

Toynbee Curriculum

KS4 Knowledge Maps

CREATIVE IMEDIA

Personal Best

Toynbee School



9.1 Cyber Security

This unit takes you on a journey of discovery of techniques that cybercriminals use to steal data, disrupt systems, and infiltrate networks.

DATA PROTECTION ACT 2018

ALL ORGANISATIONS USING AND STORING DATA MUST ABIDE BY THE FOLLOWING PRINCIPLES

- Used fairly, openly, and in accordance with the law
- Used for a specific and stated reason
- Used only in a way that is necessary and sufficient for the purpose for which it was collected
- Accurate and up-to-date
- Only kept for as long as it is needed
- Protected against loss, damage, and unauthorised access

AS A DATA SUBJECT YOU HAVE THE RIGHT TO FIND OUT WHAT INFORMATION THE GOVERNMENT AND OTHER ORGANISATIONS STORE ABOUT YOU.

- Find out how your data is being used (by an organisation)
- Access the data that an organisation has about you
- Update your data
- Have your data deleted
- Stop an organisation from processing your data
- Transfer your data to a different organisation

The Computer Misuse Act (1990)

The Computer Misuse Act (1990) and its amendments were created so that unauthorized access to computers and crimes committed using a computer could be prosecuted. The act is based on three principles and makes the following actions illegal:

PRINCIPLES	LEGAL ACTIONS
Unauthorised access to digital/computer material. This means a person asking a computer to perform any function with the intent of accessing anything on the computer for which they do not have permission, and for which they know they do not have permission.	Punishable by up to two years in prison and a £5,000 fine.
Unauthorised access to digital/computer material with intent to commit or facilitate the commission of further offences. This means a person gaining access to a computer without permission in order to commit another crime or to enable someone else to commit a crime.	Punishable by up to five years in prison and an unlimited fine determined by the damage caused and the severity of the crime.
Unauthorised acts with intent to impair, or with recklessness as to impairing, the operation of a computer. This means a person intentionally impairing the operation of any computer or program, or intentionally preventing access to any data or program on any computer. This includes creating or supplying materials that could be used to carry out this offence.	Punishable by a prison sentence of up to ten years and an unlimited fine, but if the act puts life at risk or endangers national security, the sentence may be extended to life imprisonment.

SOCIAL ENGINEERING

Social engineering is a set of methods used by cybercriminals to deceive individuals into handing over information that they can use for fraudulent purposes.

How might a hacker use the data you submitted?

- Name of first pet
- Favorite colour
- Mother's maiden name
- Favorite band or artist
- Date of birth
- Name / Email address



Shouldering (also known as **shoulder surfing**) is an attack designed to steal a victim's password or other sensitive data. It involves the attacker watching the victim while they provide sensitive information, for example, over their shoulder. This type of attack might be familiar; it is often used to find out someone's PIN at a cash machine.

PHISHING ATTACK

A **phishing attack** is an attack in which the victim receives an email disguised to look as if it has come from a reputable source, in order to trick them into giving up valuable data. The email usually provides a link to another website where the information can be inputted.

Phishing: Key indicators of a phishing email

- Unexpected email with a request for information
- Message content contains spelling errors
- Suspicious hyperlinks in email
 - Text that is hyperlinked to a web address that contains spelling errors and/or lots of random numbers and letters
 - Text that is hyperlinked to a domain name that you don't recognise and/or isn't connected to the email sender
- Generic emails that don't address you by name or contain any personal information that you would expect the sender to know

BLAGGING

Blagging (also known as **pretexting**) is an attack in which the perpetrator invents a scenario in order to convince the victim to give them data or money.

Hacking in the context of cyber security is: **Gaining unauthorised access to or control of a computer system**

Why might people want to hack?

- To steal data
- To disrupt services
- For financial gain
- For political reasons (espionage and activism)
- For fun (planting the flag)
- For ethical reasons

BLAGGING

Denial of service attack (DoS) This is a cyberattack in which the criminal makes a network resource unavailable to its intended users. This is done by **flooding** the targeted machine or website with lots of **requests** in an attempt to overload the system.

Distributed denial of service attack (DDoS)

This uses the same concept as a DoS attack, but this time it is **multiple computers** making the attacks at the same time.

It is a lot harder to:

- Stop the attack by simply blocking a single source
- Identify who is responsible, as lots of machines are making requests, many of them because they are infected by malware

Brute force attack This is a form of attack that makes multiple attempts to discover something (such as a password).

MALWARE

Typical actions of malware include deleting or modifying files.

Spyware—secretly monitors user actions, e.g. key presses, and sends information to the hacker. Some spyware can even use your webcam without your knowledge.

Viruses—spreads through normal programs and might slow down your device or change your applications and documents.

Worms— spread from device to device and copy themselves hundreds of times. A worm might copy itself onto your email account and then send a copy to all of your email contacts!

Trojan horse— pretends it will be a useful and safe program, when actually it will try to attack your device.

Adware—displays adverts while it is running; some can serve as spyware, gathering information

BOTS

Internet bots

Bots are automated programs that perform tasks repeatedly.

Bots are a crucial part of the internet's infrastructure and perform useful tasks such as:

- Finding new websites for search engines to index
- Providing customer service online (chatbots)
- Monitoring the prices of items to find the best deal (shopbots)

PROTECTION

Firewalls A firewall checks incoming and outgoing network traffic. It scans the data to make sure it doesn't contain anything malicious and that it follows the rules set by the network.

Anti-malware Anti-malware is software that scans any file that is able to execute code. The anti-malware will have a list of definitions of sequences of code that they are aware are malicious. If the code in your files matches the definitions, the files are quarantined.

Auto-updates Auto-updates refers to software that automatically checks for available updates for the software you have on your computer. Once it finds an update, the software can be set either to alert the user or to install it automatically. This software is often included with an operating system.

User permissions Users on a network can be put into groups, with each group having a unique set of privileges, such as: Which network drives they have access to, Their read/write permissions, Which printers they are able to use, What software they can use, Which websites they are allowed to access

9.2 Animations

In this unit you will discover how professionals create 3D animations using the industry-standard software package, Blender. By completing this unit you will gain a greater understanding of how this important creative field is used to make the media products that we consume.

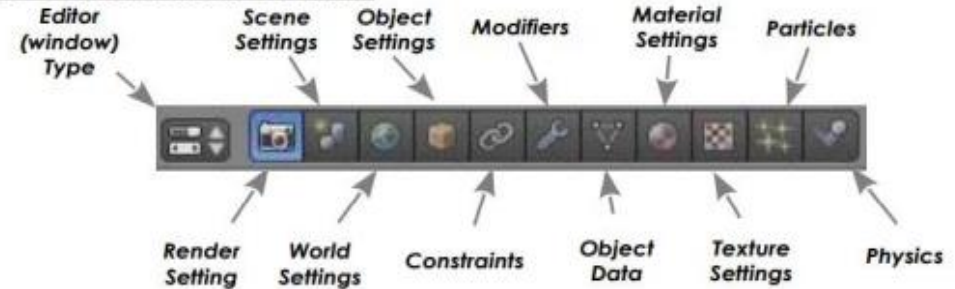
Animation	The process of giving the illusion of movement to drawings, models, or inanimate objects.
3D animation	Animating 3D models made in 3D software.
Frame	Still images that appear as a moving image when they are shown one after another at high speed. The frame rate determines the speed of an animation
Keyframe	Keyframe animation only requires you to pick the important locations, the keyframes and the computer works out the rest (called tweening) e.g. Pixar films.
Stop Motion	Stop motion means you have to manually animate every frame of the animation e.g. Shaun the Sheep.
Vector	An image stored as mathematical instructions for how to do draw it. This means its width and height can be increased without the loss of quality.
Composition	The composition of an animation refers to the animation of the properties of an object or multiple objects
Knife tool	The knife tool in Blender can be used to interactively subdivide geometry by drawing lines or closed loops to create holes.
Face	A surface made up of three or more sides, often referred to as a polygon.
Vertex	A point where one or more edges meet.
Edge	A line connecting two vertices.
Scale	Scaling means changing proportions of objects.
Rotate	Rotation is also known as a spin, twist, orbit, pivot, revolve, or roll and involves changing the orientation of elements (vertices, edges, faces, objects, etc.) around one or more axes or the Pivot Point.
Parenting	Used to attach objects to each other.

Stop Frame Animation

Stop frame animations – create the beginning and ending frames, as well as all the frame in-between. For a bouncing ball the key frames for the lowest and highest bounce points, as well as the frames in-between would have to be created.



The Basic Blender Buttons:



Bitmap vs Vector Images

Bitmap

Bitmap graphics are made from pixels. Resizing will cause loss of quality. NOT to be used in animations.



Vector

Vector graphics are made from shapes. Resized without any loss of quality. Colours of individual shapes can be changed. Used to create clean, smooth animations.



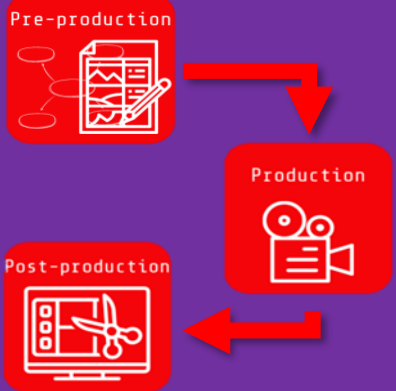
THE MEDIA INDUSTRY

R093 – Creative iMedia in the Media Industry Section 1 – The Media Industry

Traditional Media	New Media
Film	Computer games
Television	Interactive media
Radio	Websites
Print Publishing	Digital Publishing

SPECIAL EFFECTS (SFX)
Effects that happen on set during filming e.g. pyrotechnics, animatronics and prosthetic makeup

VISUAL EFFECTS (VFX)
Effects that are created after filming, using computers e.g. using Green screens and CGI



Pre-production
Planning the media product to ensure the end-product is effective. Pre-production documents include mindmaps, storyboards, work plans and scripts.

Production
The creation of the media product e.g. filming the scenes of a movie or using photoshop to create characters for an animation.

Post-production
Getting the product ready for release. Includes editing video footage or adding special effects for example

Showing ads for **Senior Media Vacancies**

- Campaign Manager**
Lead and develop marketing campaigns for our clients. You will be responsible for planning and coordinating our campaigns across a wide spectrum of platforms, both digital and print.
- Film Director**
Required to oversee the creative direction of our productions for film and TV. You will work closely with the scriptwriters, storyboard artists, actors, and crew to deliver outstanding results.
- Editor**
Responsible for controlling the content of print publications. Must have exemplary quality of written communication and an eye for detail. Ability to rewrite text and change tonality of content essential.
- Production Manager**
You will be responsible for the day-to-day management of our productions and plan production schedules and allocate the production budgets. You will work closely with the producer and senior production staff. Substantial experience essential.

Media Technical Jobs

- Camera Operator**
Responsibilities: Assembling and setting up camera equipment; planning and preparing scenes; creatively framing and capturing action for film and TV; liaising with lighting and sound staff. Reporting to: Director
- Games Developer**
Responsibilities: Create initial storylines and character biographies; translate ideas into code; construct game base engine; combine 2D and 3D assets with audio; animate characters and environment; liaise with scriptwriters.
- Sound Editor**
Responsibilities: Plan, create, mix and enhance music, sound effects, and dialogue; combine music, sound effects and dialogue with motion pictures, into a complete and integrated soundtrack. Reporting to: Director
- Audio Technician**
Responsibilities: Assist with recordings and sound production; set up sound and recording equipment; test equipment; must be confident in making adjustments to equipment to generate the best sound. Accountable to: Director
- Video Editor**
Responsibilities: Manage material such as camera footage, dialogue, sound effects, graphics, and special effects to produce the final motion picture. Accountable to: Director
- Web Developers**
1 x Front-End Developer Responsibilities: Create and maintain websites; liaise with graphic designers and photographers.
1 x Back-End Developer Responsibilities: Program a website and ensure the website can process card payments.

Purposes of Media Products

Media can be used to **advertise** and **promote** a product or service – this could be by billboard, TV or radio advert.

Media can also be used to **inform** people by giving them facts or information e.g. on a poster about traveling abroad during COVID, or **educate** viewers so that they learn something from the product e.g. revision poster.

Most often, though, media is used to **entertain** us with movies, TV series, and games.

Media products often try to **influence** the viewers' beliefs, attitudes and behaviours

Creative Media Vacancies

CREATIVE ROLES	COPYWRITER	PHOTOGRAPHER	ILLUSTRATOR
<p>GRAPHIC DESIGNER</p> <p>Required to create visual concepts for various media products from logos to book covers. You will need to be able to work to a brief and produce designs for your concepts. Skills in graphics editing software a must.</p>	<p>We require a strong, dynamic and meticulous individual to create engaging, clear text ("copy") for advertising and marketing purposes such as websites and print adverts. You will need to be good at researching keywords, producing interesting written content and proofreading your work for accuracy and quality.</p>	<p>We are looking for someone who can capture high-quality, visual images for a wide range of creative, technical, and documentary purposes. You will work closely with your client to meet the brief. Ability to edit images in a post-production desirable. Do you sell your work as stock photography? Then we'd especially like to hear from you!</p>	<p>Required to create original drawings to express ideas and concepts. You will be creative for colour, balance, and layout. Excellent drawing and sketching and painting skills essential.</p>
<p>CONTENT CREATOR</p> <p>Responsibilities include creating content for websites, social media, marketing materials, and blog posts. Skill in creating text, images, video, and audio required. You must be able to conduct research and work to deadlines.</p>	<p>ANIMATOR</p> <p>You will be able to create an extensive series of images that form the animation and simulate movement. Ability to work with clay models to create stop-motion animation desirable.</p> <p>Must be able to create 3D models and a knowledge of computer generated imagery (CGI) essential.</p>	<p>SCRIPTWRITER</p> <p>Are you creative and excellent at narrative? Then why not join us as a scriptwriter?! We are looking for people who can write and develop scripts for film, TV, video games and radio. Ability to adapt a story into a coherent script essential.</p> <p>Other responsibilities include developing and researching ideas for original screenplays.</p>	<p>WEB DESIGNER</p> <p>Responsibilities include designing, planning and creating websites for our clients. Must have experience of editing and maintaining existing websites. Ability to design the websites visual imagery and ensure this is in line with the companies visual identity essential.</p> <p>Experience with coding in HTML, Javascript and CSS, desirable.</p>
	REQUIRED NOW!		PART-TIME

Advertise

Educate

Entertain

Inform

Influence

R093 – Creative iMedia in the Media Industry

Section 2 – Factor influencing Product Design

FACTORS INFLUENCING PRODUCT DESIGN

Colour Wheel

Used by graphic designers to choose colours that will be used in a product. Colours help to convey moods and emotions.

*Harmonious colours – found next to each other on the wheel. Give a sense of calm.

*Complementary colours – found opposite each other; give vivid contrast



Choose your audience segmentation...



Camera Angles



Low Angle

Camera is placed low to the ground, looking up.

Used to make the subject look imposing and the viewer to feel small.

High Angle

Camera is placed high up above the subject, pointing down.

Used to make the subject seem weak or vulnerable.

Dutch Angle

Also known as the Dutch Tilt. Camera slanted to one side.

Used to create a sense of disorientation.

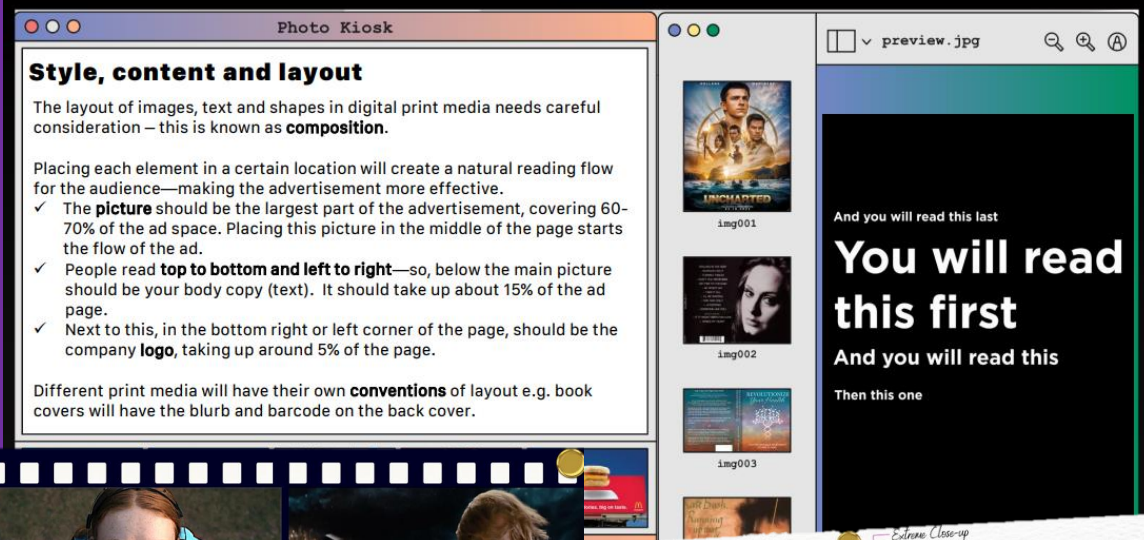
Style, content and layout

The layout of images, text and shapes in digital print media needs careful consideration – this is known as **composition**.

Placing each element in a certain location will create a natural reading flow for the audience—making the advertisement more effective.

- ✓ The **picture** should be the largest part of the advertisement, covering 60–70% of the ad space. Placing this picture in the middle of the page starts the flow of the ad.
- ✓ People read **top to bottom and left to right**—so, below the main picture should be your body copy (text). It should take up about 15% of the ad page.
- ✓ Next to this, in the bottom right or left corner of the page, should be the company **logo**, taking up around 5% of the page.

Different print media will have their own **conventions** of layout e.g. book covers will have the blurb and barcode on the back cover.



2.1 Language and Tone



The **language** used in media products will either be formal or informal.

The purpose of the product will affect both language and tone.

Tone typically refers to the mood implied by an author's word choice and the way that the text can make a reader feel. The tone used can evoke a number of emotions and perspectives.

Formal Language

Less personal. Used when writing for professional or academic purposes such as a newspaper or textbook (purpose: to inform). Use of full sentences and perfect grammar.

Colloquialisms and contractions are rarely used.

Tone examples include light-hearted, fun, upbeat, kind, serious and scary. A serious tone might be used to build trust in the reader. A light-hearted tone might appeal more to children in order to persuade them to keep reading.



Informal Language

More casual and spontaneous. Most often used when communicating with friends or family, in writing personal emails or texts. Contractions (don't instead of do not) and colloquialisms will be used.

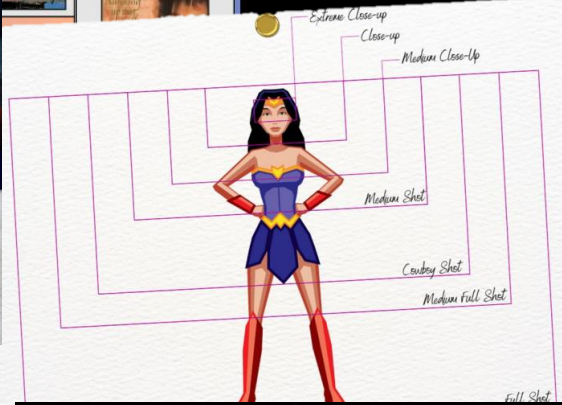
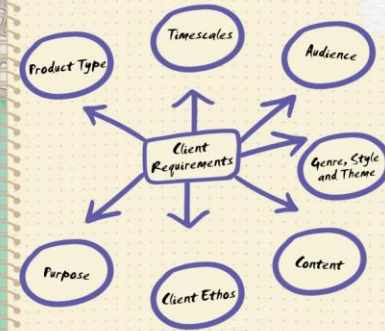
Used in digital media will make the brand feel approachable and is often used in adverts for families or teens. Also seen in comic books (purpose: to entertain).



Client Brief and Requirements

- ★ **Client**
Person who has asked you to create a product
- ★ **Brief**
Written document that provides you with the client requirements
- ★ **Requirements**
What is needed for the task to be signed off by the client as complete
- ★ **Collaboration**
Key people will meet to discuss and produce the final client brief – meetings may be formal or informal, face to face or via video conferencing
- ★ **Constraints**
Limitations or restrictions within the brief e.g. time constraints may be "2 months for design".

Client requirements provided in the brief usually include:



SYMBOLIC CODES

Used to add depth and additional meaning to media products:

- Emotions
- Setting
- Mise En Scene
- Colour
- Visual Composition

TECHNICAL CODES

Specific to the media being created:

- Camera Angle
- Camera Movement
- Shot Type
- Lighting
- Sound Effects
- Transitions

WRITTEN CODES

Specific to the printed and spoken language:

- Style of language
- Text
- Typography
- Speech Bubbles
- Dialogue

PRE-PRODUCTION PLANNING

R093 – Creative iMedia in the Media Industry Section 3 – Pre-Production Planning

Work Plans

Work plans are important tools that help to plan out a project. They show the whole project, the tasks that it can be broken down, timescales and deadlines as well as the resources that would be needed to complete the project.

For a media product the work plan would cover:

- Pre-production
- Production
- Post-production

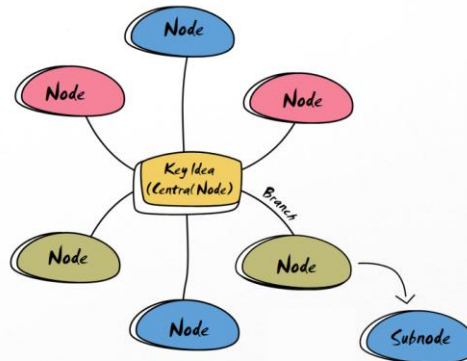
Mindmaps

Purpose:

- ★ Generate ideas quickly and show the links between ideas!

Can include:

- Keywords
- Images
- Title



Scripts V.1.
Show location - INT interior
INT. CLASSROOM - DAY TIME

We see a classroom - there are students sat at desks facing a teacher at the front.
Sound Effects
SFX: Light chatter

Dialogue
TEACHER
 (friendly yet firmly)
 Right, class, can anyone tell me what scripts are used for?

A student puts their hand up.

Camera Angle
TEACHER
 (surprised)
 Go on then Billy?

CLOSE UP ON BILLY

Direction
BILLY
 (hesitantly)
 To provide dialogue and stage direction to actors?

TEACHER
 Excellent answer Billy! Does anyone else have anything to add?

Two more students put their hands up.

Scripts

★ Purpose:

To provide dialogue and stage directions to cast or voice-over artists.
 Show sound effects and camera angles to be used - useful for the sound engineers and camera crew.

! Contain:

- Dialogue
- Location
- Stage direction
- Sound effects
- Lighting
- Technical info

Conventions:

- INT and EXT - Interior and Exterior
- Use courier font
- Character name in caps and centred
- Dialogue under character name
- Stage directions in brackets
- V.O. - Voice over

Moodboards

Purpose:

★ Visual tool to generate ideas. They can help develop a feeling and visual look for a product that can be shown to the client.

★ Can be digital (on computer) or physical (made by hand)

★ Can contain:

- Images
- Colours
- Fonts
- Headings
- Logo
- Material
- Annotations
- Sound (if digital)
- Video (if digital)
- Animation (if digital)

Storyboards

Purpose:

★ Frame by frame visual plan, with directions, to plan a moving picture e.g. film, game or animation. Used by producers, directors, animators and camera operators.

! Contain:

- Scene content
- Scene No.
- Timing
- Location
- Camera Angles
- Sound effects
- Lighting
- Camera Movement
- Transitions
- Character Movement

Notes:

Camera movements are shown with arrows outside the panel.
 Character movement arrows are inside the panel.



EXT: Meadow Wide Angle 10 s
 Light music playing SFX: Birdsong



EXT: Meadow Wide Angle 20 s
 Light music playing SFX: bird song

Visualisation Diagrams

Purpose:

★ This is a rough sketch to show what you want your media product to look like when completed.

★ Usually done by hand.

Contain:

- Colours
- Font (style, size)
- Layout
- Images
- Annotations
- Dimensions

Notes:

Only for static images such as a poster, logo, book cover or magazine advert.
 Can be digitised by scanning on a scanner or taking a photo on a camera and uploading.

Dark blue night sky background with moon and clouds; Valley at bottom

Geometric wolf profile (white)
 21-cm high
 16 cm wide
 50% transparency

210mm wide

Font: Blink Twice
 Size: 75 pt
 White

Font: Blinker
 Size: 14 pt
 Black with glow and drop shadow to right

Box with black double outline and white fill

Liverpool Arena
 September 10th-31st 2022
 Doors Open: 7pm
 www.monosound.co.uk

Font: Garret
 Size: 33 pt
 Black
 Centre Justified

Liverpool Arena
 September 10th-31st 2022
 Doors Open 7pm
 www.monosound.co.uk

PRE-PRODUCTION PLANNING

R093 – Creative iMedia in the Media Industry Section 3a – Legal Issues

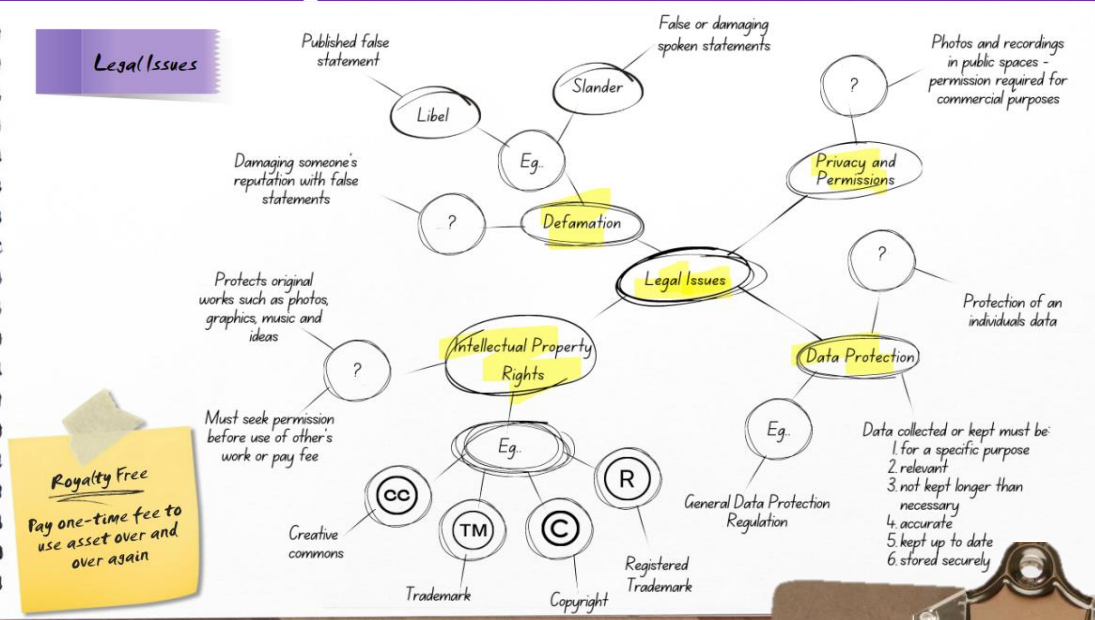
bbfc British Board of Film Classification
www.bbfc.co.uk

This is to certify that
CREATIVE iMEDIA
has been classified for cinema exhibition

The BBFC is responsible for classifying all films and trailers that are shown at cinemas or sold on DVD or Blu-Ray. Age ratings need to be displayed on screen for a minimum of five seconds. On a DVD or Blu-Ray, the symbols must be displayed on the outer packaging as well as on the disc.

U PG 12A 12 15 18

Patricia Scanlon, President
David Austin, Chief Executive



PEGI Ratings

PEGI or Pan European Game Information provides age classifications for video games in 38 European countries. They only consider age suitability, not the level of difficulty. There are two levels of information: PEGI Age Labels and Content Descriptors...

3 7 12 16 18

Bad Language, Recommendation, Drugs, Fear, Gambling, In-Game Purchases, Violence, Online

3: This is an example of how the graphics might look on the back of a game cover. They should also appear on the front.

playstation.com
bethesda softworks llc
1370 Piccadilly Drive, Rockville, MD 20850

Learn more: <https://www.youtube.com/user/PEGIgames>

WARNING: IF YOU HAVE A HISTORY OF EPILEPSY OR SEIZURES, CONSULT A DOCTOR BEFORE USE. CERTAIN PATTERNS MAY TRIGGER SEIZURES WITH NO PRIOR HISTORY. BEFORE USING AND FOR MORE DETAILS SEE INSTRUCTIONS FOR THIS PRODUCT.

Regulation and Certification

The Advertising Standards Agency (ASA)

Are YOU in advertising??

Then you need the Advertising Standards Authority (ASA)!

The ASA is the UK's independent advertising regulator. Well make sure adverts across UK media stick to the advertising rules (the Advertising Codes).

Got a COMPLAINT about an advert?? Seen it on TV, film, radio, billboards, the internet, or social media...?

In 2020 alone we resolved 36,342 complaints about ads. They were either changed or removed completely. What are you waiting for? Contact us now!

Visit <https://www.asa.org.uk/>

The office of communications (Ofcom)

has your back!

Ofcom was formally established on 29 December 2003. It replaced five organisations to provide wide-ranging powers across TV, radio, telecoms (internet, telephone) and postal sectors.

They make sure:

- people are able to use communications services, including broadband;
- a range of companies provide quality television and radio programmes that appeal to diverse audiences;
- viewers and listeners are protected from harmful or offensive material on TV, radio and on-demand;
- people are protected from unfair treatment in programmes, and don't have their privacy invaded;
- the universal postal service covers all UK addresses six days a week, with standard pricing; and
- the radio spectrum is used in the most effective way.

The Advertising Standards Authority Ltd. (trading as ASA), registered in England and Wales, Registered Number 0733214

Risk Assessments

A risk assessment is a document that evaluates the potential risks that may be involved in the media sector. This is especially important for the cast and crew. The general public may also be affected.

Risk Assessment	Risk-A number	Who is responsible for action?
When bar cards have been identified?	1	Bar staff
Using a loudspeaker	2	Event organiser
Using in the room	1	Ms. as I am taking care of her
Rebecca being hit	1	Andrew, as he is acting to hit her in the video
Use falling out of stage	1	Ms. as I will be supervising
Tapping over wire of lighting rig	4	All of us as we set it up

Note! You can only plan for risk, not stop it entirely!

DISTRIBUTION CONSIDERATIONS

R093 – Creative iMedia in the Media Industry

Section 4 – Distribution Considerations

Online

Multimedia content, games, and apps can be distributed over the internet on various different smart devices using dedicated streaming apps and online stores. Media can also be distributed on websites such as companies providing downloadable brochures.



Physical Media

Physical media are things that you can hold and touch. Examples include CDs, DVDs and Blu-Ray Discs. USB storage could also be used, and whilst not as popular now, printed materials, such as magazines and leaflets, are still used.



Physical Platforms

These are the specific devices used to deliver media products. Examples include smartphones, computers, and information kiosks.



Top Picks For You

Penguin's life

Distribution Methods

There are many different ways to get a media product to its audience. These are called "distribution methods" and include physical platforms and media as well as online.

Close

Pirates in the
Island

my5

Home Dashboard

Inputs

4.2.4

FILE COMPRESSION

Compared to text files, media files such as images, audio, and video are very large in file size e.g. a 1 min video clip can be up to 2GB!

Data compression is a way to reduce the file size and change certain attributes including:

- File type
- Resolution
- Dimensions
- Bit Depth

Compression can be either lossy or lossless.

Lossy compression: file size is reduced by taking away redundant data – quality is affected.

Lossless compression: file size is compressed but there is no loss of quality.

Did you know?

Files are better compressed as they not only take up less storage space but they are also quicker to transfer! Additionally, the larger the file, the slower it is to download or upload.

ORIGINAL
976 KB



LOSSLESS
834 KB



LOSSY
212 KB



Notes:

Lossy file types:

JPEG (Images)
MP3, OGG (Sound)
MPEG4, AVC (Video)

Lossless file types:

GIF, RAW, PNG (Images)
WAV, FLAC, AIFF (Sound)
H265 lossless, Quicktime (Video)

★ PDF files

Portable Document File - can include hyperlinks, interactivity, images and text.

ZIP



R094: Visual identity and digital graphics

Why do companies have a visual identity?

- Create a recognisable/familiar brand.
- Develop brand loyalty.
- Establish a brand.
- Visually communicate with their customers.

A visual identity is a combination of graphic and visual elements used to represent a brand

Components of visual identity

The logo of a brand is normally at the forefront when it comes to representing who they are what they represent. There are three main components to a logo: Name, Logo and Strapline/Slogan.



Logo

The first element to focus on is the two-tailed siren design of a 16th century Norse woodcut which is used as a reference to Seattle and the sea. Seattle is where Starbucks was founded. This is encapsulated inside a circle and you'll be looking at the purpose of shapes in a later lesson.

Strapline/Slogan

The logo itself doesn't include a slogan. You will be more familiar with slogans used for McDonalds (I'm Lovin it) and/or Nike (Just do it)

Starbucks use straplines relating to its coffee, customers, the seasons and holidays such as:

- "Coffee that inspires."
- "It's not just coffee. It's Starbucks."
- "Brewed for those who love coffee."
- "Share joy."

Name:

As you can see clearly on the logo it has the name of the company "Starbucks Coffee". It tells you the brand name and what their product is.

Audience segmentation categories

Age:

Age can be broken down into generations, school year or age groups, as well as in relation to family positions, e.g. Generation X; people who were born in the 1960s; 17-21 year olds; teenagers; grandparents.

Gender:

An identity that relates to the socially constructed ideas of being male or female. People can identify as male, female, or can choose to be non-binary, e.g. females who view themselves as feminine; biological males that view themselves as women; females or males that view themselves as not being either female or male (non-binary).

Location:

This relates to the specific place that the audience live or work. It could be a continent, country, region, county or even a specific town or city, e.g. people who live and work in the city of Liverpool.

Education:

The level of learning that someone has. This could impact their understanding of or interest in a media product, e.g. some people stop education after achieving GCSEs, while others have a master's degree.

Income:

The amount of money that a person either earns through their occupation or has coming into their account, e.g. managers earning £31 000 or more per year.

Interests and lifestyles:

The pastimes, hobbies and activities that the audience is already interested in. Interests link closely with trends and can be part of someone's lifestyle – the way they choose to live their life, e.g. males who are into bodybuilding and have a very healthy lifestyle.

Occupation:

A person's occupation is the job that they do. Different jobs require different levels of skill, knowledge and education, e.g. lawyers require a different level of education to cleaners.

Bitmap

Description:

- An image that is made up of pixels that each contain a colour.

Characteristics:

- Commonly used for photographs and web pages.
- Compatible for print and web use.
- Some file formats support transparency.
- Takes up a lot of storage because it needs to store each pixel.
- Can depict very detailed images, since each pixel represents a different colour.
- Needs to be compressed.
- Not scalable and can lose quality when images are enlarged.
- Uses less processing power than vectors.
- Common file formats include jpg and png.
- Each pixel can store a number of bits which represents the colour depth.

Vector

Description:

- An image that is made up of lines and curves using mathematical equations.

Characteristics:

- Commonly used for logos and web icons.
- Limited colour capability: cannot show gradients. Not suitable for photo-realistic images. Most suited to images with few colours.
- Need specialise software to open and edit the graphic.
- Takes up less storage because it only needs to store details about the objects.
- Doesn't need to be compressed.
- Scalable – does not lose quality when enlarged.
- Uses more processing power than bitmaps.
- Common file formats include ai and svg.

Moodboards



Used to assist in the generation of ideas

Mindmaps



Used to link ideas

Concept sketch

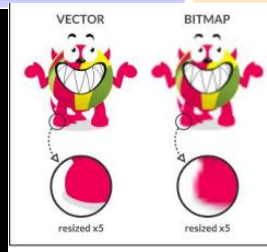


A concept sketch is a simple freehand drawing to develop an idea which may include brief annotations

Visualisation diagram



a visualisation diagram is a rough sketch of what the final product will look like and is passed onto someone in production ready for development



Colour	Associated meanings (connotations)	Brands that use it
Red	Passion, excitement, love, fire; often associated with playful or modern brands; however, also represents anger or danger	Cola-Cola Nintendo
Green	Can represent a variety of meanings varying from eco-friendliness, wealth to renewal; also nature, good luck, health and sickness, jealousy, life	Greenpeace Starbucks
Blue	Trust and reliability; certain shades are also associated with calmness, rest, peace, patience; freedom or escape	Visa Facebook
Yellow	Friendliness, happiness, creativity, optimism, warmth, cheerfulness; however, in some contexts can also represent sickness, cowardly behaviour or danger/hazards (especially if paired with black)	McDonald's Snapchat
Purple	Usually seen as a colour representing luxury/wealth/indulgence, nobility, royalty, wisdom; can represent peace, independence, magic	Cadbury Yahoo
Orange	Playfulness, energy, warmth, joy, fun, excitement, strength; brands will use it to stand out from others	Fanta SoundCloud
Black	Elegance, authority, power; however, it also has negative meanings such as mystery, fear, darkness, shadows, evil	Mercedes-Benz Nike
White	Purity, innocence, cleanliness, health, perfection, goodness, heaven, simplicity, safety; white may be used on top of another colour to ensure it stands out	Adidas Apple
Gold/silver	Purity, wealth, grandeur, courage, wisdom, hope, pride	Rolex Lindt

Task 1

- Have a look online at existing logos for similar products
- Copy and paste several onto the slide



Task 2

- Design your own graphic in your booklet then I can scan them in for you
- Aim to have at least FIVE different designs

MY DESIGNS

Task 3

Justify your design choices and why the visual identity is fit for purpose – link it to the scenario, purpose and target audience!

R097 Interactive digital media

Examples of interactive multimedia kiosks

An interactive multimedia product uses technology to allow a user to change what they see, using hyperlinks. Examples include, websites, kiosks and apps.



Websites: available on many platforms. Users can interact with touch screens, computer mice and voice commands.



Information Kiosks: available in real life locations. Accessibility must be considered so a wide audience can use it.



Mobile Apps: available on smartphones and tablets. Touch screens needed but some will also use voice commands.



E-Learning Apps: available on many platforms. So will use the same inputs as websites or mobile apps.



Video games: available on many platforms, some of which are designed for them with their own peripheral. GUIs not always similar.

File formats

Interactive multimedia products consist of multimedia, which includes images, sound, video and text. All these form of media can be saved in different file formats, as below.

Media	File format
Image	JPEG, TIFF
Sound	MP3, WAV
Video	MP4, MOV

Graphical User Interface (GUI):

This is how the user interacts with the interactive multimedia product. A GUI uses Windows, Icons, Menus and the mouse pointer to help the user navigate around the layout. It is important that users find it easy to understand. For example: making a button look like something that should be clicked.



House Style:

A house style includes a consistent use of fonts, colour scheme and a logo. Through the consistent use, the audience will be able to recognise the brand.

Brand identity at a glance

Logo suite

Color breakdowns

Typography

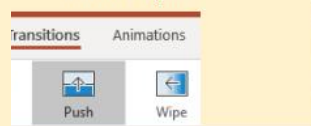
Tone of voice: How we talk is as

Colour Scheme:

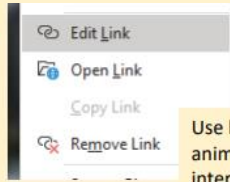
The colour scheme not only has to meet the purpose of the product but also meet the expectations of the target audience. So a product aimed at a young audience will have many bright colours and one aimed at an older audience may use 3 dark colours and 2 bright colours.



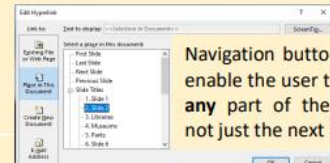
Use **Master Slides** to prepare background and font styles.



e transitions and animations



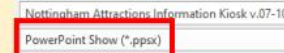
Use hyperlinks and/or animation triggers to interact to user inputs.



Navigation buttons should enable the user to jump to **any** part of the product, not just the next page.



Include video and audio



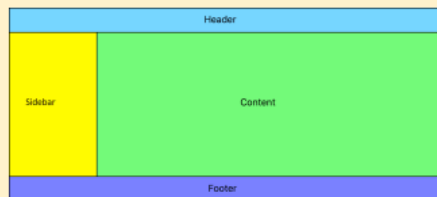
Export the final product as a suitable file type.



Maintain a **consistent** theme throughout the multimedia product with master slides.

Layout:

This is how the multimedia elements are positioned, there are typical locations that users will expect content to be. For example, navigation will be on one side of the screen rather than be in the centre where content will appear. You need to keep a consistent layout throughout your product with a slide master.



Accessibility:

This is about making interactive multimedia products usable by everyone, regardless of ability.

If your audience is from a different country, you will need to add language options or use images instead of text.



An older audience may have issues with reading meaning that the font size will have to be bigger so they can read it more easily.

Factors that affect performance

Have you ever been searching the internet or watching Netflix on your phone and suddenly it will freeze or take a long time to open pages, this is due to poor network performance? Something is preventing the pages from opening fast or the Netflix film to download fast. There are many reasons why network performance can be affected. Some of these reasons are as follows:

- Low bandwidth.
- Type of network hardware you are using, for example, copper cable, instead of fibre optic cable.
- Using high quality media, for example, TIFF files for images instead of JPEG or PNG.
- How many users are using the network at one time.