Unit 6 -Creating Digital Graphics

The requirements of the client
Design and develop an A2 size vector poster to advertise and inform about the holiday club.
With dimensions of: size A2 420mm*594mm- in pixels 4961* 7016 (300pdi)
Use the CMYK colour model

Create an image which shows examples of computer games those attending the club will make. Image will be shown on the gallery on a large screen monitor in the digital skills centre

The intended purpose
Purpose for making the vector poster design is to advertise the holiday club and to inform people about the information of the club.

Purpose of making the bitmap image design is to show examples of computer games those attending the club will make.

The target audience
Vector Poster design is aimed at parents/cares of 11-16 year olds.
The bitmap image design is aimed at the people who are attending the holiday club.

Justification of why I have selected vector graphic.
For advertising and informing the audience about the holiday club I will make a poster which is a vector graphic because it has a small file size and will not take a long time to load onto my computer. Vector graphic is not made up from pixels therefore I can enlarged and put it to whatever size I want and it will not pixelate and lose quality. Vector graphic are made from paths which are defined by a start and end point along with other points.
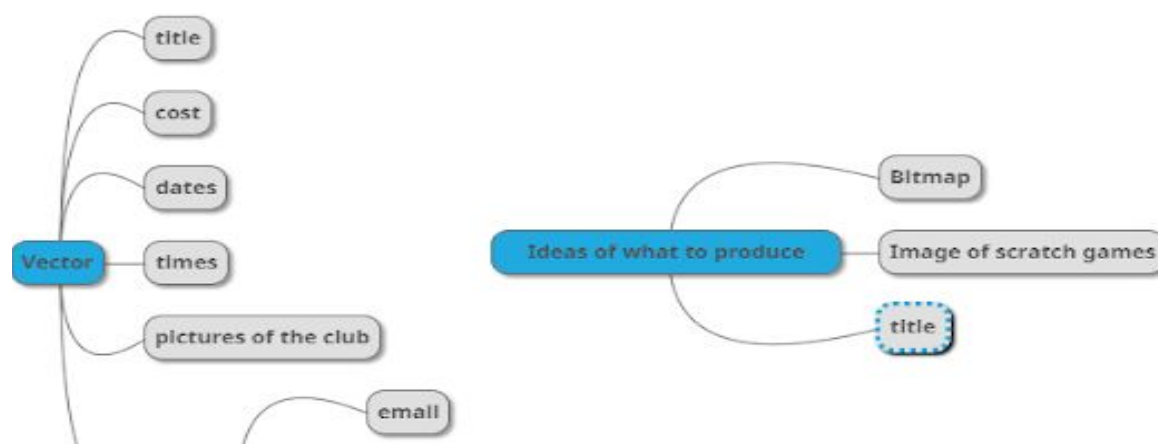
Justification of why I have selected bitmap graphic.
To make an image that will show examples of computer games that the audience can make when attending the club. I will make a real life image which are called bitmap image/ raster.
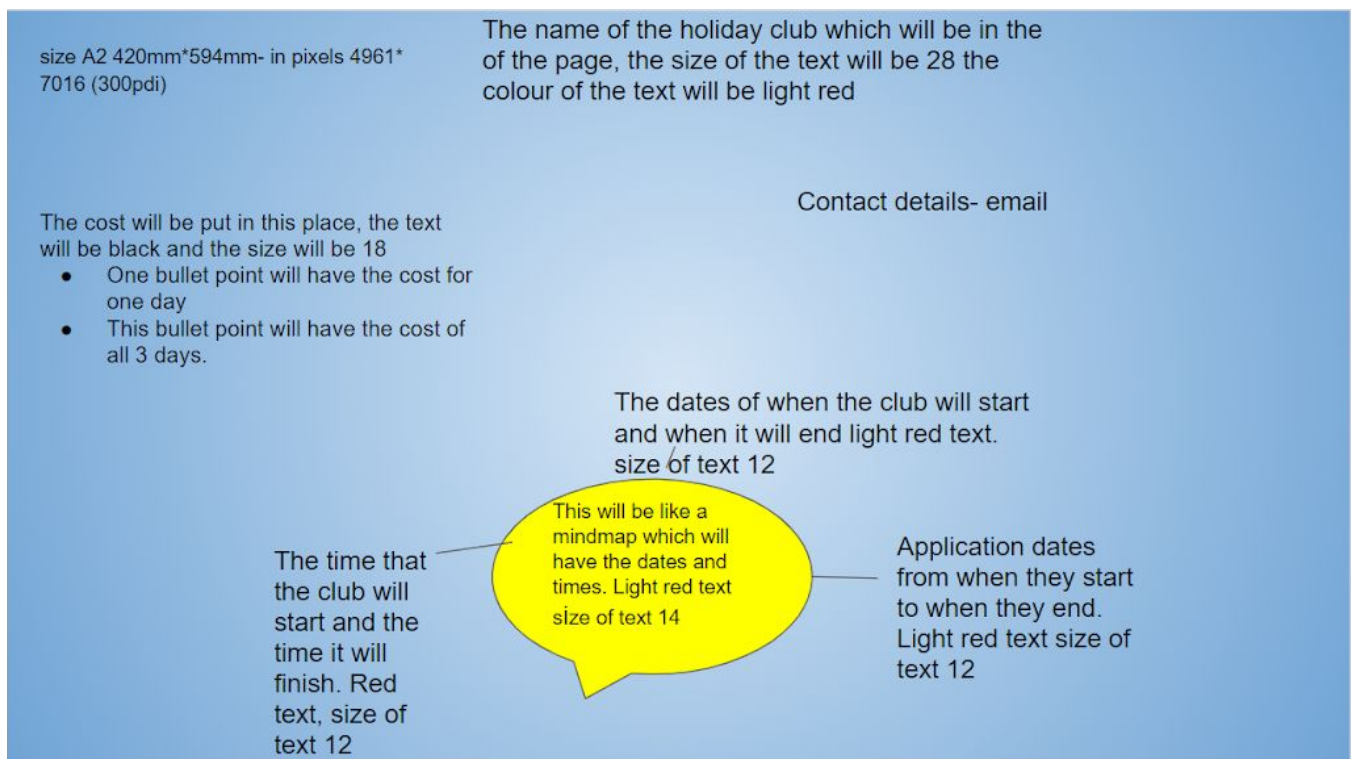Bitmap is made up from pixels which are very small squares with colours that make up a picture this is why when I zoom in on a picture it will pixelate as the pixels will enlarge to blocks which will make the image lose quality.
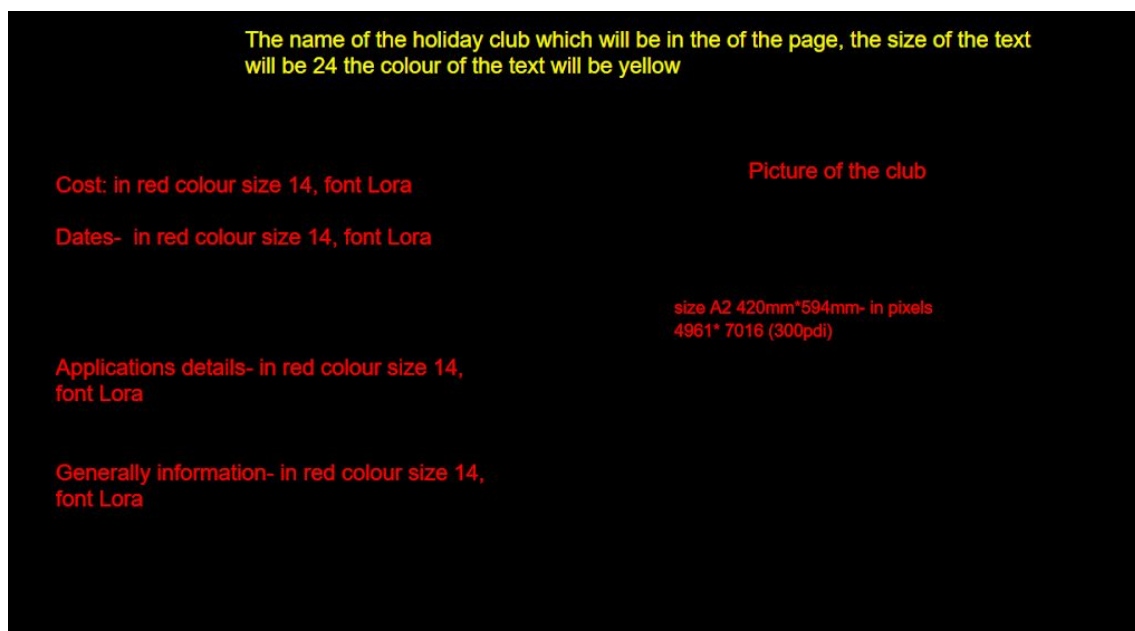When making the image the resolution needs to be on 300 so that the image has good quality.

Mindmap

Poster design (vector)

This vector poster design will not be used because it doesn't have any pattern to follow and a mindmap inside a poster confuses people by making them think that they are looking at mindmap not a poster. The poster does not look like a parent of a 11 to 16 year olds would like to read because the information is all over the place. Also I have not used many of cmyk colours and that was required from the client. There is no image to show the club.
I said what size and colour the text will be however I have not used any different fonts of the text.

Poster design 1 (black background):

The name of the holiday club which will be in the of the page, the size of the text will be 24 the colour of the text will be yellow

Picture of the club

Cost: in red colour size 14, font Lora

Dates- in red colour size 14, font Lora

size A2 420mm*594mm- in pixels 4961* 7016 (300pdi)

Applications details- in red colour size 14, font Lora

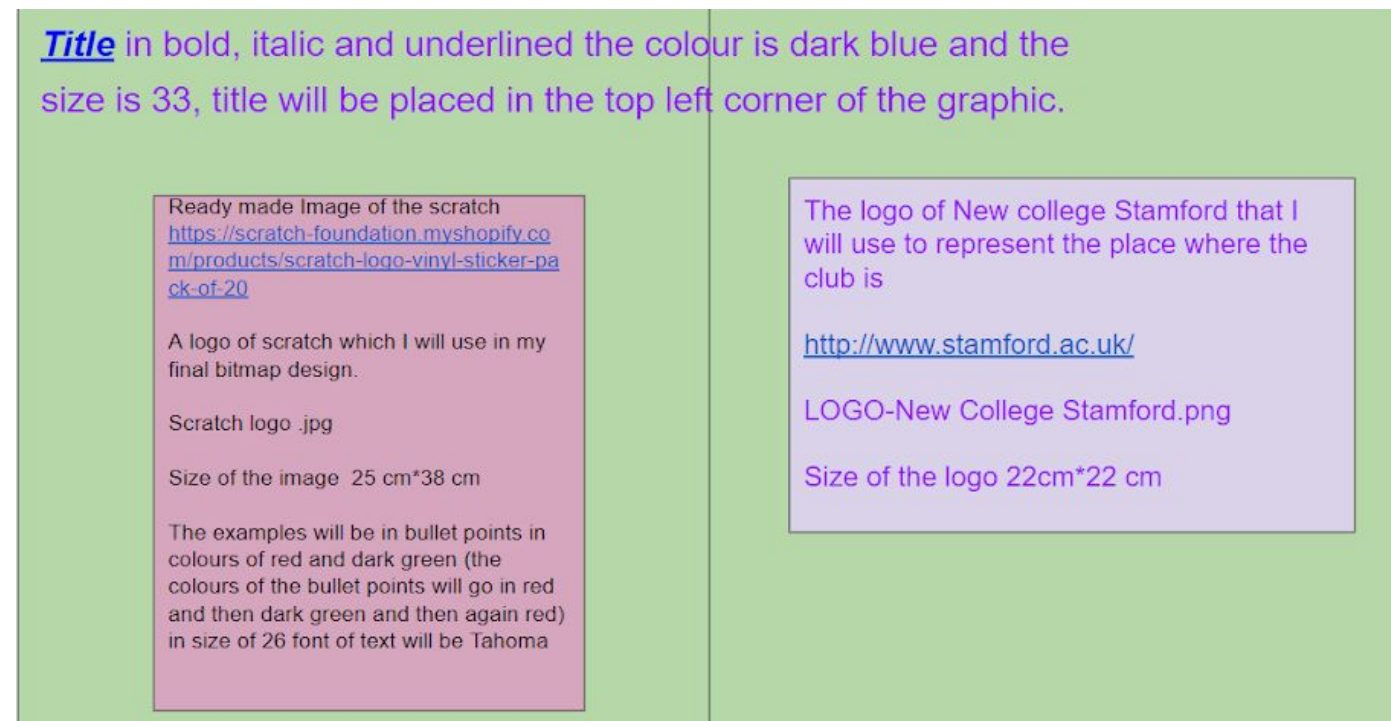Generally information- in red colour size 14, font Lora

This vector poster design has all the information that needs to be on it however, this design will not be used because it look very formal as I have used just two different colours for the text and black background. All the text I have used is the same font, colour and size which makes it look boring. When this poster should look fun and ==calmly== because it a advertisement of a holiday club.
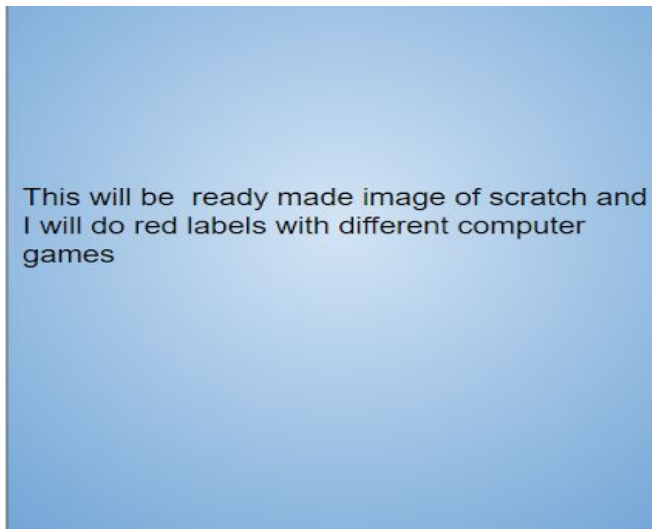
Poster design 2 (yellow background):

size A2 420mm*594mm- in pixels 4961* 7016 (300pdi)

The name of the holiday club which will be in the of the page, the size of the text be 54 the colour of the text will be magenta with the college logo

http://www.stamford.ac.uk/ LOGO-New College Stamfo Size of the logo 12*12 cm

Overall cost - text will be in magenta colour, in font size 25 tahoma

Dates of when will the club be on, in black text, font Lora size 25

Application dates in font of the text calibri, colour magenta and size 25

Times of the club in cyan colour, text in size 25

The ready made image I will use for my final poster design that represents the front

Stamford.jpg

https://www.independent.co.uk/student/into-university/az-uni-colleges/new-college-stamford-459075.htm

Image SIZE 34 CM*32 CM

The ready made image I will use for my final poster design that represents the people that are inside. DSC.JPG http://www.stamford.ac.uk/digital-skills-centre-complete/ Size 34 cm* 32 cm picture

Contact information- email in cyan colour, font of the text will be fjalla one size 25

Generally information - in cyan colour, font of the text will be fjalla one Size 25

I will use this vector poster design as my final design, because I have got down the size the poster should have. I have used different fonts and size of the text to make it look eye-catching, I have used cmyk colours that were required, I made subheadings for all the information that I have received from the client. I have separated the poster into four parts, so that the layout is easy to look at and read the information. The audience will also see the logo of the college, the picture of the club and a picture of the people that have already visited the club.

Image design (bitmap)

Title in bold, italic and underlined the colour is dark blue and the size is 33, title will be placed in the top left corner of the graphic.

Ready made Image of the scratch
https://scratch-foundation.myshopify.com/products/scratch-logo-vinyl-sticker-pack-of-20

A logo of scratch which I will use in my final bitmap design.

Scratch logo .jpg

Size of the image 25 cm*38 cm

The examples will be in bullet points in colours of red and dark green (the colours of the bullet points will go in red and then dark green and then again red) in size of 26 font of text will be Tahoma

The logo of New college Stamford that I will use to represent the place where the club is

http://www.stamford.ac.uk/

LOGO-New College Stamford.png

Size of the logo 22cm*22 cm

This bitmap image design will be used as my final design because the audience can see the logo of scratch and can read easily the examples of the games. This image meets the target audience as the audience is 11-16 and the examples of the games will be clearly laid out in bullet points. The image fits its purpose because the examples of the game will be displayed on the image.

This will be ready made image of scratch and
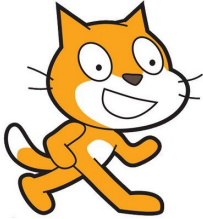I will do red labels with different computer
games

This bitmap image will not be used as my final design because I didn't put enough details to explain what the labels will look like, and labels are more complicated to read than bullet points. This design does not have a title so the audience will not know what they are looking at.
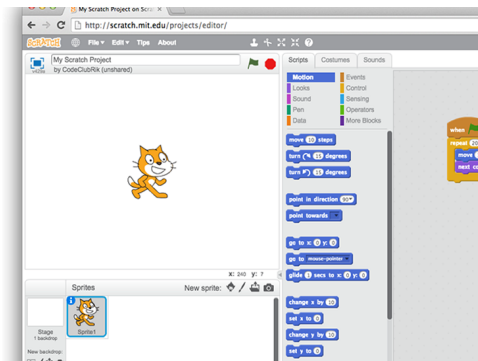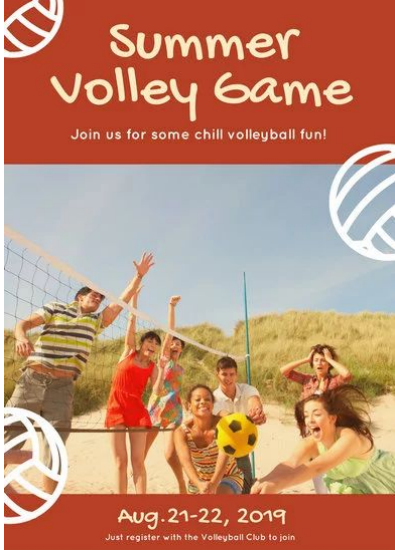
The background of this will be a ready made picture of scratch and i will do some labels and some bullet points to show different examples of the computer games.

This bitmap image design will not be used as my final design because the way I have design it will be hard to imanage how will the image look like after it is done. Using picture of scratch as a background will make it harder to put the text on it where it is clear to read without the background overlapping it. This design does not have a title so the audience will not know what they are looking at.

Assess List

	File name	**Source**	**File path**

Description			
A programed game on scratch This is an vector image	scratch.jpg	 http://www.stdominics.hackney.sch.uk/christmas-scratch-games/	Google Drive in IT subfolder "images for assignment"
This is the logo of scratch This is an vector image	scratch.jpg	 https://twitter.com/scratch	Google Drive in IT subfolder "images for assignment"

This image shows the program scratch This is a bitmap image.	Programed scratch.png	 https://www.cambridgesciencefestival.org/event/scratch-in-the-idea-hub/2018-04-22/	Google Drive in IT subfolder "images for assignment"

Examples of a poster that advertises holiday club This is an vector image.	Summer 17 .jpeg	 http://www.sidmouthprimaryschool.co.uk/?p=7218	Google Drive in IT subfolder "images for assignment"
Poster to advertise holiday club for people aged 21-22 This is an vector image.	Summer vollet game .png	 https://www.canva.com/templates/posters/volleyball/	Google Drive in IT subfolder "images for assignment

Poster with advertise a holiday club and giving lots of information whilst keeping it nice and easy to look at and read.	Holiday club.jpeg	 https://www.kidsguide.org.uk/cheshire-children/	Google Drive in IT subfolder "images for assignment

A logo of scratch which I will use in my final bitmap design.	Scratch logo .jpg	https://scratch-foundation.myshopify.com/products/scratch-logo-vinyl-sticker-pack-of-20	Google Drive in IT subfolder "images for assignment
The logo of New college Stamford that I will use for my final vector design	LOGO-New college Stamford.png	http://www.stamford.ac.uk/	Google Drive in IT subfolder "images for assignment
The ready made image I will use for my final poster design that represents the front	Stamford.jpg	https://www.independent.co.uk/student/into-university/az-uni-colleges/new-college-stamford-459075.htm l	Google Drive in IT subfolder "images for assignment
The ready made image I will use for my final poster design that represents the people that are inside.	DSC.JPG	http://www.stamford.ac.uk/digital-skills-centre-complete/	Google Drive in IT subfolder "images for assignment