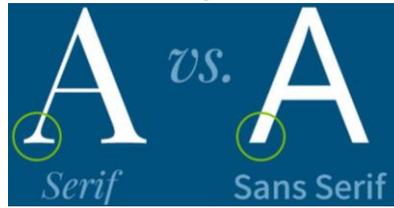


# Key Vocabulary...

Term	Definition
<b>Visual identity</b>	Gives customers or users a feeling / perception of the brand, product or service.
<b>Brand identity</b>	The collection or complete set of elements a business creates to portray itself to a customer. It includes the brand's visual identity.
<b>Slogan</b>	A catchy and short phrase used by a brand which is recognizable to consumers.
<b>House style</b>	A business or product brand's preferred design style for visual material, including colours, typography or typeface.
<b>Typography</b>	Designing of fonts to make them easier to read.
<b>Brand positioning</b>	Establishing a brand in a certain price bracket to help consumers identify brands they want to purchase from. For example, luxury, high end, mid range and economy.
<b>Align</b>	The process of lining up different elements together so they are easier to read or understand.
<b>Orientation</b>	The positioning or overall layout of an item related to other items e.g., portrait and landscape.
<b>Layout conventions</b>	Standard key terms used to label different parts of a graphical product.
<b>Raster/Bitmap</b>	A type of image that uses pixels to form an image.
<b>Vector</b>	A type of image that uses points and paths to create an image.
<b>Compression</b>	A process applied to a graphics file to minimize its size in bytes without degrading image quality below an acceptable threshold.



# Picture This...



Economy brand



High end brand



Vector



Bitmap



Left Align

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Center Align

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software.

Right Align

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or words which don't look believable. If you are going to use a passage of Lorem Ipsum, be sure there isn't anything hidden in the text.

# Always Remember...

Colours have meanings and these are used within the visual identity to give hints about the company and/or product.

Purple – rich colour used to show royalty.  
 Yellow- Closely linked with the sun, summertime and happiness.  
 Red- Linked with danger and therefore more memorable.

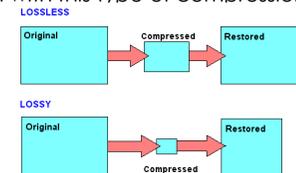


# Questions

1. What is a visual identity?
2. Which 3 components make up a visual identity?
3. What is meant by typography?
4. Why do businesses create and use a colour system?
5. what is a house style?
6. State the different layout conventions.
7. What is the difference between a vector and a bitmap/raster image?
8. Why is compression used?

# Deeper Learning...

**Lossy compression** reduces the file size by permanently deleting part of the data. The file will not return to its original form with this type of compression.  
**Lossless compression** reduces the file size by temporarily removing some of the data. The file will return to its original form with this type of compression.



**Activity – List some colours and find their meaning. Then find some products or brands which use those colours and show the meaning you have found.**

