

LO4 - Check and review

Review the digital graphic and identify any improvements that could be made

1. review how well the graphic meets the **client requirements**
2. identify how the graphic could be **improved**
3. describe areas for **further development**, giving reasons

Before you start you might want to print your graphic

LO4 - Check and review

LO4: Be able to review the digital graphic		
MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
<p>Produces a review of the finished graphic which demonstrates a limited understanding of what worked and what did not, making few references back to the brief.</p> <p>Review identifies areas for improvement and further development of the final digital graphic, some of which are appropriate and sometimes explained.</p>	<p>Produces a review of the finished graphic which demonstrates a reasonable understanding of what worked and what did not, mostly referencing back to the brief.</p> <p>Review identifies areas for improvement and further development of the final digital graphic, which are mostly appropriate and explained well.</p>	<p>Produces a review of the finished graphic which demonstrates a thorough understanding of what worked and what did not, fully referencing back to the brief.</p> <p>Review identifies areas for improvement and further development of the final digital graphic, which are wholly appropriate and justified.</p>

R082 Graphics - LO4 review

MB3: 5–6 marks

Produces a review of the finished graphic which demonstrates a **thorough** understanding of what worked and what did not, **fully** referencing back to the brief.

Review identifies areas for improvement and further development of the final digital graphic, which are **wholly appropriate** and **justified**.

What went well
What didn't go as well

Be critical, but not too critical!
Think about the book cover - not the way you worked

Go back **fully** to the **client brief** - show you've done this (a table might work for this part)

Things you could do to the graphic to improve it

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LO4 Review

This poster fits many of the requirements of the brief. Such as the date is in bold text at the top of the poster – it is the same font as the title therefore showing its importance and drawing your attention towards it immediately after the title – and the time and location are directly underneath that.

Also I have showed that some of the example films being shown are for all ages, this is because in all the films showed on the poster, there are some for young children such as Kung Fu Panda 2, and others such as 'Grand Budapest' which are for a much older audience. As well as this the client brief says that the festival will take place over three days, which I have included in the date range.

The image properties of the print poster are correct at 3508 x 4961 and the web version is 500px wide, both of these parameters meet the brief.

My Poster design

My poster is created so that the viewer's attention should be drawn towards the text. I have done this by making the technical qualities of the poster's background blurry, by doing this the picture becomes harder to focus on, making the human eye naturally move to the nearest thing clear and focusable, this being the text. As well as this the text stands out above the picture because of the dark colour scheme. The city skyline has been photo-shopped into a dark shade of purple, this not only blends well with the black background but makes the poster at a cheaper printing cost for the client. I decided to use a night setting for the poster because it sets off the feeling of being in the cinema. A potential problem is that the poster is fairly dark and this perhaps doesn't work as well as it could. The viewer would have seen the text before hand because of the above reasons, so knowing that this is a film festival their minds would associate the darkness of the skyline to be the darkness of the cinema room and the bright lights of the city being the cinema screen.

The only possible problem for some people might be the blurriness of the background but this was intentional. If they are attracted at first by the text they will get closer. This might put them off because the images are not clear, giving a negative impression of the festival.

I put the title of my poster along the left hand side so that the viewer is more likely to notice it. As you can see by the diagrams below if the title is at the top

L04 - Check and review

Improvements

After having evaluated of what went well and what could be improved upon for my digital graphics. Here are the possible improvements that I would make to my graphics:

1. I would use a wider spectrum of colours to make the different elements of my DVD cover stand out more and it would make my DVD cover more appealing, eye-catching and aesthetically pleasing so more of the target audience (especially the younger teenagers) would be more interested to purchase it. Brighter, bolder colours are needed for this because I learned about those in L01.
2. I could use more varied images to do with electricity and the different ways to harvest and generate it so that the DVD cover has more variety about what the documentary will contain. It also would show the change of what we use to what we could be using in 2020. Images of solar panels, wind turbines and wave power generators would be a good improvement because they will be seen everywhere in the year 2020.
3. The Energy Matters title on the front should use a different font since the letters are too close together. This means that it is not easy to read from a distance so people would not recognise it on a shelf in a shop. A clearer font would make this more recognisable and maybe sell more.
4. I could improve my graphics editing by learning how to use more complicated tools, effects and filters to improve my work further. This would mean that more impressive and possibly better filter and effects could be used on my work to make it more appealing and better quality.
5. The sharpness of the text on the back cover needs to be better. This is because some of the logos that were sourced are a low resolution and so I need higher resolution versions. When I find some it would be an easy change to make.

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This is **NOT** about the way you worked!

- ✗ I would get better at using Photoshop...
- ✗ I think I worked very well on this as I did it...
- ✗ I would use my time better...
- ✗ I would think more about my plans before starting...
- ✗ I wouldn't have broken my leg...
- ✗ I would look at more book covers first...

None of this is worth marks.