

LO1 - Investigating graphics

There are two rows to this Learning Objective

Digital graphics:

1. how and why are digital graphics used?
2. the file types used for digital graphics

The properties of digital graphics:

3. the link between the properties of graphics and their use
4. how different audiences and purpose influence the design and layout of graphics

MB3: 7–9 marks

Produces a summary of how and why digital graphics are used, demonstrating a **thorough** understanding of the purpose of digital graphics.

Identifies a wide range of file types and formats, which are **consistently** appropriate to digital graphics.

How = types of product:

- CD/DVD covers
- Magazine covers
- Adverts
- Web graphics
- etc...

Why = purpose:

- to entertain
- to advertise (persuade?)
- to promote
- to educate
- to inform

Wide range = 5 or more

- JPG
- GIF
- TIFF
- PNG
- PSD (Photoshop)
- PDF
- Bitmap/Vector

Just graphics files (image files) - think print use, web use etc...

MB3: 8–9 marks

Demonstrates a **thorough** understanding of the connection between the properties of digital graphics and their suitability for use.

Demonstrates a **thorough** understanding of how different purposes and audiences influence the design and layout of digital graphics.

Properties:

- image size (pixels/mm)
- pixels per inch (image resolution)
- image quality
- compression settings (compressed = lower file size, but lower print quality)

Suitability for use:

- web
- commercial printer

Design and Layout:

- colours
- composition (layout)
- white space
- styles

Forward looking: “if I was going to produce...”

Audiences:

- age
- gender
- culture