

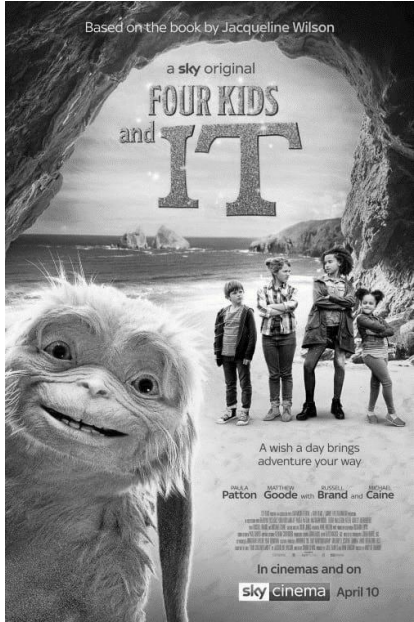
Name:

## R082: Digital Graphics Uses and Content

A	Uses of Digital Graphics	
1	<b>Print publishing</b>	eg Magazines, leaflets, books, newspapers, posters
2	<b>Labelling</b>	eg ingredients, health warnings,
3	<b>Branding</b>	eg Logos, Trademark images
4	<b>Advertising</b>	eg <i>printed</i> : billboards, poster eg <i>online</i> : banner ads
5	<b>Websites</b>	eg backgrounds, borders, buttons
6	<b>Presentations</b>	eg infographics
7	<b>Games</b>	eg box covers, images used in-game

B	Design and Layout Vocab	
Colour		
1	Warm	Red, orange, yellow. Bright, energetic
2	Cool	Blue, green, purple. Settling and calm
3	Neutral	Beige, cream, ivory. Avoids attention
Composition		How a digital graphic is set out, including:
1	Positioning	Where objects are placed relative to each other
2	Focus	How lines and perspective draw attention to certain areas
3	Balance	Which parts are similar to each other and which parts contrast
4	Font	LETTERING style
5	White space	Any block of solid colour where there are no elements

C	Purposes of Digital Graphics	
1	<b>To entertain</b>	To amuse or provide enjoyment
2	<b>To advertise</b>	To promote a product
3	<b>To promote</b>	To give publicity to an idea, person, company etc (eg <i>NHS health campaign</i> )
4	<b>To inform</b>	To give information (eg <i>signage</i> )
5	<b>To educate</b>	To give information and understanding about a topic (eg <i>infographic</i> )

D	Key Vocab	
	<b>Contrast</b>	<b>Bold</b>
	<b>Emphasise</b>	<b>Capitals</b>
	<b>Framing</b>	<b>Classic</b>
	<b>Highlight</b>	<b>Simple</b>
	<b>Symmetry</b>	<b>Genre</b>
	<b>Centred</b>	<b>Target</b>
	<b>Perspective</b>	<b>audience</b>

The title **font** is in **bold**, tall **capitals**, in the **genre** of adventure movies. The title is **framed** by the rocks and the **white space** of the sky, drawing **focus** to it. **Focus** is also drawn to "IT", who is **positioned** in the bottom left, by its outline being **highlighted** with light. **Balancing** this, the four kids are on the right, and in **contrast** they are in the middle distance.