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Key Terminology	
Visual Identity	The graphical and image-based content used by a brand to represent itself. This can be portrayed through logos, signage, print media.
Purpose	The reason behind how a brand portrays itself to its audience.
Elements	The components that make up the visual identity of a brand, including logos, letter heads, templates, house style, colour themes etc.
Design	The way in which brands create media to portray themselves.
Familiarity	How recognisable a brand is through its media created. This can be achieved through use of colour, logos, typography.
Brand	The way in which an organisation can be recognised
Brand Loyalty	When consumers prefer to spend money on the services and products offered by a certain company which they trust and are familiar with.
Visual Communication	When messages are communicated with customers through the use of graphics. This can involve the use of posters, leaflets, magazine covers, web adverts, infographics, flowcharts, presentations.

Types of Brands	
Business	A visual style that is unique to separate it from other brands. Google and Yahoo are examples of business brands.
Product/Service brand	A visual style which represents a product or service offered within a certain business. For example, Google has the following products: <ul style="list-style-type: none"> • Gmail • YouTube • Google Maps

Components of visual identity	
Brand Identity	Non-visual elements including values and principles of a brand and how it is unique to its competition.
Name	The name of a business can help an audience remember what it offers in terms of products or services. They can be descriptive, acronyms, founders names or real words.
Logo	A graphic which represents the organisation or business. Its components may include a picture, emblem, character, letterform or be abstract.
Slogan / Strapline	Something which allows consumers to remember what a brand wants to be associated with. They may use catchphrases, metaphors or alliteration.

Types of Logos	
<p>Picture</p> 	<p>Emblem</p> 
<p>Character</p> 	<p>Letterform</p> 
<p>Abstract</p> 	

Elements of visual identity	
Graphics	Images shapes or symbols used to represent a brands visual identity. Not only used for logos. Think about the key symbols used on a mobile phone to represent apps.
Typography	The styling of text to represent a brand in a particular way.
Colour palette	A series of colours which are used consistently across a range of graphics used by an organisation. Certain colours convey certain meanings or messages.
Layout and complexity	The methods used to combine graphics, typography and colour to create a media product. The use of sizing and spacing is important here. Considerations include orientation, layering and alignment.
Orientation	The direction of a publication (portrait or landscape).
Layering	The position of certain elements in front of or behind others.
Alignment	The positioning of elements in relation to other elements.

Typography Terminology	
Serif fonts	Lettering which includes flicks or strokes attached to the end of letters. Commonly used for print media as they have a traditional appearance. Seif font example
Sans serif fonts	Lettering which does not have decorative flicks Sans Serif example
Typeface	Families of lettering styles known as fonts. They are grouped into families due to their similar appearance. Each typeface may be slightly different in terms of its weight, width and style. Arial, Arial Black, Arial Narrow, Arial Nova
Hierarchy	The way in which importance of different text is shown. More important text will often appear larger and bolder. Heading 1, Heading 2, Body Text
Contrast	Used to portray the importance of a message using colour/styling.
Consistency	Minimising the number of fonts used makes a brand appear to be more professional to its audience.

The meaning of colours			
RED	PINK	GREEN	BLACK
Power, strength, energy, heat, love, passion, danger, warning, anger	Happiness, compassion, sweet, playful, immaturity, hope, inspiration, feminine	Earth, growth, freshness, nature, balance, harmony, money, jealousy, envy, guilt	Formal, classic, elegance, power, luxury, protection, death, mystery, evil
ORANGE	PURPLE	BLUE	WHITE
Excitement, confidence, encouragement, health, vitality, extroversion	Royalty, nobility, spirituality, luxury, ambition, mystery, fantasy, moodiness	Peace, tranquility, loyalty, security, trust, intelligence, cold, fear, masculine	Purity, innocence, goodness, fresh, clean, easy, simplicity
YELLOW	BROWN		
Bright, vibrant, youthful, energetic, sunshine, hope, intellect, happiness	Earth, outdoors, longevity, conservative, honest, natural, reliable		

Alignments		
Top Left	Top middle	Top right
Middle left	Middle middle	Middle right
Bottom left	Bottom middle	Bottom right

Visual identity design style

Cohesive	All elements of a design style link in with one another and complement each other with a common theme.
Business Type	Affects how a brand wishes to be portrayed. It may want to position itself to stand out from other competitors if it is a new business.
Brand values	Values and principles can be communicated through the branding. This includes what the company stands for and its ethos.
Brand positioning	The target audience that a brand is aiming to capture. There are different categories which exist.

Brand positioning

Economy	Lower priced than others, not always lower quality.
Mid-range	Brands which strike a balance between cost and quality.
High end	Expensive and luxurious high quality products.

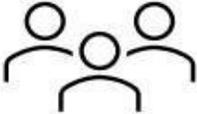
Brand Positioning Examples

	Economy	Mid-range	High end
Colour palette	Bright and bold, potentially primary colours	Up to 3 colours which complement each other	Limited to 1 or 2 colours
Typography	May imitate other brands	Unique to the brand and identifiable.	Elegant or instantly recognisable
Layout	Many visual features	Logical layout, inviting to look through/read easily	Few visual features but all relevant when used.
Examples	Aldi, Primark, Lidl	M&S, Adidas, Heinz	Apple, John Lewis

Types of business by category

Health Chemists Herbalists Therapy	Food Restaurant Groceries Health Foods Confectionary Butcher Fast Food	Shopping Toys Clothing Shoes Convenience Book shop
Leisure Gym Café Spa	Technology Computer repair Web development Gaming Social media marketing	Professional Advertising Accountants Architects Solicitors

Core values examples

Trust 	Teamwork 
Responsibility 	Ethics 
Innovation 	Excellence 

Key Terminology	
Concept	An idea behind how something should work.
Convention	A commonly used standard for producing something.

Concepts of graphic design	
Application of visual identity	Designer should ensure that the visual identity and house style of a business or product matches. This can include the use of fonts, colours and layouts.
Alignment	The positioning of items in a document can be used to position content horizontally or vertically, to an edge or centre.
Margins	Used to help align text to certain places in a product.
Typography	The use of various fonts, sizes, types and <i>emphasis</i> of key words or phrases to engage the audience. This can create a certain feeling or tone.
Colour and colour systems	Used to convey certain meaning about a brand. An example of a colour system is pantone.
Whitespace	Space in a graphic which has no content. This is used to allow users to read easily and interpret the content with ease. <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>

Colour systems	
Pantone	<p>A colour system used to represent specific colours which can be reproduced regardless of the equipment used to display or print it. Each colour is identified by a unique number.</p> 
Natural Colour system	Used to classify colours so that there is an industry standard. Colours are classified as 6 elementary colours (white, black, red, yellow, green, blue). Based on visual appearance.
CMYK	<p>Cyan, Magenta, Yellow, Key (black). Model which works by using white as a background and masking it with varying amounts of the 3 colours. Commonly used in printing.</p> 
RGB	<p>Red, Green, Blue. A system used to create all other colours using a value for each of the 3 colours. Each value is on a scale between 0 & 255 where 0 means no colour and 255 means maximum intensity.</p> 

Layout conventions

Title	Name of a publication, article, or product.
Masthead	Title of a publication or a logo.
Headline	Short hook aimed at engaging the audience.
Copy	Written elements of a graphical product.
Image content	Photos, graphics or diagrams used to add information or interest
Additional information	May include information about a source but provides information about alternative information sources.

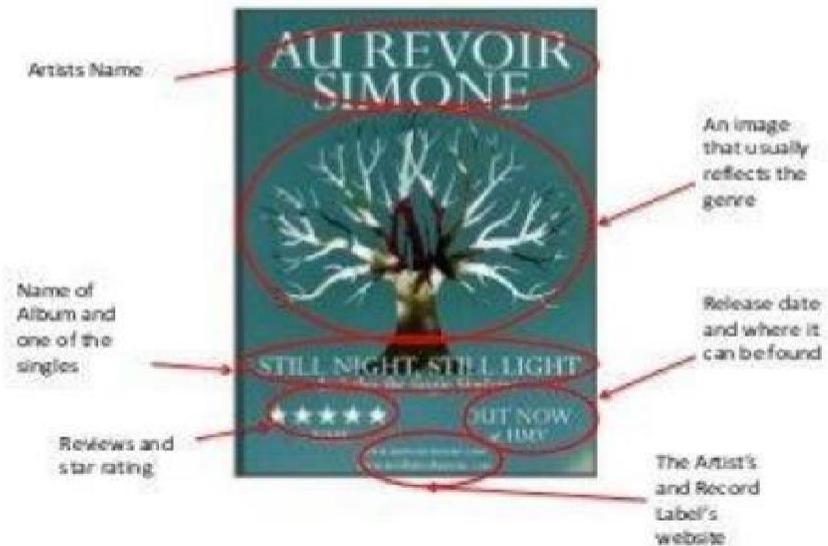
Conventions apply to

- CD, DVD, Blu-Ray covers
- Games covers
- Leaflets & posters
- Magazine covers
- Book covers
- Multimedia products, web images, graphics
- Packaging

Magazine conventions



DVD cover conventions



Key Terminology

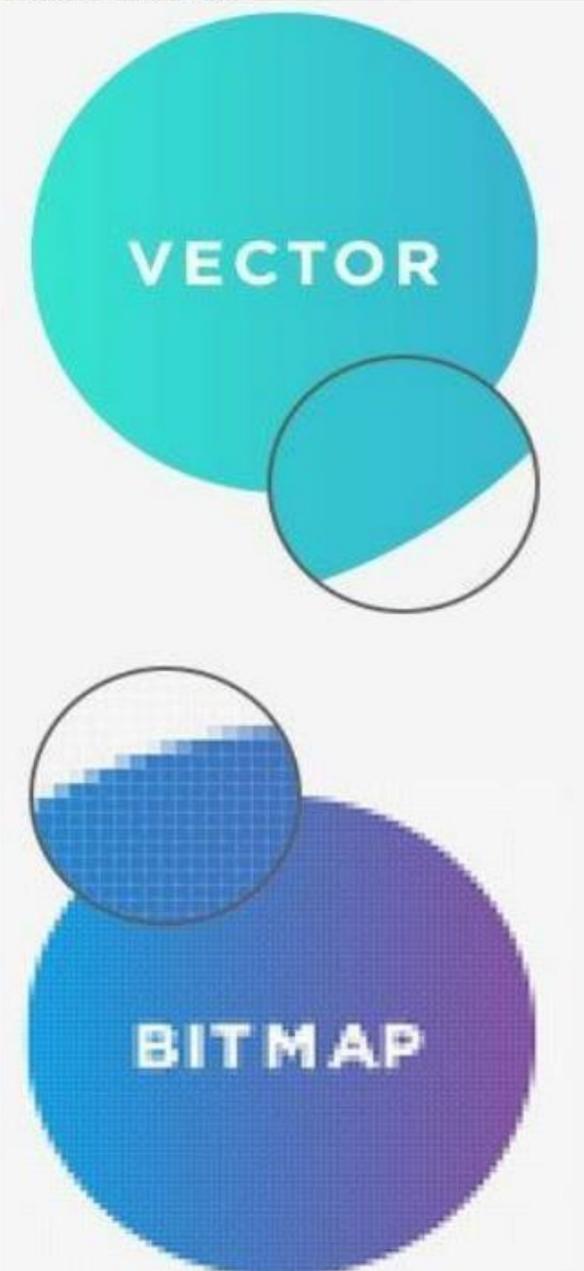
Bitmap/raster	An image which is formed of pixels which each have a colour. These images cannot be scaled without damaging their quality.
Vector	An image which is formed of shapes and lines represented as mathematical formulae. These images can be scaled without damaging their quality.

Properties of bitmap images

Colour depth	The number of colours which can be used in an image depends on the number of bits used to represent each pixel.	
	Bit-depth	Number of colours
	1	2
	2	4
	4	16
	8	256
	16	65,536
Colour mode	The colour system used to represent the colours (EG CMYK or RGB).	
Compression settings	Methods which are used to reduce the amount of storage space required to store a file. This can either be lossy or lossless.	
Overall quality	Pixelation is an issue encountered when an image is displayed too big, the pixels become visible and the image unclear.	
Transparency	Parts of a graphic which are see-through displaying the content behind it.	

Properties of vector images

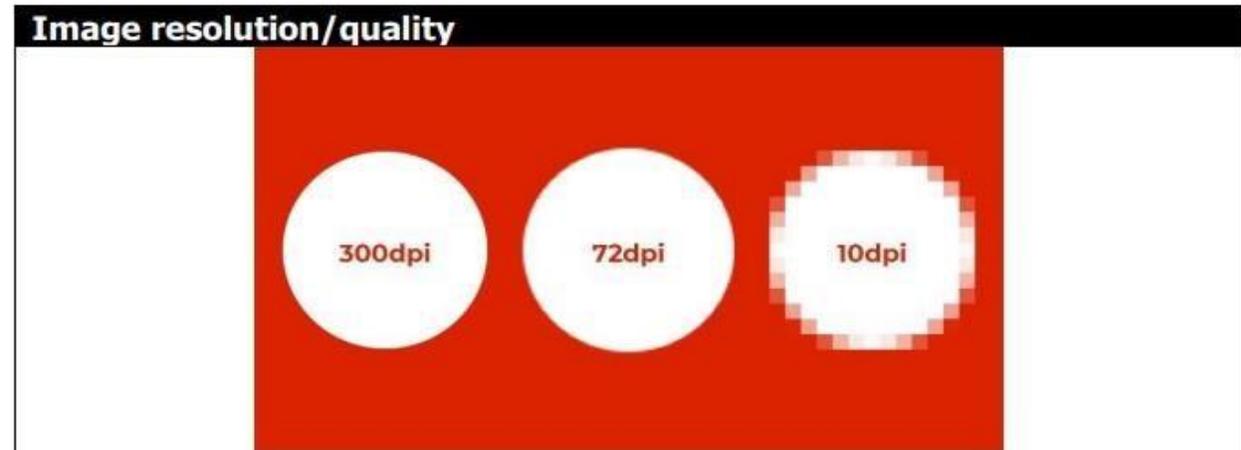
Compatibility	Specialist software is required to edit vector images making vector images less compatible than bitmap images.
File size	Often these are comparatively small as less information needs to be stored typically
Scalability	Vector images are often scalable (can be enlarged without becoming pixelated). Which is useful when needing to display or print on a large canvas (EG a sign or billboard).

Bitmap VS vector images

Licenses and permissions to use assets	
Client images	A designer may choose to take their own photographs or use ones provided by the client. The designer would retain all rights to these images.
Internet Images	Images can be sourced online using search engines to locate suitable images. Careful attention must be paid to who the copyright owner is and what permissions are granted to any users.
Stock library images	Banks of images online which may be royalty free or involve payment of a fee in order to be used.
Rights managed	An owner of an image places restrictions on the use of graphics they own, including the locations they can be used in number of times the image can be used and how long it can be used for.
Royalty Free	A license whereby once a person has purchased an image they own the rights and can use for whatever purpose. They may still come with some restrictions such as for non-commercial use only or limiting the number of times an image can be printed/used.

Online image properties	
Size	The height and width in pixels. If images are required of a certain size then this can be specified in a search engine.
Image type	The file type can be applied to filter out clip art, vectors and GIF images. This aids a designer in locating suitable graphics.
License type	Copyright or creative commons licensing may be attached to an image.
Logos	Client owned logos can be used without permission, but if a designer wishes to use a logo owned by another company they must seek permission.

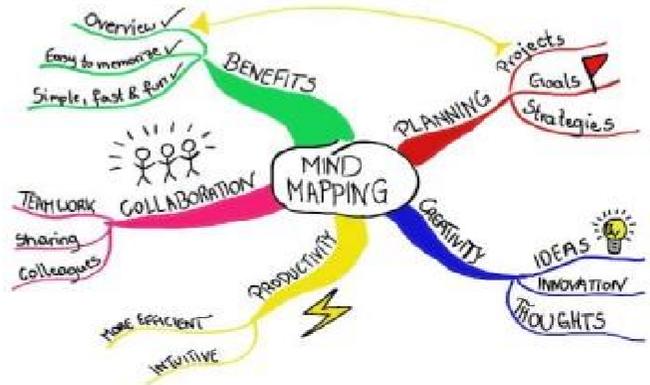
Protecting intellectual property	
Intellectual property	Anything that has been created, like designs, inventions, brand names, and literary works by a person.
Copyright ©	A law which gives creators of media the rights to it. Meaning others cannot use, distribute, or edit it without permission. Watermarks may be used to prevent others from using something without referencing the copyright owner.
Creative Commons	A license which a copyright owner can use to allow others to use, edit and distribute their work. Various levels are available allowing individuals to choose how their work is used by others.
Fair dealing	Copyrighted material can be used for certain research, private study or educational purposes if the source is quoted and referenced.
Patent	A license which gives rights to a creator of an idea, process, or invention so that others cannot copy it.
Trademark	A phrase, words, logo, or symbol which is protected for use by a certain business or organisation. Owners can use the ® symbol after the word or phrase which has been registered and ™ after any unregistered words or phrases.



Key Terminology

Mood board	A collection of sample materials, existing products and related items that piece together the style of a document being produced.
Physical	A document which is produced in the real-world. This is tangible (can be touched).
Digital	A document created and stored electronically using a computer.
Mind map	A diagram used to support generation of ideas and organise information. This helps to plan and organise thoughts and ideas for further development.
Node	A shape in a mind map which contains an idea or concept. Can be in either physical or digital.

Mood board**Mind map**

	Mood board	Mind map
Purpose	<ul style="list-style-type: none"> To aid the generation of ideas by collecting a wide range of material that will give a 'feel' for what is desired. To stimulate creative and innovative approaches. 	<ul style="list-style-type: none"> To record thoughts and ideas in a structured way. To develop and show links between different ideas, aspects and processes of a project. To support the generation of ideas.
Elements	<ul style="list-style-type: none"> Images Colours Text Physical materials Sound & Video 	<ul style="list-style-type: none"> Central node (Main Theme) Sub-nodes with connecting lines or branches to different parts. Text at each sub-node for key-points, ideas, activities, requirements ETC. Images
Uses	<ul style="list-style-type: none"> Starting point in any iMedia project A place to collect samples, materials and relevant content As a reminder of possible styling for a production To share thoughts, ideas and styles among a creative team. 	<ul style="list-style-type: none"> Any project where there are many ideas To show connections between parts of a project (where links can be made) To illustrate all aspects of a project which need to be included in a work plan.
Example		

	Visualisation Diagram	Concept Sketch
Purpose	<ul style="list-style-type: none"> To plan the layout of a static (non-moving) media product. To show how a finished media product might look To provide a graphic designer with enough information to create a product 	<ul style="list-style-type: none"> To show what products or designs may look like.
Elements	<ul style="list-style-type: none"> Images & graphics Logos Colours Text Fonts Annotations 	<ul style="list-style-type: none"> Key features of a graphics design Illustrations Logos
Example	<p>The screenshot shows the lastminute.com website with several annotations:</p> <ul style="list-style-type: none"> Navigation bar: Buttons for links to other pages (black text on white background). Company name: White writing, out of a pink background. Big bold Logo: White on purple / pink background. Contact details: A box pointing to the contact information. Link to customers booking: A box pointing to the booking section. Search bar: For looking for different parts of the site. Pictures advertising holidays/attractions: A box pointing to the promotional images at the bottom. Slogan: A box pointing to the 'MUSIC makes you Travel' slogan. 	<p>The sketches show several stylized human figures in a simple, line-art style. One figure is standing upright, another is sitting, and a third is in a dynamic, running or jumping pose. There are also some abstract shapes and arrows, suggesting a focus on human form and movement.</p>

Key Terminology

Editing software	The program used on a computer to edit images. Such as GIMP, Adobe Photoshop, Paint Shop Pro or Photopea.
Image/Canvas Size	The dimensions of an image, usually measured in pixels or physical measurements such as cm, mm or inches.
Resolution	The number of pixels per inch (PPI) within an image. Typically, 72 PPI is used for digital applications such as a website, and 300 PPI for print media such as posters.
Layout tools	Tools used to help a designer ensure that the shape or style is followed. These include grids, guides and rulers.
Drawing tools	Tools used to add elements to an image, including shapes, colour fills, gradients,
Selection tools	Tools used to select parts of an image.
Layering tools	Tools used to place certain elements of an image in front of or behind other elements.
Anti-aliasing	A property which ensures lines produced are smooth in appearance.

Adjustments to images**Tools used to change the appearance of an image.**

Brightness	The amount of light that is shown in an image. This can make certain elements in an image stand out more than others.
Contrast	The difference between the maximum and minimum intensities of pixels in an image, making light areas appear lighter and darker images appear darker.
Colour levels	Represents the lightest and darkest tones in an image allowing a designer to manipulate these colours individually.
Colour balance	Used to correct colour within images, it can be used to make certain colours stand out against others.
Hue	The colour used in an image which can be swapped for another.
Saturation	The intensity of a colour in an image.

Layout tools**Tools used to align content in an image.**

Grids	A tool which separates a canvas into equal sized portions which can be used to lay content out evenly. Objects can be snapped to certain parts of a grid.
Guides	Guidelines defined by a user to allow elements to be aligned to certain places.
Rulers	A tool used to ensure that assets are correct in comparison to the canvas or page size. The size and angle of a ruler can be changed from its origin point (centre).

Drawing tools**Tools used to create and edit graphics.**

Shapes	Shapes can be added to a canvas to be combined to make other shapes or make parts of a graphic stand out.
Colour fill	A background colour for a shape.
Gradient	A background fill which may vary in colour and help to contrast with other assets in a graphic.
Opacity	The amount of transparency within a shape or image.

Selection tools**Tools used to select areas of an image before manipulation.**

Shape	Using a shape to select an area of an image, typically a rectangle but other shapes can be used.
Colour	Selecting areas of an image based on their colour. Commonly known as the magic wand tools.
Edge contrast	A tool which can be used to select where colours contrast. Otherwise known as the lasso.

Layering styles**Tools used to apply an effect to a certain layer.**

Drop shadow	Used to make an asset appear to have depth and separate it from a background.
Glow	Used to highlight the edges of an element in an image in a different colour.
Bevel and emboss	Used to make an asset appear as if it is raised or depressed. Creates a 3D effect.
Colour overlay	Used to apply a tint of colour to a layer of an image.
Gradient overlay	Applies a gradient of colour over a layer.
Pattern overlay	Used to apply a pattern over a certain layer.

Retouching tools**Tools used to change the appearance of and improve existing images.**

Pencil	A tool used to draw lines on a canvas, this uses no anti-aliasing techniques and so lines may appear jagged.
Brush	A tool used to draw lines on a canvas using anti-aliasing techniques giving a smooth appearance. The hardness of a brush can be changed allowing for softer edges.
Cloning tool	A tool used to recreate a selected part of an image in another area.
Healing	A tool which can be used to remove imperfections in a texture from an image.
Blur	A tool used to give focus to key elements of an image.
Colour Swatches	A tool used to display a series of colours which are used regularly by a graphic designer.
Colour picker	Also known as the eyedropper. This tool is used to copy a colour from one part of an image to be re-used elsewhere in an image.

Filters and effects**Tools used to adjust the look and feel of a graphic with minimal effort.**

Examples of filters include:

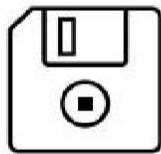
- Greyscale (monochrome)
- Wind effects
- Increasing the levels of a certain colour (Hue & Saturation)
- Sharpening an image
- Softening an image
- Applying a vignette to provide focus within a graphic

Typography Terminology

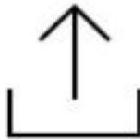
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Consistency	Minimising the number of fonts used makes a brand appear to be more professional to its audience.

Key Terminology

Sourcing	Locating a resource using a variety of techniques.
Creating	The process of making something from scratch to be given to a client. This could also involve the modification of a sourced asset.
Modifying	When a designer takes an asset and changes its appearance using tools and techniques found in specialist software.
Rasterization	A modification technique that converts a vector graphic into a bitmap graphic so that it can be used.
Resampling	A modification technique used to change the PPI value of an asset for it to be used for print or digital use.
Storing	The process of saving a digital file in a device in an organised fashion.

Saving & Exporting**Saving**

An appropriate file type should be chosen to save an editable file which may need to be returned to for further modification.

Exporting

When a graphic has been completed, the final version will be exported using an appropriate file type for its application. Factors to be considered when choosing a file type would include:

- A required PPI value
- Required dimensions
- Client requirements (print vs digital)

Further information about file types can be found on 100% sheet R093 – 4.2

Methods of sourcing assets

- Using a stock library – remember to check the license
- Sourcing from the client
- Create from scratch
- Take images using a camera
- Using advanced search tools on a search engine.

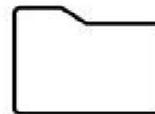
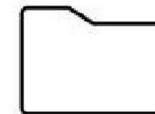
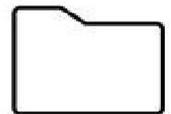
File naming conventions

File naming conventions are used to allow a designer or team of designers to find and locate files easily and control versions of a product. Version numbers or dates may be used to achieve this

Example:

- Either
 - Ice_cream_advert_storyboard_Ver_1.pdf
 - Ice_cream_advert_storyboard_Ver_2.pdf
 - Ice_cream_advert_storyboard_Ver_3.pdf
 - Ice_cream_advert_storyboard_FINAL.pdf
- Or
 - Ice_cream_advert_storyboard_21-01-19.pdf
 - Ice_cream_advert_storyboard_21-01-23.pdf
 - Ice_cream_advert_storyboard_21-02-19.pdf
 - Ice_cream_advert_storyboard_21-02-25-FINAL.pdf

Folders may be used to split files into the following categories:

**Original images****Edited images****Final versions**