ASSIGNMENT COVERSHEET

Prague College

Student Name: Engouindi Kendrick	
Class: Digital Image Creation and Development	
Assignment: Identification and evaluation of digital imagery	
Lecturer: David Petryca	Semester: 1804
Due Date: November 19, 2018	Actual Submission Date: November 18, 2018

Evidence Produced (List separate items)	Location (Choose one)	
Technical report (docx)	x	Uploaded to the Learning Center (Sylo)
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Identification and evaluation of digital imagery

Kendrick Engouindi

Prague College

Course: Digital Image Creation and Development

Lecturer: David Petryca

Assignment: 1. Identification and evaluation of digital imagery

Due date: November 18, 2018

Submission date:

Semester: 1701

Word count: 1419

Table of Contents

I. INTRODUCTION

In this report, we will present and talk about an advertisement made by Apple Inc. which is an American multinational technology company headquartered in California. Apple's advertisements are made by TBWA\Media Arts Lab which is also a Californian company. TBWA was created in 1984 and works with a lot of multinationals such as Adidas, MacDonald's, Michelin, etc.

Apple advertises their products by making a big gleaming title usually comparing their products to other 'basic' products such as "Life is easier on iPhone.", "Like a computer. Unlike any computer.", "Thinner than all.".

Apple is great at advertising their products. But today we will specifically focus on their new MacBook's advertisement (Figure 1.). I chose this specific advertisement because it caused a lot of talk on some forums and is composed of a logo, picture, text formats and is well structured. We will go step by step and come up with a result letting us know if the advertisement's title is complying with the product.

II. BODY

A. The big title.

FIGURE 1.

SOURCE: APPLE.COM

The figure1. above is the advertisement made by/for Apple Inc. We can see how the title is the biggest text on the entire page but additionally black and bold. As soon as we put our eyes on the picture, it's the very first thing you see. The title is used in 2 main ways. Thirst, there's the word "Light" which represents the weight of the computer. With a weight under 1 kg, Apple can totally shout loud and clear that they have one of the lightest computers ever made. The second part is "Years ahead" which represents the technological advancement of MacBook's computers.

The second way to read it and which a lot of people believe is the way it was expected to be read is "Light Years ahead". A light-year is a unit used in astronomy to represent very (very) long distances (almost) impossible for human beings to reach.
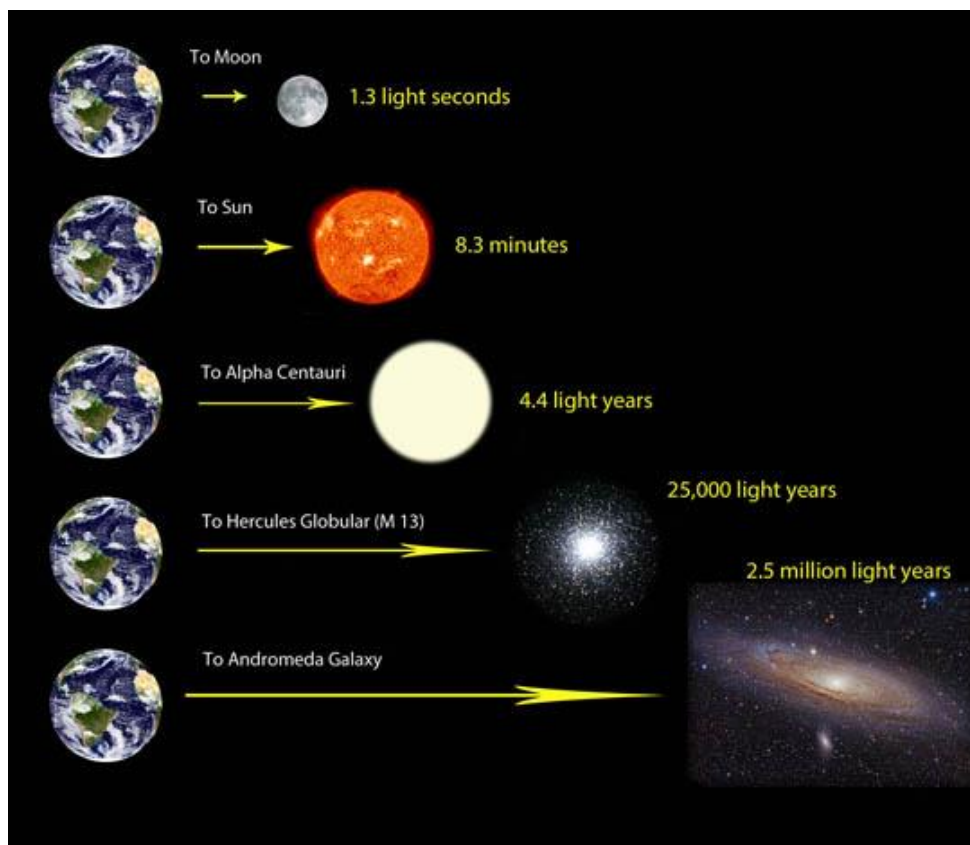

FIGURE 2.

SOURCE: EARTHSKY.ORG

The figure 2. above is a representation of how long the light will take to reach different celestial objects. A light year is a distance the light will travel over a year. Alpha Centauri is 4.4 light years away from us. Which means that a light ray leaving earth will spend 4.4 years before reaching Alpha Centaury. In Kilometers, this distance represents 41627214079356 Kilometers or 4.1627214×1013 Kilometers which is an absurd number almost impossible to read. For reference, the speed of light is 300.000 km/s. The fastest speed ever reached by a flying object (manmade) is roughly 24 km/s. NASA claims that one their probe launched towards the sun will reach a speed nearly 193 km/s when passing by the star. If we can put a man in a spacecraft at that speed, he will take around 68669 centuries to reach the Galaxy.

Is Apple correctly using this Big Gleamy title? We will find it out in the next part.

B.   The hardware

The first model of this MacBook is release in mid-2015 but we will talk about the latest released version from early June 2017.

The hardware used by Apple is usually called out-of-date. When we take a look at their website, they claim using pre-produced processors for this computer. This turns out to be true related to the release date of the processor used (announced on September 15, 2017) and the release date of the computer (June 5, 2017). Is it the best thing Apple could have done?

Even though Apple used a new processor not yet released to produce their notebooks, they still use rather old technologies. The processor used is a dual-core (two processor units) which is out-of-date even for smartphones. The very first quad-core processor (four processor units) on a smartphone was released back in 2011. Intel has a technology (available since the 4th generation) called Hyperthreading allowing

users to have two logical cores in each core. Meaning the number of cores on the processor is multiplied by two without any extra space. Having more cores improves the overall performance on a computer.

Apple is also out of date with the Random-Access Memory (RAM). The version used by the MacBook is called LPDDR3 which is a lower power RAM. The previous generation of Intel's processors (6th generation) already uses DDR4 which is the new and faster version of the RAM available on the market. But Apple did a great job with the Hard Drive thanks to its PCIe 3.0 SSD (Solid State Drive) which is one of the fastest memory available. The average Hard Drive (HDD) read/write at 100MB/s. The average SSD will read/write at 350MB/s. Meanwhile, Apple's PCIe SSD will read/write near 1300MB/s. This is a big deal because it allows users to have a fast workflow and spend less time on loading and saving.

Apple made a nice work on the hardware used for their flagship computer, but better components could have been used to obtain a faster and reliable computer. We can resolve that the title does not describe the product itself. Even with a design almost flawless, this computer is light years from being years ahead.

C.   The logo, texts and pictures:

Apple's logo is a simple shape which they have been using for over 40 years. Different colors over time used but since 1977 the logo is overall the same. It's a simple vector based logo with around 7 control points. Right after the logo is the family name of the computer called MacBook. MacBook in 2006 released for the first time but the production had to stop in 2012. It was re-launched in 2015 with a brand-new design advertised through the figure1. The texts, logos, and pictures on the canvas are centered plus the main features about the device are highlighted by different fonts and colors. The

important parts of the publication use large and noticeable fonts. While most of the organizations highlight the component in their devices, Apple chose to highlight the "essential" parts.

FIGURE 3.

SOURCE : DELL.COM

Some people will purchase a computer related to its hardware as we can see in figure 3. above highlighting the main components. Meanwhile, Apple considers his customers as people wanting a good-looking device without much worry about the hardware. Meaning that Apple focuses on the design and chooses components good enough to make the computer work for years without massive lags or performance drop. That is the reason why a small text is used (under the picture) to talking about the

hardware, while the big font and different color text are talking about the battery life, weight and size of the computer.

III. CONCLUSION

In conclusion, Apple makes great advertisements and produces great quality products but still use flashy titles. As we've seen in part A the advertisement's title was overused since most of the hardware is not the best one available or is outdated. In part B we've seen how the company with the crunched apple is using a great quality's hardware. Lastly, in part C we've seen how Apple ruled the advertisement of their products by adopting a design composed of different fonts, vector-based logos, and various colors. Also, by promoting what most Apple users want: a nice design. Apple highlights the design of the products but still let us know about the hardware which is put in the background like a secondary reason to buy their products.