magazine. The target audience is middle aged individuals, the articles inside of the magazine may be written to encourage people to be fit this also is a good way to persuade people to be more health. McDonalds and fitness magazine cover has different the same intendent audience are completely different.

# Explain the main features of the graphics product

# Type

This graphic product is a vector image that uses a letter in the logo which represents their brand.

# Text

This logo does not use any text but uses a bright yellow letter M bold font type to catch the lover of fast food so it will make more people want to buy their food.

# Composition

The composition of this logo is mostly used by two the different bright colours (yellow and green) which is opposite colours that catches anyone eye it is easily recognised where every part of the world because everyone know that the ‘M’ means McDonald’ .They have used the green background and text that goes well together because the colours is a good combination and is very noticeable.

# Use of colour and texture

The colours are appropriate because yellow and green go well together and looks good, the use of colour on this vector image is bright colours which will help to make more appealing to the intended target.

# Size and position

The size and position of the vector image is the letter M looking in the middle of the image.

# Characters and objects

The only characters and objects that this logo have is Letter M, ®r in a circle which means enclosed is a typographical symbol in the image (register trademark)

# File type, and sizes and resolution

The resolution of this image is 2500X1911, the file type is saved in JPG

# Strengths and weaknesses of the graphic products.

The strength of this graphic product is the use of bright colours to attract the intended audience especially for children and make them want to go there and eat it. McDonalds is the most iconic logo, the colours are appropriate because green and yellow go well together and looks good, this logo also can appeal other type of audience because there are multiple choices in their restaurant not only for who likes fast food and the big golden arches is also appealing, the use of yellow creates invoke emotion because reminds me of fries that they sell it. This graphic fit well the purpose because the way that is illustrated, but only for those that know what is the logo about. The power of this graphics product is that fact is easy to recognise from a distance and distinctive especially for kids which are the main target audience.

In my opinion this graphic product also can be compared to the subway logo because both uses yellow and green colours and there is a little bit similarity I also think that logos could be more powerful when they have meanings like the past logos and they had slogan “I’m love it “ should stick this which was easier to identify the brand , another weakness that I can find in this vector graphic is that there is no has text on the graphic which is bad because does not give you any information about it which can affect to someone that doesn’t know what it is or they can think that the logo stands for Mr because there is ® register trademark, isn’t a specific logo which not identify whether if it is a restaurant or not.

## Magazine Cover

# C:\Users\Miss\AppData\Local\Microsoft\Windows\INetCache\Content.Word\50-cent-covers-muscle-and-fitness-magazine.jpgExplain the main features of the graphics product

Type

The graphic product used on the cover is a bitmap image. They have used a bitmap image of a celebrity called 50 cent which is a represents fitness to the intended audience that wants to become fit or want to stay fit.

# Text

Text is displayed on the cover to update the reader of the content in this magazine which is a great feature and make fitness people interested and want to buy it.

# Composition

The composition of this magazine cover is that the bitmap image a personality in the middle of the text and “GREAT ABS or 50 CENT “calls the audience attention. It Is easy to identify the name of the magazine in a bold red font.

# Use of colour and texture

As we can see from the cover the magazine the use of the colour is contrast colours that stick with contrast colours black and red words in white plain background and red which stands, with the text presented in the cover catches the target audience attention by using big red headings. The texture used in this cover is the use of yellow banner with black letters.

# Size and position

The file that this type of graphic would be saved as would be a JPEG as it will reduce the graphics resolution and will still be able to be opened and not look blurred when opened. The position of this graphic

# Characters and objects

The main characters and objects of this cover in this graphic is 50 cent, he is representing the cover because it has a well-structured body, muscle may other people want to be fit like him. This magazine has uses a yellow banner on the top right which does not stand out because they have used unclear text that becomes hard to read.

# File type, and sizes and resolution

The file type of graphic is saved as JPEG in my HD as it will reduce the graphics resolution and will still be able to be opened and not look unclear when you opened.

# Review whether the graphics products are fit for purpose and achieve their intended effect

The graphics that I choose are a contrast because one displays is fast food brand which is unhealthy other graphics products is health. The effect of both graphics has on the intended audience are good, in my opinion this magazine cover for the purpose well, displays a good information on the cover which helps the reader to know what will contain in that way the readers will be expecting advices/tips about health and fitness. Having the bitmap image and the text displayed on the cover is a good feature. A fitness character is appealing to the intended target audience which make them want to become health, they would like to be like 50 cent**,** if the intendent purpose for those that want to be fit wouldn’t a fat person or an unhealthy person wouldn’t the right impression.

The emotions that this graphic will make is be that it will make the intended audience think that they want to be like the man in the middle of the magazine cover also will make the reader feel that they will want to be fit this will help them to realise being fit which can influence audience. The effect of McDonald logo has on the intended audience is that it narrates well to the intended audience. The vector image is aimed for lovers of fast food or for those people that are seeking to eat something quickly also for those that enjoy to eat out , in my point of view I can tell that doesn’t fit because this logo should be more detailed in terms of brand recognition but in contrast using bright colours this will make the children happy and want to go to their restaurant also will go there and enjoy their meal .... Logo without text or other type of thing also has a bad effect. I consider myself as curious person but if I see this type of logo and I didn’t know what Is this brand I would just ignore

# Strengths and weaknesses of each of the graphic products.

Strengths

The magazine cover is clear and easy to read, the cover uses white, red and black contrast colours so that it will catch people eyes especially red font, bold title in red will let people know the context of the magazine and make them buy it, Informative text is used to get the reader to know what the magazine will contain. I think that this graphic fit for the purpose well, as it has good information on the cover which helps the reader what this magazine will contain also good as it is clear what the purpose of this magazine by the bitmap image and the text displayed on the cover. 50 CENT body appeals the intended audience not only because of his body but 50 cent is a celebrity that is representing the magazine which is a good feature because people like to follow their idols or favourite celebrity. The use of dark dull colours creates an incentive for people to stay fit and healthy.

Weaknesses

The banner should have clear text so that people not get confused or overwhelmed, this magazine it will only appeal one type of target audience for those that want to be fit. This can be bad as they won’t get as many people to buy the magazine. I think that the bitmap image of the celebrity (50 cent) should be smaller because there are hidden letters, people may feel offended because of use of red bold in capital letter means which normally mean that you are shouting.The created a plain cover that sticks with the same colours, in my point of view they should use more colours that symbolises health and fitness such as green which normally associated to vegetables.