

How we use Digital Graphics

The key thing about this definition is that we're talking about graphics which combine text and images. Not just one or the other.

Example images to show the types of uses you're talking about are a good idea in your LO1 write-up. But try and make sure they are from the **media sector**.

LPs are records – the old, vinyl ones that someone you know who is old might remember.

What is a Digital Graphic?

Digital graphics combine text and images to produce a graphic product which can be used for a specific purpose.

By using both writing and images they can present an idea or a message in an eye-catching and effective way. They can be printed or used onscreen.

Although digital graphics can be used for lots of different purposes, you need to concentrate on particular examples. These are from the media sector.

The Uses of Digital Graphics

I'm going to cover six possible uses for digital graphics. The syllabus uses slightly different subheadings.

1. CD, DVD or LP covers:

The packaging of these items needs to promote the style of the product effectively. In many cases they will be eye-catching and include certain pieces of information: for example, a cover for a music product, the names of the artist and of the product, the songs included on it, the name of the publisher etc...

The details included on a film or computer game cover will be different, but there will always be certain things that will be included.

You could research the sorts of information that will always be included on products like these.

The style of the product will depend on the audience. A computer game aimed at primary school children will look very different to one aimed at adults.



2. Adverts:

Adverts of different sizes are used in print products – for example, in newspapers or magazines. They are also used on posters or billboards and can be used on the sides of vehicles such as vans, trucks or buses. Adverts are also used online. The same advert can be used both in print and onscreen. Onscreen adverts can be animated, partly to be eye-catching and partly to make better use of the space. You won't need to produce these.

3. Magazines:

Magazine covers use text and images to attract readers and to highlight what the key features in the issue are. Almost all magazine covers include certain pieces of information. The layout will aim to attract readers. The style of the cover will depend on who the audience is.

The inside pages of magazines will also feature digital graphics.

4. Books:

Book covers combine text and images and are another example of a digital graphic. They almost always include particular pieces of information (author, publisher, title, ISBN etc...).

The style of the cover will be influenced by the audience for the book and the genre of the book - a child's story book will look very different to a non-fiction book for university students, but both will still need to include some of the same information.

The inside pages of some books also use digital graphics. For example, the diagrams included in text books often combine text and images, while comic books are almost totally made up of digital graphics.

5. Website images

Graphics are used on websites to make them attractive and to help readers understand what the page is telling them about. Graphics can include banners at the top of pages, photographs or other images as well as icons to make it clear that a hyperlink will open a sound or movie file.

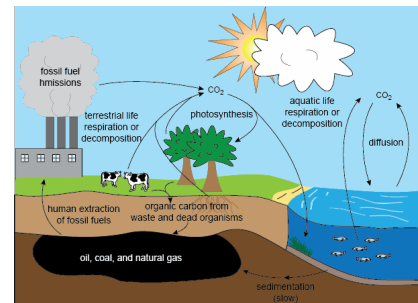
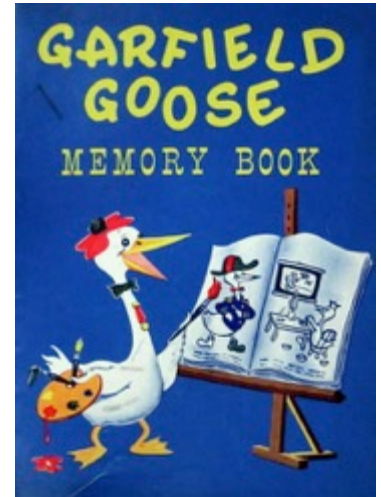
Smaller, **thumbnail** images are often used in page galleries to show a smaller preview of an image.

6. Multimedia products and computer games

These often include graphics. For example, the title screens, menu screens or closing credits can combine text and images effectively. In animated products a large amount of digital graphics are involved, although this sort of graphic is not part of this unit.

Avoid talking too much about these products in your work for this unit.

Magazine covers usually include a large image, a title and some hints as to what might be inside the issue.



Multimedia products include the special effects used in movies, educational resources which combine text, sound and images and computer simulations.

How to reference this sheet:

To avoid running into problems with plagiarism you need to reference where you get information from unless you're confident that you're putting the information 100% in your own words.

This sheet can be referenced as:

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