R094 – Visual Identity & Digital Graphics

Intellectual Property - Copyright

The general rule is that pretty much everything will have some form of copyright protection but it might not be clear who owns it or how rigidly the protection will be enforced. Understand the terms "Copyright, intellectual property, privacy and defamation" Creative Commons is an organisation that tries to make creative work available for others.

EXPLORE THEIR WEBSITE: www.creativecommons.org

KEMNAL KEY QUESTIONS

1. **What is the purpose of a visual identity?**
2. **What elements make up visual identity?**
3. **How are visual identity elements used to create meaning for different target audiences/ consumers?**
4. **What do you understand by the golden circle?**
5. **What is typography?**

What can you change about an image to make it more suitable for different uses?

- Size in Pixels
- Resolution (Dots per inch)
- Quality
- Compression

Target audience

You need to know your target audience: Who are they? What kind of things do they do? What products do they use? How old are they? What are they interested in? The answers to these questions and many more will help you better understand the people you are designing for. Getting an understanding of these individuals helps you create with ease and make something you know will relate to them.
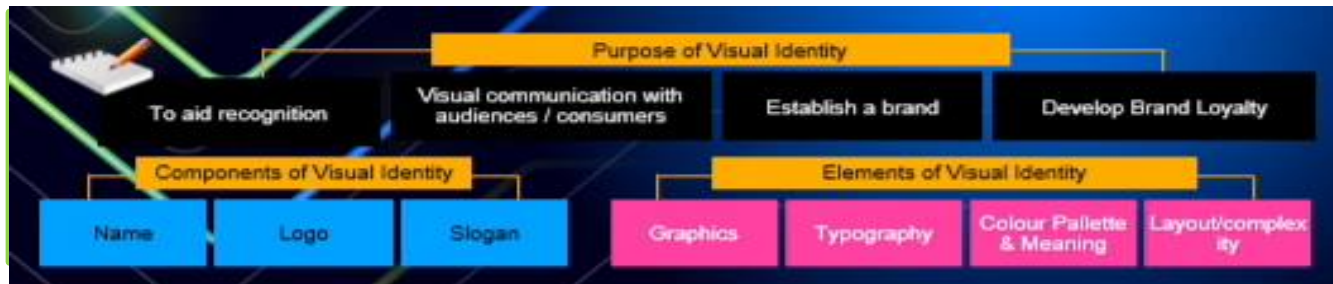
Export Options

Digital Graphics need to be saved in different formats for different purposes - the size and resolution will be different for, Print use, websites and multimedia.

Check the client brief

What do they want to achieve?

What type of file formats do digital graphics use?

tiff, jpg, png, bmp, gif, pdf

You will need to find out the different uses and properties of these different file formats and be able to describe why different formats are suitable for different situations.