

Kemnal Technology College. Creative iMedia Kemnal Key – Year 11 Term 2

R097 – Visual Identity & Digital Graphics

KEMNAL KEY QUESTIONS

What does UI stand for?

Give a definition for UI?

Describe what makes a good UI?

Define how you could avoid a bad UI, What impact would this have on the user?

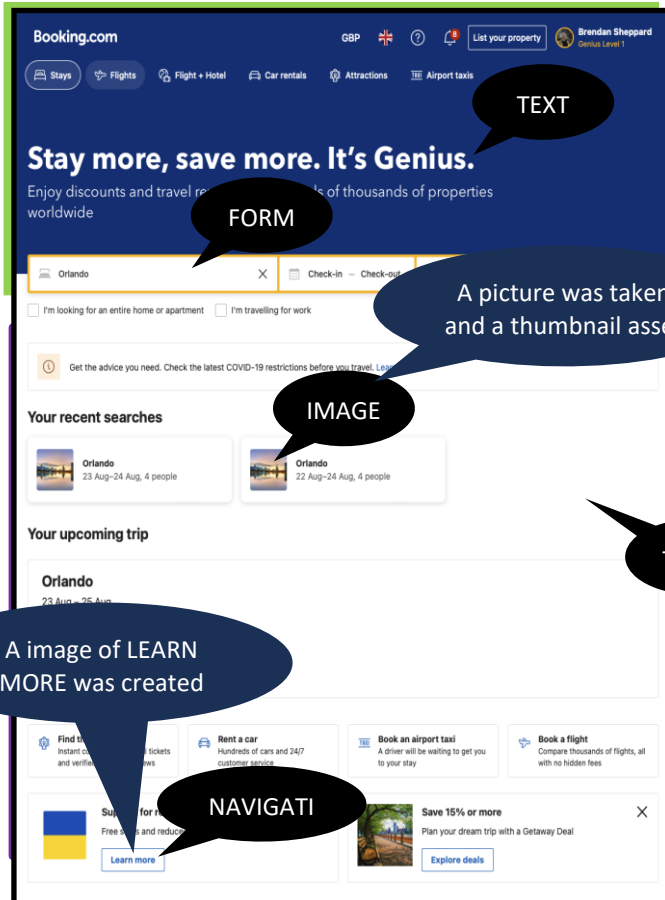
10 Rules to Good UI

- 1) Accessibility
- 2) Consistency
- 3) Clarity
- 4) Give Feedback
- 5) Recognition, Not Recall
- 6) Interaction
- 7) Follow Design Standards
- 8) Clear Structure
- 9) Keep it Simple (No more than 7 clicks to get somewhere e.g.)
- 10) Give users control

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



A image of LEARN MORE was created

A picture was taken and a thumbnail asset

Key term	Explanation and example
Multimedia Interactive	Where the human user causes an action by the computer so that different data is displayed. The user clicks on a play button and a video plays or selects an option and different information is displayed.
Multimedia	The combination of several media such as (e.g. text, sound, images, video) in one product.
Navigation methods	A method of moving through a product.
Client	The individual or organisation who want the product created.
Target Audience	The group or individuals that the product is aimed at.
Properties	The parts of the product that come together to create the final multimedia product including all media, navigation, colour scheme and transitions.
GUI	Graphical User Interface – screen seen by the user of the product.