Unit 6 Assignment 2

Audience and purpose for vector graphic product

The audience of the vector product would be children in the age range between 5-13 because the phone has a simple design and it is not too simple for people older than the younger age group in the audience. Also the purpose of the phone was to make a phone for young children and teens to use safely and to have not much skill but not too easy because there are some hard features that take skill to use.

Audience and purpose for bitmap graphic product

The Audience of the bitmap product is children between 5-13 and the slogan and tag line on the product would appeal to the families of the children because they can buy it for their birthday or any other event. Also the purpose of the product is to help advertise the phone to the target audience and to their family members because they may see the phone as a gift option.

Requirements for the vector graphic product

The requirements of the vector product are to show accuracy on the product and to show all the features that are on the phone and to show you what the phone would look like when you held it in your hand and to describe the features of each button on the design and to show the logo when it is on the phone.

Requirements for the bitmap graphic product

The requirements of the bitmap product are that the phone should look less accurate because the advert would look boring and the advert design has a slogan and tag line on the design. The background is the colour green and the box in which the text is in has colour to and on the design the logo is shown but not on the phone and this is required to apply to the target audience.

Why alternative designs were rejected

The reason I rejected my vector alternative design is that the buttons on the phone were too big and the buttons are circles which would have made it hard to fit all the buttons that I wanted and it did not look professional for the age group because the phone would be too childish.

Also the dimensions of the phone were too big which would make it too bulky and it would be cumbersome to carry round on someone. Also the camera on the back of the phone was too big which was right for the audience and it takes up space for any other things I might have wanted to have put on the back and the camera being that size it didn’t function properly.

The reason I rejected my bitmap alternative design was that the circles for the buttons made the phone on the advert look really childish which was not adverting to the target audience and the slogan was not as good as the one on the other design and the tagline was too long so people may not remember it for a long time and the background colour was too over powering for my eyes and this design does not have the logo on it which makes the advert stand out less.

Justification for my designs

The reason why I chose my final design is that I think that this design meets the needs of the target audience the best because of the design of the phone which is simple but not too simple like the way the buttons are laid out which is the button shape which tells us how important they are and there are more physical buttons that make the phone more user friendly because the physical buttons makes it easier to go back and forward.

Also the logo on the back of the phone makes it easier for users to identify the product and helps the phone get more users and the phone is the right size for the audience to carry it around on them and for the screen to be big so it does not make it hard for them to see what on their screen.

Furthermore, the reason I chose the final design for the advert is that the advert has all the right things on it to meet the target audience like the colour of the background which helps the logos colours pop out more but not being over powering and the slogan is right because it is easier to remember and helps to advertise the phone and so does the tagline. Also the poster can apply to family members who want buy a gift for their child.

The assets help me meet the purpose and requirements in the brief because most of the assets are parts of the phone on both designs and the parts of the phone which are on the vector image help me to get accuracy on the design and the parts on the bitmap help me to get the right formant for the phone to appear on a bitmap poster.

Moreover, the squares on the asset list are my buttons which show accuracy and the text next to the buttons show the features of the button which would make it easier for the audience to understand.

This is the same reason for the physical buttons being there which would make it easier to understand and show what they mean through their shape. Also the clipart image of the phone outline is on the advert which is good for the advert because it does not show accuracy but it would apply as well because the phone has all the same features but outline design is less accurate.

Furthermore, the logo meets the purpose because it will apply to the target audience and it will be an easy way to identify the phone and it shows accuracy but also shows a cartoony slide to the logo.

The designs will meet the needs of the target audience by have a simple design but not too simple so the kids who are in the high ages like 11-13 can still want to get it and know how to use it and the physical buttons to go forwards and backwards are easy to access and there is no need to display what the buttons are because the shapes of the button will tell you if it is forwards or backwards.

Also the logo on the back of the phone is stable for the audience and the product would be easily identified in a world with lots of different phones and most of the other features on the phone are the same as on other phones. This is so the child will not have to learn where the new buttons are or how to use them.

Furthermore, the advert design does meet the target audience because of the design of it are simple so this would mean the audience would not get mixed up with some other phone and have the logo on their makes it easily identifiable to any ages. Also the slogan and tag line advertising the phone show that the phone is special and the family member see the ad from the children then they may want to buy it for them.

The reason I chose to fulfil the brief by combining graphics assets and text in the way I have done it is because the text in the advert is the slogan and the tagline and these help make the ad better because an image of a phone will not sell it.

It is the text with the phone that helps sell it and the vector design the text is to describe the features of the phone and the dimensions of the phone. Moreover, the reason that I chose the design was that it was the most stable phone for the target audience.

The reasons for it being the most stable phone because of the way the phone is designed which is a mix between simple and non-simple features for some ages so have the two together would make the perfect phone for the audience which is what I am going for which is 5-13 and this is the reason I chose it.

Also the advert has the right features and text to sell the phone to the audience and to give gift ideas to the family members and the phone on the advert is more cartoon like than the vector image but this help sells it to the young age group in the audience and the features on the phone are the same as the one on the vector design and this is the reason I chose this one.