

The Five Purposes of Digital Graphics

Why we use digital graphics

Digital graphics are made for a variety of different purposes. There are five basic reasons that you need to know about.

- to educate
- to inform
- to promote
- to advertise
- to entertain

1. To educate:

Graphics can be used to educate people. The graphics included in school textbooks are one example of this and books and magazines can also be educational. Posters might be used to educate in schools or included in magazines for children to pull out. You might remember posters from your primary school. Graphics used on websites might also be aiming to educate users.

Education isn't just for school children. Adults can also be educated using graphics. This can range from graphics that help them learn new skills to the health and safety posters in workplaces which might educate them about how to behave.

2. To inform

Graphics combining text and images can be used to give a direct message. These graphics might include signs and posters which direct people around a building, or might be used to tell people what to do or not to do in certain situations (for example, hazard warnings or safety warning signs).

Leaflets are sometimes used to pass on information, perhaps at an event or ones designed to tell you about a place. If these are designed well they can be more attractive and effective at informing readers.

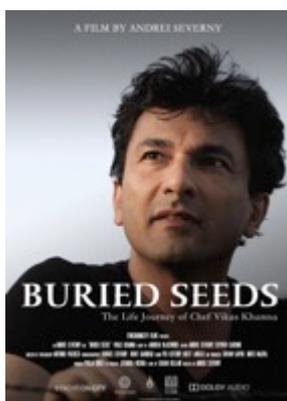
3. To promote

Digital graphics can be used to promote a product or service. Film posters, for example, promote new movies. Two examples, one modern and one from the 1940s, are shown to the left. They both keep to certain sets of rules – there are things that movie posters always have in them. Graphics can be used to promote places or events as well. These could be posters, flyers, billboards or online graphics.

Websites might use promotions to promote sales or special offers and to attract new clients.

It's useful to use images of actual graphic products which have been produced. You can use photographs you've taken if necessary.

The five subheadings come straight from the syllabus. It would make sense to include all five in your work for LO1. But don't forget that you only need to produce a summary – there's no need to write pages of material.



4. To advertise

Businesses use adverts to promote their products or services. Adverts are often found in magazines or newspapers as well as online. An advert may be for a specific product or event or may be used to raise the profile of the business or organisation so that people think know about it. Adverts can also be used to promote particular events or deals - for example, a sale or a special offer.



The difference between advertising and promotion isn't really very clear. They are essentially the same thing, but technically advertising is about raising the profile of a brand and promotion deals with pushing the details of an event to clients.

Sometimes adverts can be really simple, with only a small amount of information on them. These are about raising the profile of the brand rather than promoting a specific item for sale.

5. To entertain

Digital graphics can simply be produce to entertain people. Magazines or books are often designed to entertain and graphics such as magazine or book covers can fall into this purpose.

Comic strips, which can be online or in books, are another good example of this. The graphics included in multimedia or game products are also obvious examples of graphics designed to entertain.

Part of entertaining can be to grab the attention of potential readers so that they are more likely to think about buying the product.



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