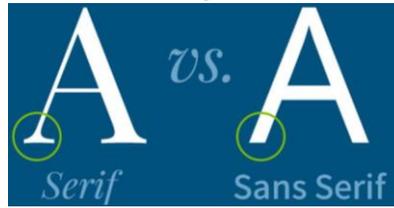


Key Vocabulary...

Term	Definition
Visual identity	Gives customers or users a feeling / perception of the brand, product or service.
Brand identity	The collection or complete set of elements a business creates to portray itself to a customer. It includes the brand's visual identity.
Slogan	A catchy and short phrase used by a brand which is recognizable to consumers.
House style	A business or product brand's preferred design style for visual material, including colours, typography or typeface.
Typography	Designing of fonts to make them easier to read.
Brand positioning	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.
Align	The process of lining up different elements together so they are easier to read or understand.
Orientation	The positioning or overall layout of an item related to other items e.g., portrait and landscape.
Layout conventions	Standard key terms used to label different parts of a graphical product.
Raster/Bitmap	A type of image that uses pixels to form an image.
Vector	A type of image that uses points and paths to create an image.
Compression	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.

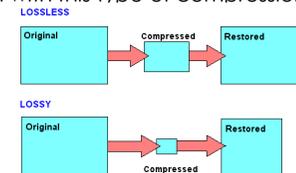


Questions

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.

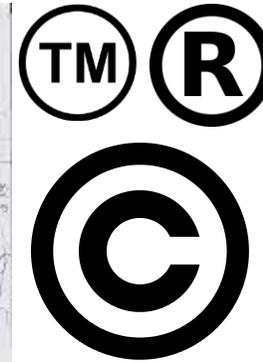
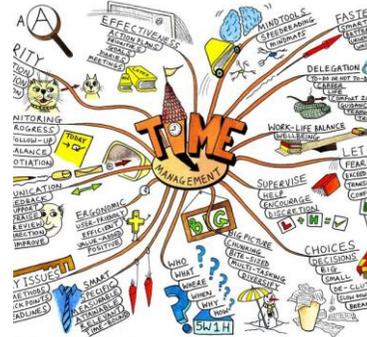


Activity – List some colours and find their meaning. Then find some products or brands which use those colours and show the meaning you have found.

Key Vocabulary...

Term	Definition
Moodboard	To generate ideas. This should contain graphics, colours and text.
Visualisation diagram	A detailed diagram that shows the layout, sizes, colours and fonts of a final product.
Concept sketch	To develop ideas. This should look like the intended product.
Mindmap	To organise and structure ideas. This should contain a central node, sub nodes and images.
Central node	This is the central idea and should be the overall topic that the mindmap is about.
Sub node	These are the strands that come from the central node. They should show the links between ideas.
Copyright	This is the law that protects intellectual property from being copied and passed off as someone else's. When items such as book and drama are copyright protected, they need an agreement from the original owner to be used by others.
Trademark	These are used on logos and slogans to protect a company's logo or branding. It prevents unfair competition due to customer confusion.
	
Registered trademark	These are used on logos and slogans to protect a company's logo or branding. It prevents unfair competition due to customer confusion.
	

Picture This...



Always Remember...

When borrowing someone else's media, you must make sure that you ask permissions first or that you give credit to the person who does own it. You can do this using an assets table.

Assets include graphics, videos, text and audio.

Before creating a final product, you must plan it. This avoids wasting time and cost later down the line.

There are two types of moodboard. A physical moodboard which also contains textures and is made from paper, glue and other materials. A digital moodboard which is made on a device.



Questions

1. State things that make up a moodboard.
2. State four things that should be included within a visualisation diagram.
3. State two things that should be included in a mindmap.
4. What is the purpose of a mindmap?
5. When you use someone else's image, what must you do to ensure that you are not prosecuted?
6. Give an example of when someone broke a copyright law.

Deeper Learning...

Creative Commons Licence is an agreement by which someone can request to use the work of the original owner. The agreement sets out how the original material can be used or how it should not be used. This is how in the music industry covers of songs that already exist are made without anyone getting into trouble. Listen to 'Run' by Snow Patrol and Leona Lewis or 'Valarie' by the Zutons and Amy Winehouse



Activity – Create a moodboard using a sheet of card. The moodboard should be for a school event about remembrance day.