KNOWLEDGE ORGANISER

CREATIVE IMEDIA

ALL YEAR

KNOWLEDGE ORGANISERS

At Bottisham Village College, we are striving to create a five-year curriculum plan that builds effective revision strategies into homework and lessons, to ensure that students are able to place powerful knowledge into their long-term memories. Additionally, we hope that this will help build effective learning strategies from early in their time here at the college.

Based on evidence, we know that regular recall activities are the best way of achieving this goal and committing powerful knowledge into the students' memories.

At the start of each term, we shall publish all the knowledge organisers that students will require for their studies in each curriculum area. These will cover a range of aspects: facts, dates, characters, quotes, precise definitions and important vocabulary. We are clear: if this fundamental knowledge is secured, students can then develop their higher-level skills of analysis and critical understanding with greater depth.

They will be given an electronic A4 Knowledge Organiser (KO) booklet for each term containing all of the knowledge required. In lessons, Bottisham staff will be regularly testing this fundamental knowledge, using short-quizzes or even more formal "Faculty Knowledge Tests".

The best way to use these organisers at home, is to follow a simple mantra:

1. Look at a certain aspects of a particular knowledge organiser

2. Cover up part of their knowledge organiser

3. Write it out from memory

4. Check and correct any spelling mistakes, missing bits or mistakes

So simple but so effective.

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Key Terminology

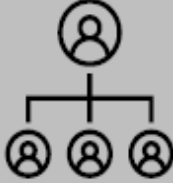|	
Media	Forms of communication or products that communicate a message to an audience.
Traditional Media	Any form of mass communication available before the advent of digital media.
New Media	Any form of mass communication only ever produced using digital methods.
Pre-Production	The process of planning elements involved in a form of media.
Post-Production	The stage after production when editing of visual and audio materials begins.
CGI	Computer Generated Imagery – Special visual effects added to a product using computer software
Distribution	The action of sharing a product with others.

Evolution over time

Late 1600s	Local newspapers were first printed
Early 1700s	First magazines produced
Late 1800s	First black and white silent film
1920s	First public demonstration of radio and TV

Scales of media

Small Scale	Local and national companies that often focus on one type of media product with a small number of staff who perform multiple roles. EG: Coffee Films, Ustwo Games, American Chordata magazine, the Film music production house.
Large Scale	Multinational and global companies that produce many different types of media products. EG: Channel 4, Facebook, EA Games, News Corp, Warner Bros.

Media Industry Sectors

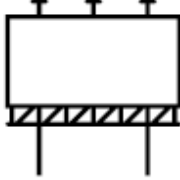| Type	Media	Description
Traditional Media	**Television (TV)**	Planning, production, distribution, and broadcasting of programmes on TV.
	Radio	Planning, production and distribution of audio and music programmes to be broadcast on different platforms.
	Film	Planning, production, and distribution of recorded video material for feature films including animation.
	Print Publishing	Planning, production, printing and distribution of printed documents including books, comics, graphic novels, magazines and newspapers.
New Media	**Internet**	Planning, production and use of websites and social media platforms/apps to provide a wide variety of products and services.
	Computer Games	Planning, design, development and distribution of games to be played on a variety of digital platforms.
	Interactive Media	Planning and production of a digital system which combines different types of media to create an interactive visual product.
	Digital Publishing	Planning, production, distribution of eBooks and digital magazines, journals, newspapers and promotional material.

Production phases

1. Pre-production	- Products are researched - Ideas and concepts are developed, planned, and designed (concept design)
2. Production	- Product parts are created from designs by producers or creatives (workers within organisations)
3. Post-Production	- All parts are brought together - Parts are edited to form a final product
4. Distribution	- Products are sent out in different ways for audiences to access on a range of platforms.

The sidebar reads "Unit R093: 1.1 Media industry sectors and products"

Unit R093: 1.1 Media industry sectors and products

Media Industry Products

Product	Description	Traditional Media	New Media	Examples
Video	Recording, editing d production of moving visual images.	Film, TV	Games, interactive media, internet	Film, TV Programme, advert, trailer.
Audio	Recoding, editing and production of vocal and or other sounds or noises.	Film, TV, radio	Internet, games, interactive media, eBooks.	Radio, podcast, advert, audiobook.
Music	Recording, arrangement and production of vocal and/or instrumental sounds.	Film, TV, radio	Internet, games, interactive media	Jingle, soundtrack, music video, TV intro/outro
Animation	Digital photographing or computer generation of drawings or models to create the illusion of movement.	Film, TV	Internet, games, interactive media	Advert, film, TV programme, phone app
Special Effects (SFX)	An illusion created by props, camerawork, or lighting.	Film, TV	Games	Models, pyrotechnics, green screen, text overlays
Visual Effects (VFX)	Computer-generated imagery to enhance a video recording.			
Digital imaging & graphics	Creation of pictures or designs using digital software, a digital camera or scanner.	Film, TV, print	Internet, games, digital publishing	Book covers, billboards, logos, album artwork
Social media	Digital-based programmes that encourage connections and communication between their users, using the internet and digital devices.	Film, TV, radio	Internet, games, interactive media	Facebook, Instagram, TikTok, Twitter
Digital games	Games that are played using digital technology.		Internet, games, interactive media	For web, mobile and tablet, PC, console
Comics and graphic novel	Stories that are told using pictures in panels, along with text and speech bubbles.	Print	Digital publishing, internet	Manga comics, superhero graphics, comics
Websites	Collections of webpages containing text, images and interactive elements.	Film, TV, radio, print	Digital publishing, internet, computer games	Informational, blogs, e-commerce, promotional
Multimedia	Combines different types of media into one form of communication.	Film	Computer games, internet, interactive media	Information kiosks, presentations, DVD extras
eBooks	Digital versions of printed books that can be read on a device such as a tablet.		Internet, digital publishing, games, interactive media	Fiction, instruction booklets, guides
Augmented Reality (AR)	When computer-generated images on screen are combined with a real-world environment	Film	Games, interactive media	Video games, YouTube videos, Google Search,
Virtual Reality (VR)	Computer Generated sounds and images that are not part of the users real-world environment			immersive education, simulation.

Types of job role			
	Creative roles	**Technical Roles**	**Senior Roles**
	Job which are focussed on coming up with and developing ideas to help create a product for a target audience. Predominantly works in the pre-production and production phases.	Jobs which involve the use of technology and operating equipment to develop, improve and finalise media products. Needed in the production and post-production phases.	Jobs which involve overseeing the creation and development of products and projects. Supports and manages some or all of the technical and creative roles. Required at all phases.
Job Roles	• Animator • Content creator • Copy writer • Graphic designer • Illustrator/graphic artist • Script Writer • Web Designer • Photographer	• Camera operator • Games developer • Sound editor • Audio technician • Video editor • Web developer	• Campaign manager • Creative director • Director • Editor • Production Manager
Job Responsibilities	• Prepare drafts and models of products • Communicate ideas to members of creative team • Tailor ideas to ensure target audience needs are met • Research target audience • Create visually appealing ore interesting media content • Liaise with client about production of products and action feedback • Produce professional, original media content to meet client requirements.	• Communicate with lighting and sound specialists • Work with creatives to produce the media content • Test and check equipment • Use equipment to create content • Assemble and set up equipment before use • Find solutions through problem solving • Use software to create media content • Follow planning documents to produce media content.	• Quality control • Advise and guide creative & technical colleagues • Evaluate success of projects • Formulae and run projects • Understand the target audience • Decide how to promote and market media products • Check final product against original client brief • Hire and brief colleagues • Ensure health and safety is met.

Key Terminology

Purpose	The reason for a products creation. Each product created may have multiple purposes.
Client Brief	Communication from a client stating what they intend to be achieved through the production of a media product.
Style	The combining of themes and colours to create an overall feel or look for a media product.
Content	The information that a product needs to convey. This could be through the use of text, images, videos or sound.
Layout	The positioning of content within a media production.
Convention	A set of components that an audience would expect to see in a product. Can relate to a genre or form of media.

Purpose

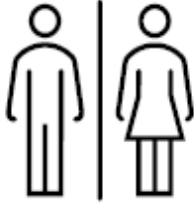|	
Advertise/Promote	To advertise or promote a physical product, service, organisation, or idea to an audience.
Educate	To teach or provide instructions to enable someone to learn something.
Entertain	To provoke an audience's emotional response, enjoyment or provide escapism from daily life
Inform	To give brief instructions or information without going into full details.
Influence	To have a persuasive effect on an audience to make a choice, change or inform their view.

Linking style, content, and layout to purpose

Advertise/Promote	- Use of persuasive language - Products or services look good or come across to the audience well. - Positive visuals and sound - Lead to an action
Educate	- Combines visual and text - Content is accessible to the target audience - Formal structure - Contains detailed and accurate information
Entertain	- Hook the audience in through interesting, surprising or shocking use of images, text, video and/or audio. - Evoke emotions
Inform	- Do not require emotional investment or enjoyment by the audience - Contain facts and information - May not include visual content - Serious tone - Simple message
Influence	- Persuasive language, images, video and text to convince an audience of the message - Humour used as appropriate - Provoke strong emotional reaction - Deeper message or meaning embedded within

Client Brief Formats

Negotiated		A meeting between the client and design team to discuss the needs of the client and the product they are asking for. An agreement is reached for the design and creation process. + Design team can hear clients' opinions and ideas clearly. - Can be time consuming - Can lead to final products being different from what the client initially wanted.
Meeting /Discussion		Client talks about what they would like to be achieved, noted by the design team. - Key details can be missed or misunderstood
Written		A document which may be formal or informal to be used by designers as a guide. Could be presented as a presentation or document. + Useful if companies struggle to arrange a common time to meet.
Informal		No official documentation is produced, brief lacks detail, could be an idea or concept. No set deadline. - Can be inaccurate leading to poor quality outcomes.
Formal		A clear and easy to understand written document which includes information about what needs to be achieved and a timescale. - Further information may be needed by the design team prompting further meetings.
Commission		A formal agreement for a piece of work between a larger company and a smaller media company they have chosen to carry out the work. + Larger companies may commission multiple smaller ones and take the best final product to experience a range of ideas.

Client Requirements Components

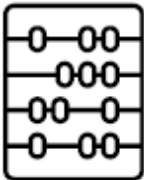|	
Purpose	The reason for a products creation. Each product created may have multiple purposes.
Audience	The group(s) of people that a product is to be aimed at.
Client Ethos	The way through which a client wishes to be portrayed to the audience. Including reputation and values within the organisation.
Content	Could be provided by the client or generated by the designer.
Genre	A theme may be needed behind a media production.
Style	The colours, fonts used and overall look and feel of a product.
Theme	The main subject or idea which exists behind a media product. Links closely to the purpose/
Timescale	When a product needs to be completed by.

Key Terminology

Demographic + Segmentation = Target Audience	
Demographic	The characteristics of a population. Including age, income, gender, race, ethnicity, marital status, education & employment.
Segmentation	The ways in which audiences can be broken down based on their characteristics.
Influence	The capacity to have an effect on the character, development, or behaviour of someone or something.

Benefits of Segmentation (STICAMS)

Specific	The message is focussed to the correct group of people who would respond to a product or service.
Tailored	Message is clear to the audience it has been aimed at.
Identifiable	The audience can be accessed and used for research purposes to make the best product possible.
Content matches	Does the content match the likes and dislikes of an audience?
Achievable	Making a production as likely to make success as it can.
Meeting needs	Research can identify whether a product meets the original client brief or not.
Success is measured	A clear target audience is more easily measurable through gaining feedback from them.

Segmentation Categories

Age	Gender
Location	Education
Income	Interests
Ethnicity	Occupation

Key Terminology

Research	Investigation into and the study of materials in order to find facts and establish conclusions.
Source	The place from which information originates.
Data	Facts or statistics collected for reference or analysis.
Primary research	First-hand accounts, data, and opinions of something. The information comes directly from the source.
Secondary research	Information which is a second-hand interpretation or recollection of information.
Validity	How factually correct something is.
Reliability	How consistent and accurate data may be.
Focus Group	A group of people who meet to discuss an idea, product, or campaign before it is produced.
Journal	A publication from a scholar which combines information from experts in a particular field.

Types of data

Both types of data can be gathered through primary and secondary research methods!

Quantitative	Data which involves the use of numbers and figures which can be analysed in a mathematical way.
Qualitative	Data which is not based on numbers, can involve the use of yes/no or multiple choice questions

Research Sources

Primary	Secondary
Focus groups Interviews Surveys Questionnaires	Books & Journals Internet Searches Magazines and newspapers TV
Strengths • Up to date • Unique and relevant • Data is not available to others • Detailed responses	**Strengths** • Convenient and easy to access • Cheaper • Less time consuming to gather information
Weaknesses • Participants may not tell the truth • Expensive • May not be representative of a population	**Weaknesses** • Could be outdated • May lack detail required or be incomplete • Inaccurate data

Comparing types of data

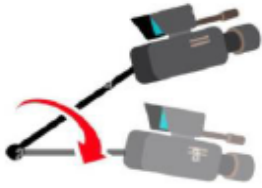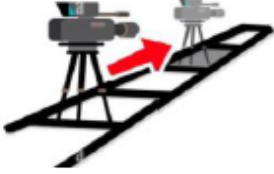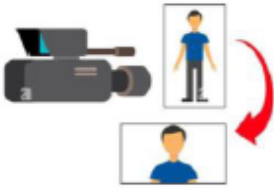|	Quantitative	Qualitative
Advantages	• Gives a wide picture from a wide audience • Quicker and easier to analyse if designed correctly • Easier to identify patterns amongst groups of people.	• Produces key details which may otherwise not be found. • Provides researchers with useful quotes.
Disadvantages	• Lacks depth and detail • May not give the whole picture behind peoples answers. • Does not give a reason behind peoples choices.	• Can be difficult and time consuming to analyse due to having to compare the words of other people.

Key Terminology

Media Code	An element that is used to create or suggest meaning
Media Code Elements	Sound, Lighting, Colour, Text, Graphics
Technical Codes	The ways in which equipment can be used to tell a story, create meaning or feeling.
Symbolic Codes	Codes which are based on societal, cultural, and real life, they relate to meanings we give to objects, locations and actions.
Written Codes	The words and phrases which are used to create a certain meaning or feeling.

Creating meaning, impact, and engagement

Animations	Used to enhance a message or meaning for an audience.
Audio	The sounds which are used when recording or broadcasting media.
Camera Techniques	Used to place the audience in a certain position to affect how they perceive a certain scene. These include angles, shot types and movements.
Colour	Certain colours can be used to provoke certain emotions or feelings amongst an audience.
Graphics	Visual images used to enhance a message being portrayed. This could include diagrams, logos, patterns, cartoons, or shapes.
Interactivity	Audiences can control a media product in some way, for example websites, kiosks and apps use interactivity.
Lighting	The use of natural, indoor or specialist lights in a shot.
Mise-en-scène	Positioning of objects in a scene to create audience engagement and understanding.
Movement	How characters move around a scene to provide engagement with the audience.
Transitions	Techniques used to move from one scene to another. Including cuts, fades, wipes, dissolves.
Typography	The style of text used to make text clear and readable.
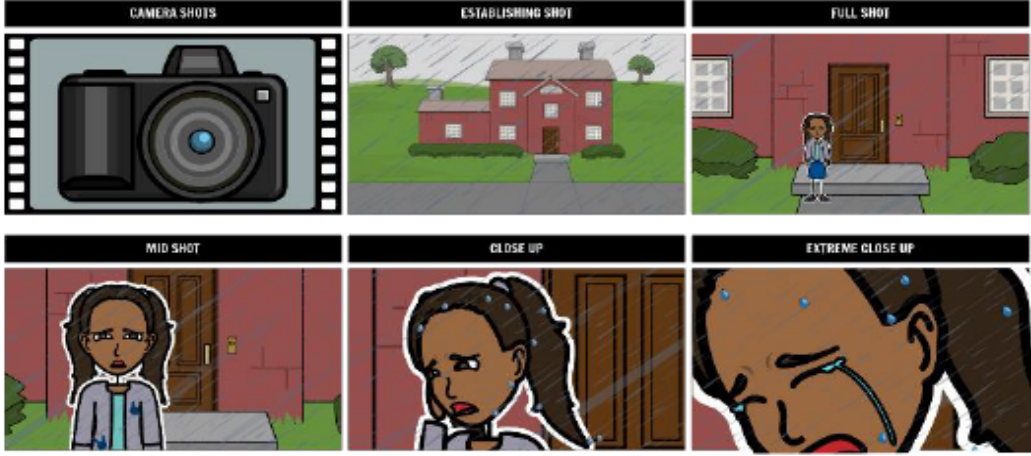
Audio Techniques

Dialogue	Lines spoken by a character or a voice-over.
Genre	The type or style of music used.
Silence	The absence of sound used to set a certain tone.
Sound Effects	A sound other than speech or music.
Vocal intonation	The way in which dialogue is spoken.

Lighting Techniques

Intensity	The amount of brightness used in light to allow viewers to focus on key elements.
Key light	The primary source of light used in a shot.
Positioning	The location of light in a scene. This can be from the front, back or at a 45-degree angle to the subject.

Mise-en-scène Elements

Props	Objects that are visible in a scene to illustrate a story.
Costumes, hair and make-up	The clothing and appearance used to create a character.
Scenery	Location and setting engage an audience in the story which is being told.
Actors	The appearance of characters and the way that they interact with others to portray their image correctly.

Camera Movements

Tilt	Track	Pan	Zoom
Camera remains static but is angled up or down. Can create a feeling of power.	A camera is mounted on a dolly and track and moved along this track during filming.	Camera remains static but is angled sideways to follow a subject or show a location/scene.	Camera remains still but focusses in or out.

Camera Angles

Low Angle	The camera is positioned lower than the subject (focus).	
High Angle	The camera is positioned higher than the subject of the shot.	
Eye Level	The camera is placed at the same level as the characters eyes.	
Tilt shot	The camera is tilted sideways so that the viewpoint is like the viewer is tilting their head.	
Birds Eye	A shot taken from height looking downwards.	
Worm's eye	A shot taken from the ground looking upwards.	

Camera Shots

Long/wide	Shows the whole subject of a shot.
Establishing	A shot with a clear location to set a scene.
Medium/Mid	Shows the actor from waist upwards to emphasise body language and facial expressions.
Close up	A shot of just a face to suggest emotions.
Extreme close up	A shot of a single body part or key important part of a sequence.
Over the shoulder	The camera is placed behind the character to show what the character is seeing.
Two shot	Focussed on two people next to each other.
Point of view	Camera is set up above the characters head to show their point of view.

Purpose of Work Planning

Work plan	A document used to plan and track the progress of a project throughout its development.
Reason 1	Make stages of a project become clear
Reason 2	Book the correct people, equipment, locations, props.
Reason 3	Everyone knows their responsibilities.
Reason 4	Each person knows their role and who they are working with.
Reason 5	Contingency plans can be developed (back-up plans)
Reason 6	Deadlines are made clear to all involved.

Key Terminology

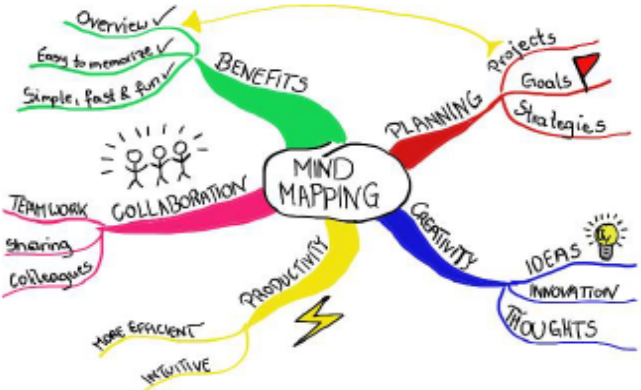|	
Activities	Small actions to be carried out to complete a task.
Resources	Hardware, people and software required to run a project.
Timescales	Th length of time available to complete a project.
Contingencies	"What-if" scenarios that predict potential issues and identify ways to work around them.
Phases	Pre-production, production, and post-production.
Tasks	Larger pieces of work.
Workflow	Activities required in the order they need to be completed.
Milestones	Key parts of in a project which can be used to monitor progress.

Example Work Plan

Poster for new cake shop

		Start Day	Duration
Task	Pre-production		
	Initial meeting with client	1	1
Activity	Mood board	2	1
	Mind map of ideas	4	1
	Visualisation diagram	5	1
	Client meeting	7	1
	Pre-production complete	7	
Task	Production		
	Take photos	8	2
Activity	Edit photos	10	1
	Draft	11	2
	Draft complete	13	1
	Final version	14	1
	Send to printers	16	1
	Printer's proof (check)	17	1
	Printing	18	2
	Project complete	20	

■ Milestone   ■ Contingencies   ■ Duration of activity

Uses of work plans

To manage time effectively and not waste time.	To outline tasks and activities clearly to staff.	To manage resources, so that everything is ready for production.

Advantages of work plans

- People know what is expected of them
- People know when they are needed
- Managers can see an overview of the whole project
- Progress can be tracked and evaluated easily
- Goals and deadlines are defined
- Resources and budgets can be used accurately
- Contingency plans can be made to alleviate stress and wasted time should something not go to plan.

Key Terminology

Mood board	A collection of sample materials, existing products and related items that piece together the style of a document being produced.
Physical	A document which is produced in the real-world. This is tangible (can be touched).
Digital	A document created and stored electronically using a computer.
Mind map	A diagram used to support generation of ideas and organise information. This helps to plan and organise thoughts and ideas for further development.
Node	A shape in a mind map which contains an idea or concept. Can be in either physical or digital.

	Mood board	Mind map
Purpose	• To aid the generation of ideas by collecting a wide range of material that will give a 'feel' for what is desired. • To stimulate creative and innovative approaches.	• To record thoughts and ideas in a structured way. • To develop and show links between different ideas, aspects and processes of a project. • To support the generation of ideas.
Elements	• Images • Colours • Text • Physical materials • Sound & Video	• Central node (Main Theme) • Sub-nodes with connecting lines or branches to different parts. • Text at each sub-node for key-points, ideas, activities, requirements ETC. • Images
Uses	• Starting point in any iMedia project • A place to collect samples, materials and relevant content • As a reminder of possible styling for a production • To share thoughts, ideas and styles among a creative team.	• Any project where there are many ideas • To show connections between parts of a project (where links can be made) • To illustrate all aspects of a project which need to be included in a work plan.
Example		

Key Terminology

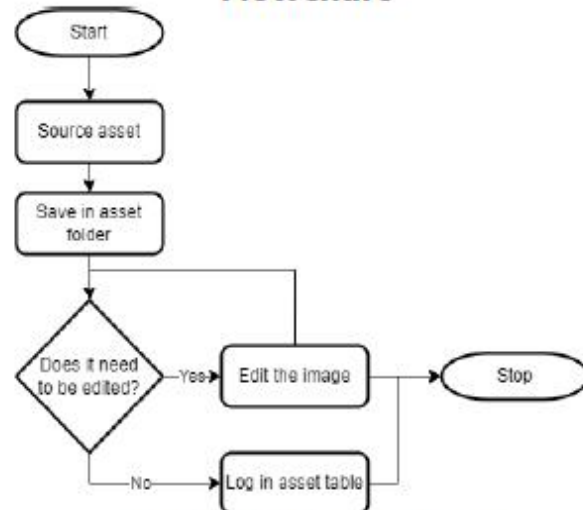|	
Asset Log	A document used to monitor the assets that have been collected from other sources to be used in a digital media product. This will include information about the file name, type, source, copyright holder of any illustrations, photos, diagrams, fonts, videos and sounds which are used.
Flow chart	A diagram which illustrates a process to be followed during a project. It shows how a project flows from one task to another.

	Script	**Storyboard**	**Visualisation Diagram**	**Wireframe layout**
Purpose	• Identify a location locations and actors • To provide dialogue, stage directions for actors and production crews, . • Support a pitch/proposal for an idea • Tell a story for a reader to generate interest.	• Provide a viewer with a visual representation of what the final product will look like along a timeline. • To provide guidance on what scenes to film or create (for production crew). • To provide guidance on how to edit the scenes into a story.	• To plan the layout of a static (non-moving) media product. • To show how a finished media product might look • To provide a graphic designer with enough information to create a product	• To plan the layout and functionality of a dynamic (moving) media product. • To show how a finished media product might look • To provide a graphic designer with enough information to create a product
Elements	• Cover (Title, description, author) • Set/locations • Direction • Names • Dialogue • Camera Shot Types • Camera Movement • Sounds	• Number of scenes • Scene content/action • Timings • Camera shot types: • Camera Angles • Camera movement	• Images & graphics • Logos • Colours • Text • Fonts • Annotations	• Images & graphics • Logos • Colours • Text • Fonts • Annotations • Buttons • Interactive elements • Video • House style
Uses	• Video products • Audio products • Animation products • Computer Games • Screenplay	• Video projects • Digital animation • Comics • Computer games • Multi-media products	• CD/DVD Cover • Posters • Game Scenes • Display Screens • Comic book page layout • Webpage • Magazine	• Websites, • Games • Apps

Examples of documents

Asset Log

Flowchart

Script

Storyboard

Visualisation Diagram

Wireframe layout

Protecting people

Issue	Description	Considerations
Privacy & Permissions	Privacy law is designed to protect people's private lives. Permission should be sought and given by other people if you wish to use their work.	- Filming in a public place is legal, but you cannot control what others do. - Filming on private property requires permission. They may appear to be public but may in fact be owned by an organisation. - Permissions for publishing and commercial use of images taken. Agreements may be required with actors or models using a model release form. - Harassment and invasion of privacy. Footage taken should not invade personal space or people's rights to privacy.
Defamation	A statement which is false and designed to damage the reputation of a person.	Two types of defamation exist: - Libel – False and hurtful comments about people are written and published damaging their reputation. - Slander – Comments which are spoken and designed to expose a person to ridicule or disrespect.
Data protection	Each person has the right to know how their data is stored, used, shared and protected.	- Individuals own any information about them ultimately under the Data Protection Act (DPA) of 2018. - Data protection is a growing concern due to the growth in accessibility and availability of social media. - Owners of data have the right to know about the collection, use and storage of their data. - Companies cannot keep data that is excessive or no-longer required, they must also protect this using appropriate security measures such as encryption.

Protecting intellectual property

Intellectual property	Anything that has been created, like designs, inventions, brand names, and literary works by a person.
Copyright ©	A law which gives creators of media the rights to it. Meaning others cannot use, distribute, or edit it without permission. Watermarks may be used to prevent others from using something without referencing the copyright owner.
Creative Commons	A license which a copyright owner can use to allow others to use, edit and distribute their work. Various levels are available allowing individuals to choose how their work is used by others.
Fair dealing	Copyrighted material can be used for certain research, private study or educational purposes if the source is quoted and referenced.
Patent	A license which gives rights to a creator of an idea, process, or invention so that others cannot copy it.
Trademark	A phrase, words, logo, or symbol which is protected for use by a certain business or organisation. Owners can use the ® symbol after the word or phrase which has been registered and ™ after any unregistered words or phrases.

Regulation, Certification & Classification

Regulation	The rules which are enforced by the law to restrict, develop or shape the way in which media works. There are 2 main regulators: • Advertising Standards Authority (ASA) – who ensure that advertisers follow rules designed to protect viewers. EG protecting children. • The Office for Communications (OFCOM) – who ensure that television, online and radio broadcasts follow a series of rules designed to protect viewers.
Certification & Classification	The process of assigning age ratings to media products to advise which audiences' the product may be appropriate for based upon its content. This is performed by a range of organisations: • British Board of Film Classification (BBFC) – for classification of films, video content in video games, music videos, tv shows, digital content. • Pan European Game Information (PEGI) – for classification of games

Issues affecting certification & classification

BBFC ratings

PEGI ratings

Health & Safety

Mitigation	A measure taken to reduce risk faced by people.
Health & Safety Policy	A document which outlines risks, hazards and ways of dealing with them.
Risk assessment	A document which outlines the risks and hazards in a particular situation (such as working at height) and mitigations which can be put in place to reduce risk.
Training	Ensuring that all workers understand how to keep themselves safe when working
Call sheets	May include health and safety warnings and information
Inspections	Of sites and equipment to ensure that they are safe before use.
First aid/medic	A person who is trained to deal with incidents should they occur.
Recce	A visit to a site to assess risks and identify mitigations before filming takes place.

Common Health & Safety risks

- Heavy equipment
- Set/location
- Spillages
- Trailing cables
- Electrical equipment
- Cables and plug sockets
- Props and costumes
- Weather
- Vehicles
- Heights

Key terminology

Physical Platforms	Methods which require a device to distribute media to another person with. EG: CD, DVD, USB memory stick.
Online Platforms	Media can be distributed without the need for physical devices using methods of downloading content.

Platform advantages

Physical platforms	
User	**Distributor**
• No recurring subscriptions • No need for internet connection to download.	• Better control over who views a product and when

Online platforms	
User	**Distributor**
• Quicker to access media • Better for the environment (less travel/delivery) • Can access updates easily	• Cheaper • Less equipment required • Better for the environment (less waste)

Online Platforms

Platform	Characteristics	Examples
App	Downloadable from an app store and accessed instantly on a device. Frequently updated via the internet.	Mobile phone apps and computer software.
Multimedia	Spaces which are used to make, share, and view content, delivered digitally to an audience.	Podcasts, blogs, many types of content can be included.
Web	Websites have content embedded for its audiences to access combining a range of content. Live content can also be streamed.	Adverts included in a webpage.

Physical Platforms

Platform	Characteristics	Examples
Computer	Used to run video, audio and multimedia products, eBooks and games with or without a network connection.	A cinema may play a film on a computer and connect a projector.
Interactive TV	Streams and downloadable audio and video content. Can be used for gaming.	Disney+, Netflix, BBC iPlayer
Kiosks	A static product that can show interactive content to a user. Can be used with or without a network connection.	A museum may use a tablet device to display information to a customer.
Mobile devices	Content can be downloaded to a device in order to be viewed and interacted with.	Downloading an eBook to a mobile device through an app or as a PDF file.

Physical Media

Platform	Characteristics	Examples
CD/DVD	A small disk which content can be stored (burned) on a distributed to other devices.	Distributing a film via DVD.
Memory Stick	A removable USB device which connects to computers and TVs	Apple TV connects to a TV and can stream content.
Paper Based	The oldest media form. Products are printed and distributed by vehicle to their location.	Magazines being distributed to customers directly or to shops.

Key terminology

Pixel	A small element of colour in an image displayed by a light on a screen/projector.
Resolution	The concentration (amount of pixels in a certain area) of pixels in an image. Measured in DPI and PPI.
DPI	Dots Per Inch. Used to measure the number of dots of ink per inch in a printed image. The standard for printed documents is 300 DPI. Increasing Dots Per Inch
PPI	Pixels Per Inch. Used to measure the number of pixels in each inch of an image. You may have heard of 72 PPI – this is the standard for a computer screen.
Pixel Dimension	The size of each pixel in an image.
Height in inches	*Height in inches* $= Pixel\ Height \div image\ PPI$
Native File Format	File formats which can be viewed and edited using specialist software.
Standard File Format	File formats which are commonly used to view files without the need for specialist software.
Bitmap /Raster image	An image which is formed of pixels. Commonly used for scans, photographs, artworks or illustrations. These images cannot be scaled without damaging their quality.
Vector images	An image which is formed of mathematical shapes and lines to allow an image to be scaled without damaging image quality.

Image file types

	File	Properties	Drawbacks
Native	**.psd**	**(Adobe Photoshop)** • Only useable on graphic design software • Large file containing layers.	• Requires Adobe Photoshop • Large files • Fonts and images need sending
	.afdesign	**(Affinity Designer)** • Editable vector file • Uncompressed & scalable • Used for logos and print media	• Images and fonts must be sent with the file. • Needs to be sent as PDF for sharing and printing.
	.xcf	**(GIMP)** • Uncompressed • Edit and store layers	• GIMP must be installed when shared • Only deals with RGB colour
Standard	**.JPG (JPEG)**	• Lossy raster image • Compression rate can be adjusted • Used for print and digital work.	• Quality lost over time through use.
	.bmp (Bitmap)	• Uncompressed • High quality • Various colour depths used	• Large file size • Does not scale well.
	.png	• Lossless compression • Designed for images online • Many colours • Transparency	• Not supported by all browsers • Large file size after compression. • Most suited to screens, not print
	.gif	• Lossless compression • Small file • Compatible & animatable	• 256 colours available • Image quality low
	.pdf	• High quality • Can be used for print or digital • Compressible • Accessible on many devices	• Has layers when created, not editable • Free to view, not free to edit.

Key terminology

Audio	Sound files which are stored in a computer.
Sample	A piece of data in a sound file
Sample rate	The number of samples which are captured in each second of a recording. Increasing the sample rate increases quality and file size.
Amplitude	Measurement of a sound wave from the middle to its highest or lowest point. Measured in hertz (Hz)
Bit depth	The number of units of data available for each sample. The higher this is the more realistic the playback quality.
Compression	The re-encoding of data so that less bits are used to store it. Usually done to increase speed of transmission.
Lossy	Removes data completely to reduce the size of a file (eg. JPG).
Lossless	Organises data to reduce the size of a file without removing any information (eg. ZIP).

Audio File Types

File format	Compression	Reasons for choosing	Limitations
MP3 (.mp3)	Compressed (lossy)	• Works on most devices • Small file size	• Quality not good enough for professional recording • Sound quality is not always the best
AAC (.aac)	Compressed (lossy)	• Small file size • Suitable for streaming • Better quality than MP3 • Standard for apple devices	• Not compatible with all devices/platforms • Still loses some quality.
Ogg Vorbis (.ogg)	Compressed (lossy)	• Used by Spotify • More efficient and better quality than MP3	• Compression results in some loss of data
FLAC (.flac)	Compressed (lossless)	• Free • Studio quality sound • Compresses to half the size of uncompressed files • No loss of quality	• Larger files sizes than MP3 (up to 6x bigger) • Not supported by some streaming apps
ALAC (.m4a)	Compressed (lossless)	• Supported by iTunes • Converts to other formats without loss of quality	• Compression not as efficient as FLAC • Large file sizes • Compatible with apple devices
WAV (.wav)	Uncompressed	• High quality sound • CDs are encoded as WAV files • Identical copy of original music	• Large file sizes

Properties

Properties	
Uses	DVDs, streamed programmes, social media videos, live streams.
Frame	A still image which makes up part of a video.
Frame rate	The number of frames which are displayed each second. Commonly 30 frames per second (FPS)
Aspect ratio	The height and width in pixels of an image. Computer screens commonly use 16:10 (16 pixels wide for every 10 pixels in height).
Resolution	The concentration of pixels within each frame of an image. Available in SD, HD, UHB, 4K, 8K.
Compression	The re-encoding of data so that less bits are used to store it. Usually done to increase speed of transmission.
Lossy	Removes data completely to reduce the size of a file (eg. JPG).
Lossless	Organises data to reduce the size of a file without removing any information (eg. ZIP).

Resolutions

- **Standard Definition** (SD) – Any resolution below 720 pixels. Lacks depth and detail
- **High Definition** (HD) – Any resolution equal to or above 720 pixels up to 1080 pixels. Many videos are now shot in HD for the web and TV
- **Full HD** (UHD) – 1080 or more pixels is now the industry standard for films and high quality TV programmes.
- **4K** (Ultra HD) – 3800 or more pixels, used by film makers to capture intense colours
- **8K** – 7600 pixels or more, mainly used for green screens or zooming long distances without losing definition

https://www.computerscience.gcse.guru/

Video File Types

File format	Type	Compression	Reasons for choosing	Limitations
MP4	Video & Animation	Compressed (lossy)	• Used on multiple platforms and operating systems • Small file sizes • Standard on the web	• Audio and video can go out of sync • Loss of quality if compressed too much
MOV			• Developed by Apple • Used for editing more than playback	• QuickTime (player) must be installed to view
WMV			• Streaming is possible • Good quality video • High compression	• Available on windows without downloading a player • Not commonly used
AVI		Variable	• Choice of compressed or uncompressed • Good quality	• No direct streaming is possible • Menus and chapters not supported
Animated GIF	Animation	Compressed (lossless)	• Easy to make, small file sizes • Viewable on any device • Compresses without losing much quality • Can be used with web browsers	• For short videos only • Cannot be edited once completed • Images look blocky due to low colour depth.

Contents

TA 1 – Develop visual identity

1.1 Purpose, elements and design of visual identity

TA 2 – Plan digital graphics for products

2.1 Graphic design and conventions

2.2 Properties of digital graphics and use of assets

2.3 Techniques to plan visual identity and digital graphics

TA 3 – Create visual identity and digital graphics

3.1 Tools and techniques of imaging editing software used to create digital graphics

3.2 Technical skills to source, create and prepare assets for use within digital graphics

3.3 Techniques to save and export visual identity and digital graphics

Key Terminology

Visual Identity	The graphical and image-based content used by a brand to represent itself. This can be portrayed through logos, signage, print media.
Purpose	The reason behind how a brand portrays itself to its audience.
Elements	The components that make up the visual identity of a brand, including logos, letter heads, templates, house style, colour themes etc.
Design	The way in which brands create media to portray themselves.
Familiarity	How recognisable a brand is through its media created. This can be achieved through use of colour, logos, typography.
Brand	The way in which an organisation can be recognised
Brand Loyalty	When consumers prefer to spend money on the services and products offered by a certain company which they trust and are familiar with.
Visual Communication	When messages are communicated with customers through the use of graphics. This can involve the use of posters, leaflets, magazine covers, web adverts, infographics, flowcharts, presentations.

Types of Brands

Business	A visual style that is unique to separate it from other brands. Google and Yahoo are examples of business brands.
Product/Service brand	A visual style which represents a product or service offered within a certain business. For example, Google has the following products: • Gmail • YouTube • Google Maps

Components of visual identity

Brand Identity	Non-visual elements including values and principles of a brand and how it is unique to its competition.
Name	The name of a business can help an audience remember what it offers in terms of products or services. They can be descriptive, acronyms, founders names or real words.
Logo	A graphic which represents the organisation or business. Its components may include a picture, emblem, character, letterform or be abstract.
Slogan / Strapline	Something which allows consumers to remember what a brand wants to be associated with. They may use catchphrases, metaphors or alliteration.

Types of Logos

Picture	Emblem
Character	**Letterform**
Abstract	

Elements of visual identity

Graphics	Images shapes or symbols used to represent a brands visual identity. Not only used for logos. Think about the key symbols used on a mobile phone to represent apps.
Typography	The styling of text to represent a brand in a particular way.
Colour palette	A series of colours which are used consistently across a range of graphics used by an organisation. Certain colours convey certain meanings or messages.
Layout and complexity	The methods used to combine graphics, typography and colour to create a media product. The use of sizing and spacing is important here. Considerations include orientation, layering and alignment.
Orientation	The direction of a publication (portrait or landscape).
Layering	The position of certain elements in front of or behind others.
Alignment	The positioning of elements in relation to other elements.

Typography Terminology

Serif fonts	Lettering which includes flicks or strokes attached to the end of letters. Commonly used for print media as they have a traditional appearance. **Seif font example**
Sans serif fonts	Lettering which does not have decorative flicks **Sans Serif example**
Typeface	Families of lettering styles known as fonts. They are grouped into families due to their similar appearance. Each typeface may be slightly different in terms of its weight, width and style. Arial, **Arial Black**, Arial Narrow, **Arial Nova**
Hierarchy	The way in which importance of different text is shown. More important text will often appear larger and bolder. <u>**Heading 1**</u>, **Heading 2**, Body Text
Contrast	Used to portray the importance of a message using colour/styling.
Consistency	Minimising the number of fonts used makes a brand appear to be more professional to its audience.

The meaning of colours

RED	PINK	GREEN	BLACK
Power, strength, energy, heat, love, passion, danger, warning, anger	Happiness, compassion, sweet, playful, immaturity, hope, inspiration, feminine	Earth, growth, freshness, nature, balance, harmony, money, jealousy, envy, guilt	Formal, classic, elegance, power, luxury, protection, death, mystery, evil
ORANGE	PURPLE	BLUE	WHITE
Excitement, confidence, encouragement, health, vitality, extroversion	Royalty, nobility, spirituality, luxury, ambition, mystery, fantasy, moodiness	Peace, tranquility, loyalty, security, trust, inelligence, cold, fear, masculine	Purity, innocence, goodness, fresh, clean, easy, simplicity
YELLOW	BROWN		
Bright, vibrant, youthful, energetic, sunshine, hope, intellect, happiness	Earth, outdoors, longevity, conservative, honest, natural, reliable		

Alignments

Top Left	Top middle	Top right
Middle left	**Middle middle**	**Middle right**
Bottom left	**Bottom middle**	**Bottom right**

Visual identity design style

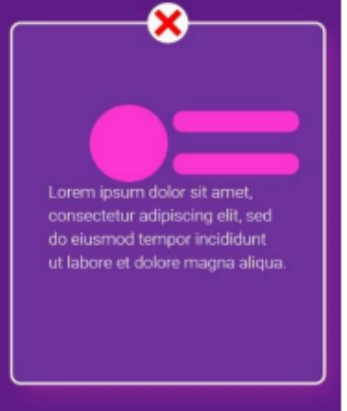|	
Cohesive	All elements of a design style link in with one another and complement each other with a common theme.
Business Type	Affects how a brand wishes to be portrayed. It may want to position itself to stand out from other competitors if it is a new business.
Brand values	Values and principles can be communicated through the branding. This includes what the company stands for and its ethos.
Brand positioning	The target audience that a brand is aiming to capture. There are different categories which exist.

Brand positioning

Economy	Lower priced than others, not always lower quality.
Mid-range	Brands which strike a balance between cost and quality.
High end	Expensive and luxurious high quality products.

Brand Positioning Examples

	Economy	Mid-range	High end
Colour palette	Bright and bold, potentially primary colours	Up to 3 colours which complement each other	Limited to 1 or 2 colours
Typography	May imitate other brands	Unique to the brand and identifiable.	Elegant or instantly recognisable
Layout	Many visual features	Logical layout, inviting to look through/read easily	Few visual features but all relevant when used.
Examples	Aldi, Primark, Lidl	M&S, Adidas, Heinz	Apple, John Lewis

Types of business by category

Health	Food	Shopping
Chemists	Restaurant	Toys
Herbalists	Groceries	Clothing
Therapy	Health Foods	Shoes
	Confectionary	Convenience
	Butcher	Book shop
	Fast Food	
Leisure	**Technology**	**Professional**
Gym	Computer repair	Advertising
Café	Web development	Accountants
Spa	Gaming	Architects
	Social media marketing	Solicitors

Core values examples

Trust	Teamwork
Responsibility	**Ethics**
Innovation	**Excellence**

Key Terminology

Concept	An idea behind how something should work.
Convention	A commonly used standard for producing something.

Concepts of graphic design

Application of visual identity	Designer should ensure that the visual identity and house style of a business or product matches. This can include the use of fonts, colours and layouts.
Alignment	The positioning of items in a document can be used to position content horizontally or vertically, to an edge or centre.
Margins	Used to help align text to certain places in a product.
Typography	The use of various fonts, sizes, types and **_emphasis_** of key words or phrases to engage the audience. This can create a certain feeling or tone.
Colour and colour systems	Used to convey certain meaning about a brand. An example of a colour system is pantone.
Whitespace	Space in a graphic which has no content. This is used to allow users to read easily and interpret the content with ease.

Colour systems

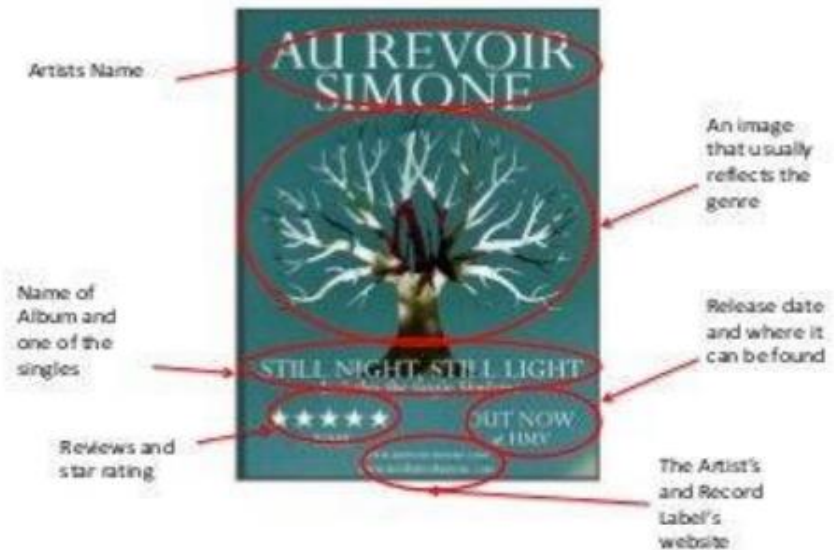|	
Pantone	A colour system used to represent specific colours which can be reproduced regardless of the equipment used to display or print it. Each colour is identified by a unique number.
Natural Colour system	Used to classify colours so that there is an industry standard. Colours are classified as 6 elementary colours (white, black, red, yellow, green, blue). Based on visual appearance.
CMYK	Cyan, Magenta, Yellow, Key (black). Model which works by using white as a background and masking it with varying amounts of the 3 colours. Commonly used in printing.
RGB	Red, Green, Blue. A system used to create all other colours using a value for each of the 3 colours. Each value is on a scale between 0 & 255 where 0 means no colour and 255 means maximum intensity.

Layout conventions

Title	Name of a publication, article, or product.
Masthead	Title of a publication or a logo.
Headline	Short hook aimed at engaging the audience.
Copy	Written elements of a graphical product.
Image content	Photos, graphics or diagrams used to add information or interest
Additional information	May include information about a source but provides information about alternative information sources.

Conventions apply to

- CD, DVD, Blu-Ray covers
- Games covers
- Leaflets & posters
- Magazine covers
- Book covers
- Multimedia products, web images, graphics
- Packaging

Magazine conventions

Masthead
Magazine header bar
Selling line
Dominant image
Main cover line
Cover lines
Sub image Screamer
Price Barcode Dateline Website
Skylines

DVD cover conventions

Artists Name
An image that usually reflects the genre
Name of Album and one of the singles
Release date and where it can be found
Reviews and star rating
The Artist's and Record Label's website

Key Terminology

Bitmap/raster	An image which is formed of pixels which each have a colour. These images cannot be scaled without damaging their quality.
Vector	An image which is formed of shapes and lines represented as mathematical formulae. These images can be scaled without damaging their quality.

Properties of bitmap images

Colour depth	The number of colours which can be used in an image depends on the number of bits used to represent each pixel.
Colour mode	The colour system used to represent the colours (EG CMYK or RGB).
Compression settings	Methods which are used to reduce the amount of storage space required to store a file. This can either be lossy or lossless.
Overall quality	Pixelation is an issue encountered when an image is displayed too big, the pixels become visible and the image unclear.
Transparency	Parts of a graphic which are see-though displaying the content behind it.

Bit-depth	Number of colours
1	2
2	4
4	16
8	256
16	65,536

Properties of vector images

Compatibility	Specialist software is required to edit vector images making vector images less compatible than bitmap images.
File size	Often these are comparatively small as less information needs to be stored typically
Scalability	Vector images are often scalable (can be enlarged without becoming pixelated). Which is useful when needing to display or print on a large canvas (EG a sign or billboard).

Bitmap VS vector images

Licenses and permissions to use assets
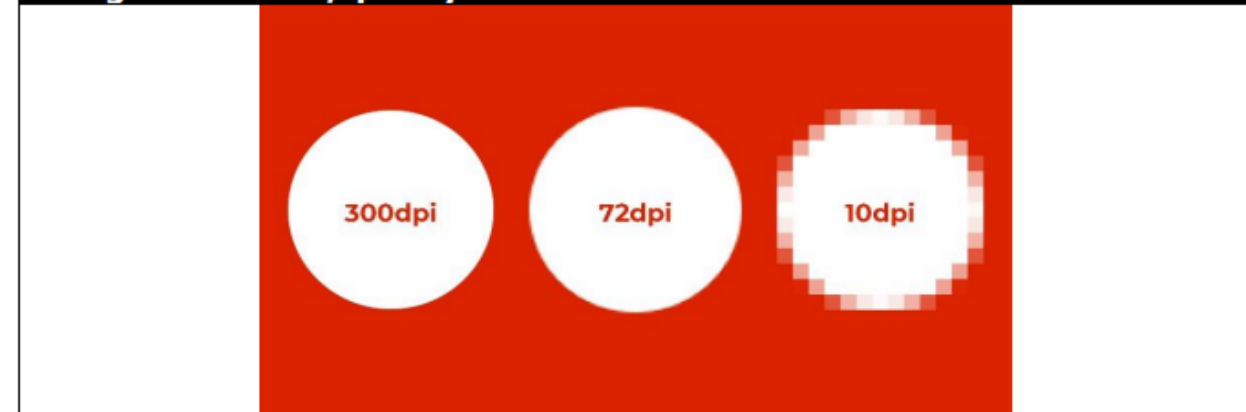
Client images	A designer may choose to take their own photographs or use ones provided by the client. The designer would retain all rights to these images.
Internet Images	Images can be sourced online using search engines to locate suitable images. Careful attention must be paid to who the copyright owner is and what permissions are granted to any users.
Stock library images	Banks of images online which may be royalty free or involve payment of a fee in order to be used.
Rights managed	An owner of an image places restrictions on the use of graphics they own, including the locations they can be used in number of times the image can be used and how long it can be used for.
Royalty Free	A license whereby once a person has purchased an image they own the rights and can use for whatever purpose. They may still come with some restrictions such as for non-commercial use only or limiting the number of times an image can be printed/used.

Online image properties

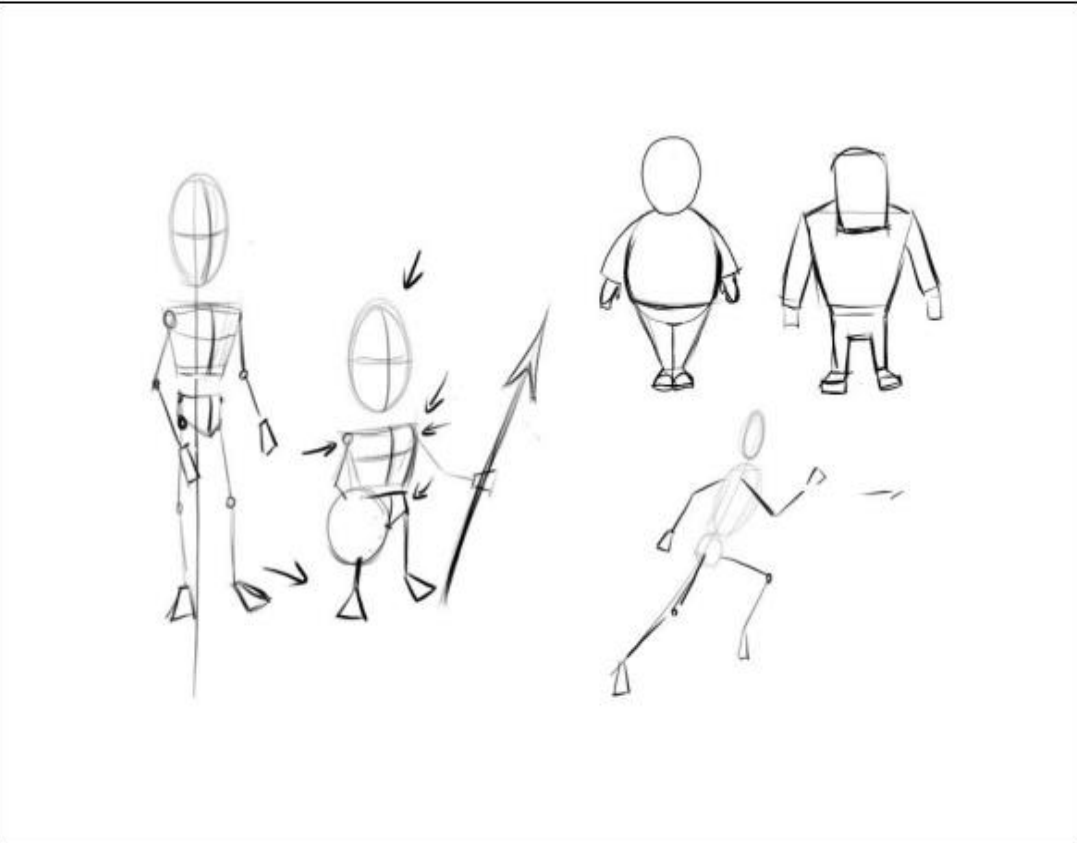|	
Size	The height and width in pixels. If images are required of a certain size then this can be specified in a search engine.
Image type	The file type can be applied to filter out clip art, vectors and GIF images. This aids a designer in locating suitable graphics.
License type	Copyright or creative commons licensing may be attached to an image.
Logos	Client owned logos can be used without permission, but if a designer wishes to use a logo owned by another company they must seek permission.

Protecting intellectual property

Intellectual property	Anything that has been created, like designs, inventions, brand names, and literary works by a person.
Copyright ©	A law which gives creators of media the rights to it. Meaning others cannot use, distribute, or edit it without permission. Watermarks may be used to prevent others from using something without referencing the copyright owner.
Creative Commons	A license which a copyright owner can use to allow others to use, edit and distribute their work. Various levels are available allowing individuals to choose how their work is used by others.
Fair dealing	Copyrighted material can be used for certain research, private study or educational purposes if the source is quoted and referenced.
Patent	A license which gives rights to a creator of an idea, process, or invention so that others cannot copy it.
Trademark	A phrase, words, logo, or symbol which is protected for use by a certain business or organisation. Owners can use the ® symbol after the word or phrase which has been registered and ™ after any unregistered words or phrases.

Image resolution/quality

Key Terminology

Mood board	A collection of sample materials, existing products and related items that piece together the style of a document being produced.
Physical	A document which is produced in the real-world. This is tangible (can be touched).
Digital	A document created and stored electronically using a computer.
Mind map	A diagram used to support generation of ideas and organise information. This helps to plan and organise thoughts and ideas for further development.
Node	A shape in a mind map which contains an idea or concept. Can be in either physical or digital.

	Mood board	Mind map
Purpose	• To aid the generation of ideas by collecting a wide range of material that will give a 'feel' for what is desired. • To stimulate creative and innovative approaches.	• To record thoughts and ideas in a structured way. • To develop and show links between different ideas, aspects and processes of a project. • To support the generation of ideas.
Elements	• Images • Colours • Text • Physical materials • Sound & Video	• Central node (Main Theme) • Sub-nodes with connecting lines or branches to different parts. • Text at each sub-node for key-points, ideas, activities, requirements ETC. • Images
Uses	• Starting point in any iMedia project • A place to collect samples, materials and relevant content • As a reminder of possible styling for a production • To share thoughts, ideas and styles among a creative team.	• Any project where there are many ideas • To show connections between parts of a project (where links can be made) • To illustrate all aspects of a project which need to be included in a work plan.
Example		

	Visualisation Diagram	**Concept Sketch**
Purpose	• To plan the layout of a static (non-moving) media product. • To show how a finished media product might look • To provide a graphic designer with enough information to create a product	• To show what products or designs may look like.
Elements	• Images & graphics • Logos • Colours • Text • Fonts • Annotations	• Key features of a graphics design • Illustrations • Logos
Example		

Visualisation Diagram example annotations:

Navigation bar — Buttons for links to other pages. Black text on white

Company name — White writing, out of a pink background

Search bar for looking for different parts of the site

Pictures advertising holidays/ attractions

Big bold Logo (white on purple / pink background)

Contact details

Link to customers booking

Slogan

Key Terminology

Editing software	The program used on a computer to edit images. Such as GIMP, Adobe Photoshop, Paint Shop Pro or Photopea.
Image/Canvas Size	The dimensions of an image, usually measured in pixels or physical measurements such as cm, mm or inches.
Resolution	The number of pixels per inch (PPI) within an image. Typically, 72 PPI is used for digital applications such as a website, and 300 PPI for print media such as posters.
Layout tools	Tools used to help a designer ensure that the shape or style is followed. These include grids, guides and rulers.
Drawing tools	Tools used to add elements to an image, including shapes, colour fills, gradients,
Selection tools	Tools used to select parts of an image.
Layering tools	Tools used to place certain elements of an image in front of or behind other elements.
Anti-aliasing	A property which ensures lines produced are smooth in appearance.

Adjustments to images

Tools used to change the appearance of an image.	
Brightness	The amount of light that is shown in an image. This can make certain elements in an image stand out more than others.
Contrast	The difference between the maximum and minimum intensities of pixels in an image, making light areas appear lighter and darker images appear darker.
Colour levels	Represents the lightest and darkest tones in an image allowing a designer to manipulate these colours individually.
Colour balance	Used to correct colour within images, it can be used to make certain colours stand out against others.
Hue	The colour used in an image which can be swapped for another.
Saturation	The intensity of a colour in an image.

Layout tools

Tools used to align content in an image.	
Grids	A tool which separates a canvas into equal sized portions which can be used to lay content out evenly. Objects can be snapped to certain parts of a grid.
Guides	Guidelines defined by a user to allow elements to be aligned to certain places.
Rulers	A tool used to ensure that assets are correct in comparison to the canvas or page size. The size and angle of a ruler can be changed from its origin point (centre).

Drawing tools

Tools used to create and edit graphics.	
Shapes	Shapes can be added to a canvas to be combined to make other shapes or make parts of a graphic stand out.
Colour fill	A background colour for a shape.
Gradient	A background fill which may vary in colour and help to contrast with other assets in a graphic.
Opacity	The amount of transparency within a shape or image.

Selection tools

Tools used to select areas of an image before manipulation.	
Shape	Using a shape to select an area of an image, typically a rectangle but other shapes can be used.
Colour	Selecting areas of an image based on their colour. Commonly known as the magic want tools.
Edge contrast	A tool which can be used to select where colours contrast. Otherwise known as the lasso.

Layering styles

Tools used to apply an effect to a certain layer.	
Drop shadow	Used to make an asset appear to have depth and separate it from a background.
Glow	Used to highlight the edges of an element in an image in a different colour.
Bevel and emboss	Used to make an asset appear as if it is raised or depressed. Creates a 3D effect.
Colour overlay	Used to apply a tint of colour to a layer of an image.
Gradient overlay	Applies a gradient of colour over a layer.
Pattern overlay	Used to apply a pattern over a certain layer.

Retouching tools

Tools used to change the appearance of and improve existing images.	
Pencil	A tool used to draw lines on a canvas, this uses no anti-aliasing techniques and so lines may appear jagged.
Brush	A tool used to draw lines on a canvas using anti-aliasing techniques giving a smooth appearance. The hardness of a brush can be changed allowing for softer edges.
Cloning tool	A tool used to recreate a selected part of an image in another area.
Healing	A tool which can be used to remove imperfections in a texture from an image.
Blur	A tool used to give focus to key elements of an image.
Colour Swatches	A tool used to display a series of colours which are used regularly by a graphic designer.
Colour picker	Also known as the eyedropper. This tool is used to copy a colour from one part of an image to be re-used elsewhere in an image.

Filters and effects

Tools used to adjust the look and feel of a graphic with minimal effort.

Examples of filters include:
- Greyscale (monochrome)
- Wind effects
- Increasing the levels of a certain colour (Hue & Saturation)
- Sharpening an image
- Softening an image
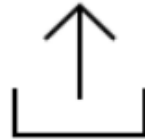- Applying a vignette to provide focus within a graphic

Typography Terminology

Serif fonts	Lettering which includes flicks or strokes attached to the end of letters. Commonly used for print media as they have a traditional appearance. **Seif font example**
Sans serif fonts	Lettering which does not have decorative flicks **Sans Serif example**
Typeface	Families of lettering styles known as fonts. They are grouped into families due to their similar appearance. Each typeface may be slightly different in terms of its weight, width and style. **Arial, Arial Black**, Arial Narrow, **Arial Nova**
Hierarchy	The way in which importance of different text is shown. More important text will often appear larger and bolder. **Heading 1**, **Heading 2**, Body Text
Contrast	Used to portray the importance of a message using colour/styling.
Consistency	Minimising the number of fonts used makes a brand appear to be more professional to its audience.

Key Terminology

Sourcing	Locating a resource using a variety of techniques.
Creating	The process of making something from scratch to be given to a client. This could also involve the modification of a sourced asset.
Modifying	When a designer takes an asset and changes its appearance using tools and techniques found in specialist software.
Rasterization	A modification technique that converts a vector graphic into a bitmap graphic so that it can be used.
Resampling	A modification technique used to change the PPI value of an asset for it to be used for print or digital use.
Storing	The process of saving a digital file in a device in an organised fashion.

Saving & Exporting
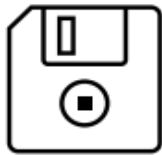
Saving	Exporting
An appropriate file type should be chosen to save an editable file which may need to be returned to for further modification.	When a graphic has been completed, the final version will be exported using an appropriate file type for its application. Factors to be considered when choosing a file type would include: • A required PPI value • Required dimensions • Client requirements (print vs digital)

Further information about file types can be found on 100% sheet R093 – 4.2

Methods of sourcing assets

- Using a stock library – remember to check the license
- Sourcing from the client
- Create from scratch
- Take images using a camera
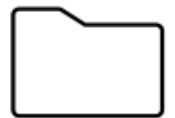- Using advanced search tools on a search engine.

File naming conventions

File naming conventions are used to allow a designer or team of designers to find and locate files easily and control versions of a product. Version numbers or dates may be used to achieve this

Example:
- Either
  - Ice_cream_advert_storyboard_Ver_1.pdf
  - Ice_cream_advert_storyboard_Ver_2.pdf
  - Ice_cream_advert_storyboard_Ver_3.pdf
  - Ice_cream_advert_storyboard_FINAL.pdf

- Or
  - Ice_cream_advert_storyboard_21-01-19.pdf
  - Ice_cream_advert_storyboard_21-01-23.pdf
  - Ice_cream_advert_storyboard_21-02-19.pdf
  - Ice_cream_advert_storyboard_21-02-25-FINAL.pdf

Folders may be used to split files into the following categories:

Original images   **Edited images**   **Final versions**

Contents

TA 1 – Plan interactive digital media

1.1 Types of interactive digital media, content and associated hardware

1.2 Features and conventions of interactive digital media

1.3 Resources required to create interactive digital media products

1.4 Pre-production and planning documentation and techniques for interactive digital media

TA 2 – Create interactive digital media

2.1 Technical skills to create and/or edit and manage assets for use within interactive digital media products

2.2 Technical skills to create interactive digital media

2.3 Techniques to save and export/publish interactive digital media

TA 3 – Review interactive digital media

3.1 Techniques to test/check and review interactive digital media

3.2 Improvements and further developments

PLANNING INTERACTIVE PRODUCTS

Purpose of a **Mood board**:
Used to generate ideas for the look, colour and styles for a project
Used to 'get a feel' for a project
Used by the designers of a project

Content of a **Mood board**:
- Images
- Logos
- Colours
- Text/fonts/styles/keywords
- Textures, fabrics and other materials
- Digital mood board may have sounds and video clips
- Annotations/labels

Purpose of a **Mind map**:
Generate ideas quickly
Develop and show links between different thoughts and ideas

Content of a **Mind map**:
- Central node with a main theme
- **Nodes** and **sub-nodes**
- Interconnecting lines and branches to link ideas together
- Text
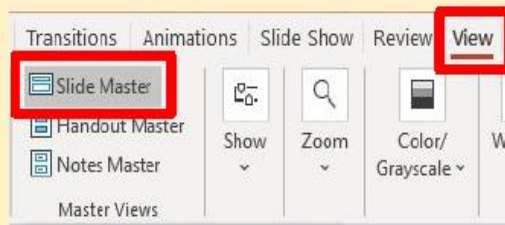- May include Images

Purpose of a **wireframe diagram**:
Plan the layout of a product to identify the layout and the assets which will be used.
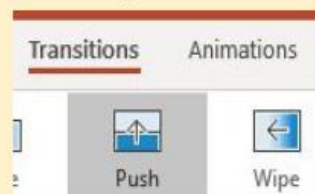
Content of a **Visualisation Diagram**:
- Image/Movie frames
- Colour/colour schemes
- Text headings, text lines
- Layout/position
- Interactivity
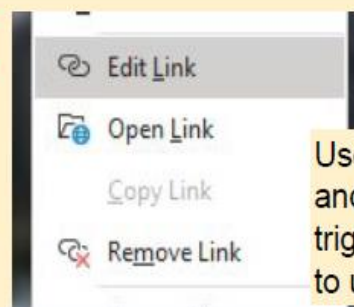- Annotations and labels providing **more** details
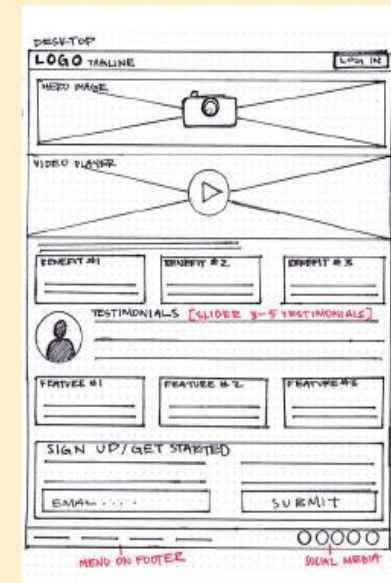
ADDING INTERACTIVE ELEMENTS

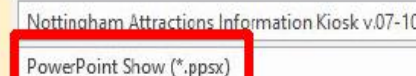Use **Master Slides** to prepare background and font styles.

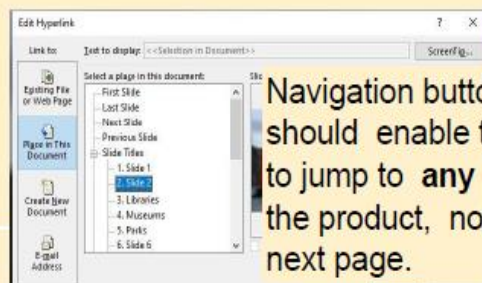Use hyperlinks and/or animation triggers to interact to user inputs.

Maintain a **consistent** theme throughout the multimedia product with master slides.
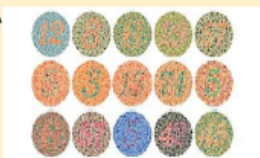
Include video and audio

Navigation buttons should enable the user to jump to **any** part of the product, not just the next page.

Use transitions and animations

Export the final product as a suitable file type.

Nottingham Attractions Information Kiosk v.07-10

PowerPoint Show (*.ppsx)

DESIGN PRINCIPLES

Dyslexic Friendly Font

Accessibility – Making the product easier to use with Language options, colours, readable fonts, icons.

Example – Tesco - website

Tesco: use logos on everything.

Colours are: Blue, red and white.

Slogan is: Every little helps.

House styles - The common layout, colours and fonts. Is the same across mediums so audience recognise the bbrand.

Graphical User Interface – how the user interacts with the visual layout, must make it as easy to use as possible.

Layout – where multimedia elements are positioned. Users are used to seeing familiar layouts of products.
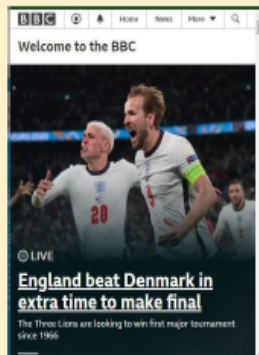
For example: logos on websites in the top left that go to the homepage.

Colour scheme – This should suit the purpose for the audience and the product. The house style will often feature a colour scheme.

For example: green colours for a natural theme.

INTERACTIVE MULTIMEDIA PRODUCTS

Websites: available on many platforms. Users can interact with touch screens, computer mice and voice commands.

Information Kiosks: available in real life locations. Accessibility must be considered so a wide audience can use it.

Mobile Apps: available on smartphones and tablets. Touch screens needed but some will also use voice commands.


E-Learning Apps: available on many platforms. So will use the same inputs as websites or mobile apps.

Video games: available on many platforms, some of which are designed for them with their own peripheral. GUIs not always similar.

House Style:
A house style includes a consistent use of fonts, colour scheme and a logo. Through the consistent use, the audience will be able to recognise the brand.
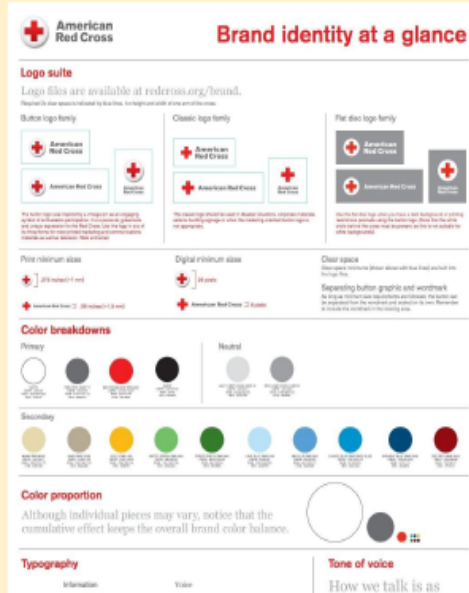

Colour Scheme:
The colour scheme not only has to meet the purpose of the product but also meet the expectations of the target audience. So a product aimed at a young audience will have many bright colours and one aimed at an older audience may use 3 dark colours and 2 bright colours.

Graphical User Interface (GUI):
This is how the user interacts with the interactive multimedia product. A GUI uses Windows, Icons, Menus and the mouse pointer to help the user navigate around the layout. It is important that users find it easy to understand. For example: making a button look like something that should be clicked.

Layout:
This is how the multimedia elements are positioned, there are typical locations that users will expect content to be. For example, navigation will be on one side of the screen rather than be in the centre where content will appear. You need to keep a consistent layout throughout your product with a slide master.
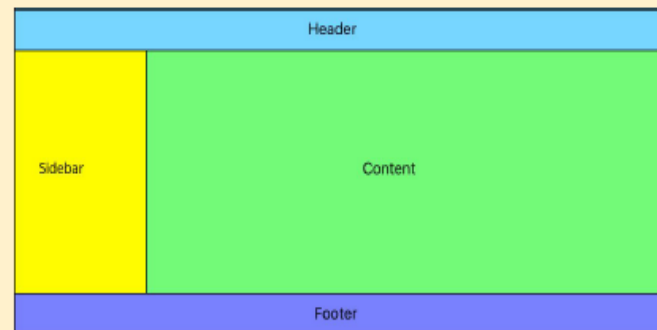
Accessibility:
This is about making interactive multimedia products usable by everyone, regardless of ability.
If your audience is from a different country, you will need to add language options or use images instead of text

If the product is using a large touchscreen, will your audience be able to touch all parts of the touchscreen? If not then your product may need an additional touchpad to allow all users to access the full product.

An older audience may have issues with reading meaning that the font size will have to be bigger so they can read it more easily.