Kemnal Technology College. Creative iMedia Kemnal Key – Year 11 Term 1

R094 – Visual Identity & Digital Graphics

The purpose of visual identity is to:
- Create a recognisable/familiar brand.
- Develop brand loyalty.
- Establish a brand.
- Visually communicate with their customers.

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.

KEMNAL KEY QUESTIONS

1. How are visual identity elements combined to shape perception and create emotional response?

2. Why is it important for advertisers and branding companies to really consider things like typography?

3. Think of a product that causes you some form of emotion, how did the advertiser create that emotion?

4. Why is it important for advertisers to use Visual Identity to 'tell a story'?

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
- Multimedia
- Check the client brief

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.

Asset table
An asset table is a list of all of the assets, images and information you have collected for the project - listing where you got it from and describing any legal issues with using it.

Planning
You will need to create a work plan which lists all of the tasks involved in the whole project. You then need to estimate how long each task will take and create a chart or diary to record how long they REALLY take to complete. Build in some contingency time in case things go wrong! Add this to the plan and explain why you had to use it if things don't go according to plan all the time.