

Year 10 iMedia

March 2021 Catch Up Pack

Digital Graphics Coursework – Planning

This is a portfolio unit. It counts for marks towards your final grade.

You need to complete these jobs:

1. client needs
2. audience needs
3. mind map
4. mood board
5. legal requirements

Work that will be completed in school:

- visualisation diagram
- assets and resources identification
- work plan

These pieces of work make up the whole of Learning Objective 2 (planning).

You should already have completed Learning Object 1 (background and research) in class.

1. Client needs

This is the project brief for your portfolio.

Scenario for the assignment

New book cover

A book publisher requires a cover jacket for a new fiction book. The storyline of the book is based on a mission to the planet Saturn in our own solar system.

Title: Saturn Explorer
Author: Carotin Jacob
Genre: Science fiction
Publisher: 2020 World

The cover jacket will wrap around the front and back of the book. The dimensions of the cover jacket to include front, back and spine are:

Width: 12.0 inches (305mm) based on the front cover alone being 5.5 inches with a 1 inch spine

Height: 8.5 inches (216 mm)

A single piece of digital graphic artwork should be produced for the front, back and spine, which will need to be print quality. A second version of the cover jacket will be needed for the publisher website and online book retailers. The graphic should be resized to 500 pixels in height and saved as a separate file. The website version can be for the entire front/back artwork or just the front cover but must be 500 pixels high whichever approach you take. The target audience for the book will be quite broad but you can select a more specific audience group in your planning and explain why the content will appeal to them.

Job 1: Read the project brief

Job 2: Write about what the client wants you to produce

Try to include some ideas about what your book cover will include and how you will lay it out.

This is an example of the minimum length you need to aim for:

I have been asked to create a digital graphic to promote the international film festival held in the small city of Glasgow for the first time. The festival will last three days and will be held in the park and central square. The films played will be for all ages and will be from all over the world. The promotional poster must be saved as a high quality file and of A3 using. I must also create a low resolution version suitable for use on a website with a width of 300 pixels.

- The client brief specified that the poster needs to be low resolution on A3 paper so I will set my Photoshop page to A3 with a DPI of 300.
- The web version must be 300 pixels wide and because of this, will need to be 72dpi.
- The brief also states that the festival will be held in the park and central square so I will create a map to show these places.
- I will also clearly state that the festival will show movies from all over the world and is suitable for all ages as this is a big attraction for the festival. This means that the poster must appeal to all ages and cultures.
- I think this means that the poster should be both old fashioned and modern. Maybe I could split the poster into two halves, one with an old fashioned retro movie theme and the other more modern?

2. Audience needs

You can say who is going to read the book. This is the audience for the book cover.

Job 1: Decide who the audience is going to be for the book cover.

Job 2: Write about the audience needs. You need to take into account things like:

- the age of the audience
- the gender of the audience
- the reading ability of the audience
- the background of the audience, including the language they speak and what they might know about the subject of the book

Job 3: Write about how the audience will change the style and layout of your book cover.

This is an example of the minimum length you need to aim for:

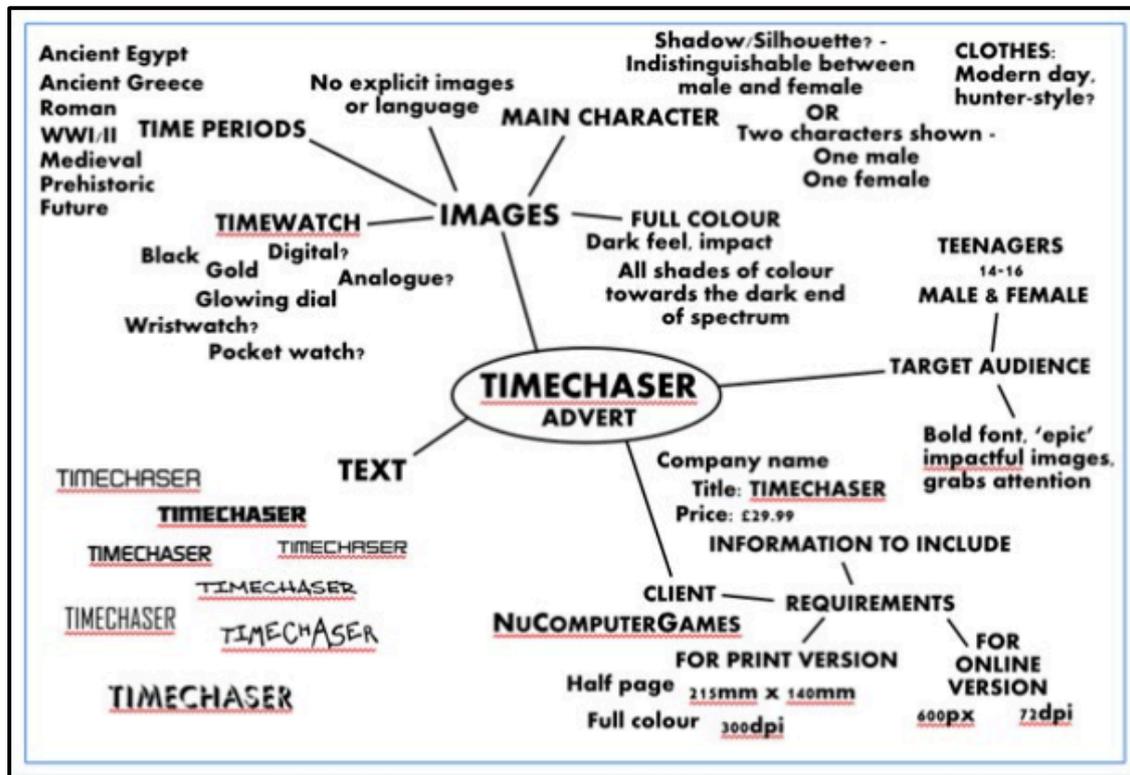
There are two considerations for my target audience. Firstly who it is and secondly, what they will want from the advertisement. The target audience for this game is 14-18 year olds as I've set the PEGI age rating to at 12 and not 16 as 14 year olds can play it. I will put this rating on the front of my graphics to show the age rating. The advert must be readable and eye catching to teenagers that are over 12 years old but typically 14-18 year olds. The demographics of my audience suggest they will not be working and so will not have a lot of money. That's probably why the game price is only 29.99, since it is less than a lot of other games at the moment. Parents of teenagers are likely to buy the game for their kids. That means the target audience is really the teenage game players and parents who might be buying it. The advert should appeal to both players and buyers.

I also need to discuss the requirements of my target audience. Firstly those who have never heard of the game – they will want to know who the games company is and what platforms it will work on. Fans of the games company will want to know more about the new release so would want to know where to get more information. The brief only mentions the Nuccomputer games company but really their website should be on the advert. This will enable the audience to go find out more about the new game. The audience will also want to know more about the game eg the game objectives and game play. They won't find this from the advert if just reading the brief. So the advert should have more about the game such as reviews, and where to find videos of the game play. If the audience is interested in the game then they will want to know much more but this information is not included. I will have to try and put some extra information on the advert to make sure it meets the target audience requirements. A minimum would be a web link to get more information.

3. Mind Map

Job: Produce a mind map to summarise your ideas for the book cover.

Here's an example of the sorts of things you might include:



Make sure that your mind map relates to your project.

5. Legal requirements

You need to write a section about how you will deal with copyright, trademarks and intellectual property rights when you make your book cover.

The things you need to know about are summarised on the next page.

Job: Write the section.

This is an example of the minimum length you need to aim for:

Copyright- The copyright law is to protect someone else's ideas from being copied by someone else legally. Copyright is a legal right created by the law of a country that allows the creator to choose what happens to what they have created and has full custody over it.

Trademark- Trademark is a logo or an amount of text that represents a business or a company.

Images and assets are protected by copyright to stop people trying to steal it and copy it. It lasts for 70 years from the death of the author and applies to artists, literary and music works.

I can use copyright protected images because I am in school and it is alright for educational use. If it was a commercial product I couldn't use them as I could get into trouble. Because I am using it for educational purposes it makes it okay as there is an exception in copyright law.

Images and the Law

Every image on the internet is owned by someone - even if it doesn't say so on the webpage. This means that you can't just use anything you find.

This is all to do with copyright.

What is copyright?

If something is copyrighted, it means that it belongs to someone and you can't just use it without permission. The © is the copyright symbol. But even if the image doesn't have a © by it, it's still copyright.

Assume that everything belongs to someone unless it says you can use it.

Why is copyright important?

If someone uses an image without permission they can be fined. Fines of thousands of pounds for using copyrighted images are common. This is particularly important for commercial products - DVD covers, magazines, book covers etc...

How to work around copyright

There are ways to work around copyright and find images that you are allowed to use.

- Some images are Public Domain. This means you can use them in any way you want. You don't need to do anything.
- Some images are Creative Commons. This means there are some conditions about how you can use the image - for example, you may need to attribute the work. Some images are only free for non-commercial use.
- You can buy the right to use an image. But, some images are royalty free. This means that once you buy the image you can use it as much as you want - but you have to buy the rights to use it first.

What are Trademarks?

Some images and phrases are trademarks. Companies trademark their logos, the names of their products, the slogans used in adverts and sounds linked to the business. This means no one else can use the trademark in a way which might mislead anyone.

So, you can't use trademarks in your work.

What are intellectual property rights?

Copyright and trademarks stop people stealing work. This protects the Intellectual Property Rights of the person who created the work.

Intellectual Property Rights are just the right to not have your own ideas and products stolen by someone else. They help creators make money.

Intellectual Property Rights also protect any patents that companies have on their products. Patents stop other people copying an idea or a product.

LO2: Be able to plan the creation of a digital graphic		
MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
<p>Produces an interpretation from the client brief which meets few of the client requirements.</p> <p>Produces a limited identification of target audience requirements.</p> <p>Draws upon limited skills/knowledge/understanding from other units in the specification.</p>	<p>Produces an interpretation from the client brief which meets most of the client requirements.</p> <p>Produces a clear identification of target audience requirements.</p> <p>Draws upon some relevant skills/knowledge/understanding from other units in the specification.</p>	<p>Produces an interpretation from the client brief which fully meets the client requirements.</p> <p>Produces a clear and detailed identification of target audience requirements.</p> <p>Clearly draws upon relevant skills/knowledge/understanding from other units in the specification.</p>
MB1: 1–5 marks	MB2: 6–9 marks	MB3: 10–12 marks
<p>Produces a work plan for the creation of the digital graphic, which has some capability in producing the intended final product.</p> <p>Produces a simple visualisation diagram for the intended final product.</p> <p>Identifies a few assets needed to create a digital graphic, demonstrating a limited understanding of their potential use.</p> <p>Identifies a few of the resources needed to create a digital graphic, demonstrating a limited understanding of their purpose.</p> <p>Demonstrates a limited understanding of legislation in relation to the use of images in digital graphics.</p>	<p>Produces a work plan for the creation of the digital graphic, which is mostly capable of producing the intended final product.</p> <p>Produces a sound visualisation diagram for the intended final product.</p> <p>Identifies many assets needed to create a digital graphic, demonstrating a sound understanding of their potential use.</p> <p>Identifies many of the resources needed to create a digital graphic, demonstrating a sound understanding of their purpose.</p> <p>Demonstrates a sound understanding of legislation in relation to the use of images in digital graphics.</p>	<p>Produces a clear and detailed work plan for the creation of the digital graphic, which is fully capable of producing the intended final product.</p> <p>Produces a clear and detailed visualisation diagram for the intended final product.</p> <p>Identifies most assets needed to create a digital graphic, demonstrating a thorough understanding of their potential use.</p> <p>Identifies most of the resources needed to create a digital graphic, demonstrating a thorough understanding of their purpose.</p> <p>Demonstrates a thorough understanding of legislation in relation to the use of images in digital graphics.</p>