

Kemnal Technology College. Creative iMedia Kemnal Key - Yr10 Term 4



Colour

Starbucks' use a green logo in a circular shape. The green colour elicits nature, and health in the person who drinks Starbucks. The colour green could also represent their growth, freshness, and contribution to the environment.

Graphics

- Geometric shapes have been used to create the outer circle and the inner circle where the siren is.
- Natural shapes have been used to draw the twin-tailed siren.
- Geometric shapes used to draw the starts on the outer circle.
- As the circle is a shape that has neither an end or a beginning point, this could possibly be a symbol of Starbucks' continual movement or legacy within the coffee industry.
- No symbols are used in the local themselves but they may use @ and # as part of their social media campaigns.

Typography

Starbucks use Freight Sans. It's a Sans-serif font type presented in block letters to spell out the brand's name in a clean and sharp way.

Purpose of a Digital Graphic

- To Entertain
- To Convey a Message
- To Persuade
- To Advertise
- To Inform
- To Educate

Elements of a visual identity

The elements of visual identity are the technical parts of the visual identity. They are broken down into the following:

Graphics (shape/symbol)

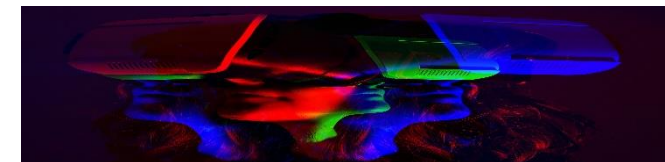
Typography

Colour palette and meaning

Layout/complexity

Planning the digital graphic:

Moodboards	Mindmaps	Concept sketch	Visualisation diagram
<p>Used to assist in the generation of ideas</p>	<p>Used to link ideas</p>	<p>A concept sketch is a simple freehand drawing to develop an idea which may include brief annotations</p>	<p>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</p>



Kemnal Key Questions

1. What is meant by colour theory?
2. What is meant by house style?
3. What do you think are the benefits of vector and raster images?
4. What licences and permissions are needed to use assets from certain sources?
5. Where would you TYPICALLY use a bitmap image?