

BTEC Level 2 Certificate Information & Creative Technology

Unit 06: Creating Digital Graphics

Assignment: 1

Researching Digital Graphics

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Introduction

This report was made under the request of investigating and understanding graphic products. A good place to start is understanding what graphic products are. And the most simple way of describing this is by saying graphic products are visual products designed with the purpose of advertising a message. This can be done to advertise products businesses are selling, or give a warning to people.

The graphics can be split into two types of graphics: Bitmap & Vector.

First I'll explain what a bitmap graphic is. A bitmap graphic is a graphic product composed of pixels, each with a colour assigned to them. The pixels found inside a bitmap make up an image that can be of high quality. The quality of a bitmap graphic can be determined by its resolution, which is how many pixels there are in the graphic per inch. And when scaled beyond the original dimensions of the graphic, will become pixelated as the same number of pixels are trying to cover a larger area. Bitmap images are the most common form of graphics found, being used to advertise, entertain, etc.

Vector graphics are graphics composed of coordinates linking lines and spaces of colour to create an image. Unlike bitmap images, they don't have a resolution and scaling the image up or down doesn't affect its quality. They aren't as commonly found due to their lack of quality capacity. They're most often found in company logos, allowing them to be adjusted to fit in most situations where a logo is wanted or needed with minimal to no change to the logo itself (Most often excluding scale).

For my investigation of graphic products, I'll be focusing on two graphics. Both one bitmap graphic, and one vector graphic. The bitmap graphic is an advertising movie poster for the Disney Pixar film Turning Red. The Vector graphic is a logo for The Coca-Cola Company. Both these graphics can be found below.

Bitmap Graphic Product Chosen



Vector Graphic Product Chosen

The Coca-Cola Company

Intended Purpose of the Bitmap Graphic Product

The bitmap graphic was designed and created with the intention of advertising and teasing the release of the Disney Pixar film "Turning Red". This version of this advertising poster series was designed to be posted within the country of Canada, with either significantly or slightly differing designs being made for release in other countries. The goal for advertising with this poster is to try to **allure** people into buying tickets. The most likely target audience for the poster would be young girls, possibly reaching maturity. Though also would likely be targeting families with children in general, given the bright nature of the poster and the objects within the poster.

Main Features of the Bitmap Graphic Product

The three distinct sections of the graphic. The advertising slogan, located at the top centre of the graphic. The film title, plus some other information, located at the bottom left of the graphic. And the art that covers the whole graphic behind the text and title art. The objects within the graphic are centred around the main character of the film, who is made the main subject of the graphic.

The text under the title art is posted in a high contrast colour, with the purpose of making the text as easily visible as possible without distracting them from the other, more focused objects of the graphic. The text, despite being all the same font, is a mixture of sizes determined by the importance of the information. The largest section of text within that bundle is the planned release date of the film. The next in line of the text hierarchy are the names of some cast featured in the film, showing off the high profile names behind the creation of the film. The remaining text in the bottom left corner, with the smallest size, gives the roles of the names that come after them, plus some other small pieces of information deemed necessary to be shown on the poster.

The title art, above the text located in the bottom left corner, is the second more likely object within the poster to be noticed, behind the main character. This object shows the title in a custom, bold and clear font. And the title art is visibly resembling the main character's unique trait not shared with the other characters within the poster. The company logos are pasted more clearly above this title art, giving it a higher status than other objects within the graphic. The title art also references the title through the red background, coincidentally also referencing the fact the main focus of the poster is a red panda.

The main object within the film poster is situated in the front centre, though behind the text as it gives information. With this placement, it gives off the idea of the character being the main focus of the film, while also acting as an attention grabber. The character has a few other characters situated behind and to the side of it. This gives the key idea that they also play a key role within the film, though not being the main component. All of these are placed in front of a bright cityscape.

The name of this downloaded graphic file is: Truning_Red_Canadian_poster.jpg

And it has the dimensions 1080px width by 1350px height, this being a web version of the original graphic. Physical print copies would vary in dimensions depending on the placement of the advertising poster.

The digital graphic, being used on a website, has a resolution of 72 PPI (Pixels Per Inch) as higher resolutions would be unnecessary.

252 KB

Review of the Bitmap Product

Fit for purpose

Intended effect on the audience

Strengths of the Bitmap Graphic Product

Weaknesses of the Bitmap Graphic Product

Suggested Improvements to the Bitmap Graphic Product

Intended Purpose of the Vector Graphic Product

The chosen vector graphic was designed and made with the intention of acting as an identifier for the Coca-Cola brand. This one .svg vector file would be capable of having minor adjustments in order to paste The Coca-Cola Company logo onto numeral consumable product packaging as well as staff uniform, publicly available clothing/accessories, and numeral company own vehicles. The infinitely expandable scale of the graphic without losing quality makes this graphic a valuable, yet simple piece to the public image of the Coca-Cola brand. The graphic is a direct identifier to the company, and will only be found on official products of the company. This makes the graphic an easy way of identifying consumers of their products.

Main Features of the Vector Graphics Product

The graphic doesn't have many components to it, in order to retain versatility for its use. Therefore, the only object to the graphic is the cursive fonts, red text reading: "The Coca-Cola Company". The text, depending on the background the graphic is placed upon, may also be found in a white colour. And the cursive font is easily recognizable as the font used by the Coca-Cola company. To maintain the simplicity and versatility of the logo, the logo lacks any colour besides the colour of the text, something which may change depending on where the graphic is used. The colour used in the text of the logo was chosen to contrast the background of the object (both digital and physical) the logo is placed on, letting the logo remain identifiable. The font of the graphic resembles a cursive sans style of font, one unique to the brand's public identity.

Review of the Vector Product

Fit for purpose

Intended effect on the audience

Strengths of the Vector Graphic Product

Weaknesses of the Vector Graphic Product

Suggested Improvements to the Vector Graphic Product

References

Source Name:	Turning_Red_Canadian_poster.jpg
Page Numbers/Weblink:	Web Page: https://disney.fandom.com/wiki/Turning_Red?file=Turning_Red_Canadian_poster.jpg Image Adress: https://static.wikia.nocookie.net/disney/images/e/ed/Turning_Red_Canadian_poster.jpg/revision/latest/scale-to-width-down/1000?cb=20211117144615
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