Designing Graphic Products

Unit 6 Creating Digital Graphics

Assignment 2

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Introduction

In this presentation I will be showing off two designs for graphic products. As was asked by the company.

User Guide: Purpose & Target Audience

The purpose of the User Guide is to provide instructions on the steps required to make the phone ready for consumer use. This would become more relevant when looking at the traits of people who'd be using the User Guide.

Typically, a User Guide is used by the older generation, who didn't have the same kind of technology that's common for the younger generation. However, it's also likely to be used by people who are new to using, or setting up, a phone.

This is where the User Guide's purpose is shown. As the small pamflet holds information that'll help guide the user through what the external ports, buttons, and other features are and do. It'll also help with startup, through a quick startup section within the guide.

Advert: Purpose & Target Audience

The advertisement has to job of increasing sales and awareness of the phone. This can be achieved by expressing features about the phone. In order to make the phone stand out to the target audience. An audience consisting of people likely within the age ranges of

User Guide: Product Requirements

- Labeled vector graphics of the phone
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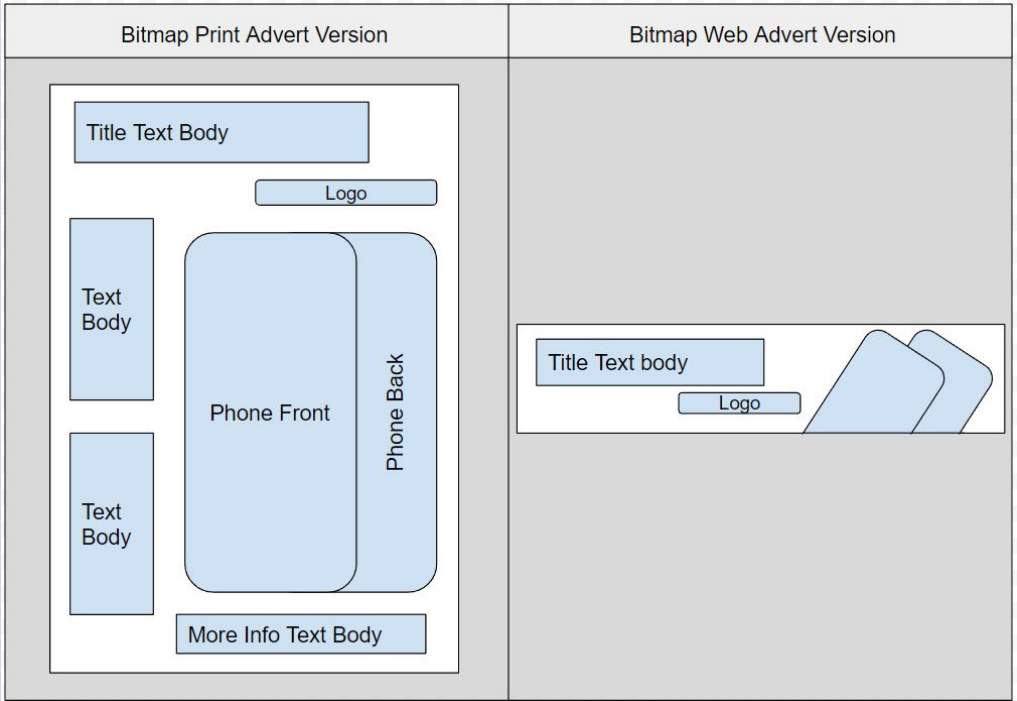# Advert: Product Requirements

- Print & Web version designs
- Dimensions of advert(s) (with measurements)
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Annotated User Guide Design(s)

Annotated Advert Design(s)

Annotated Alternative User Guide Design(s)

Annotated Alternative Advert Design(s)

Why the Alternative User Guide Designs were Discarded

Why the Alternative Advert Designs were Discarded

Why the Final User Guide Design was Selected

Why the Final Advert Design was Selected

Justification of How the Final User Guide Design Meets the Purpose and Requirements

Justification of How the Final User Guide Design Meets the Need of the Audience

Justification of How the Final Advert Design Meets the Purpose and Requirements

Justification of How the Final Advert Design Meets the Need of the Audience

Final Designs: User Guide and Advert