



YEAR 9 COMPUTING – TERM 1

CREATIVE iMEDIA: DIGITAL GRAPHICS



PLAN
DESIGN
CREATE
EVALUATE!

BIG QUESTION: How can we design an effective digital graphic that communicates a clear message and appeals to a specific target audience?

1. MEDIA PRODUCTS & THE MEDIA INDUSTRY

A media product is something created to communicate a message to an audience.

Examples:



Media industry sectors include:

- Advertising & Marketing
- Film & Television
- Gaming
- Publishing
- Online Media

Every successful media product has a clear purpose and target audience. ★

2. TARGET AUDIENCES

A target audience is the specific group of people a media product is designed for.

Demographics can include:

- Age
- Gender
- Interests & hobbies
- Income
- Lifestyle
- Location



Design choices (colours, images, fonts, language and layout) should suit the target audience.

3. RESEARCHING EXISTING PRODUCTS

Research means collecting information to help develop ideas and make better design decisions.

When analysing a digital graphic, consider:

- 🎯 Purpose
- 👥 Target audience
- 🎨 Colours
- 🖼️ Images
- Aa Typography
- 📐 Layout
- ★ Most effective features



Research helps designers understand what already works and gives inspiration.

4. DESIGN PRINCIPLES

COLOUR THEORY – Use colour to create meaning, emotion and audience appeal. Colours should complement, contrast and suit the product and audience.



TYPOGRAPHY – The style and appearance of text. Fonts should be appropriate for the product and easy to read.

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LAYOUT – The arrangement of text, images and other elements. A good layout creates a clear visual hierarchy.



Designs should be consistent so that colours, fonts, images and elements belong together.

5. MOOD BOARDS & ASSETS

A mood board is a collection of images, colours, fonts and ideas to establish the visual style.



Assets are resources used to create a media product. Examples:



Plan the assets you need before production and always consider copyright and permission.



6. DEVELOPING DESIGN IDEAS

A design idea is an initial concept showing what a media product could look like.



Annotations explain why design decisions have been made.

Good annotations link to the purpose, client brief and target audience.

Don't just say what you will do, explain why! ✓

7. ALTERNATIVE DESIGNS & JUSTIFICATION

Designers create more than one idea before choosing their final design.



Compare the strengths and weaknesses of your ideas and justify which is the best solution for the client brief and target audience.

8. PRODUCING THE DIGITAL GRAPHIC

Production is the process of creating the final media product.

A digital poster may contain:

- 🖼️ BACKGROUND
- 🖼️ MAIN IMAGE
- 📄 TITLE
- 📄 IMPORTANT INFORMATION
- 🖼️ LOGO
- 🌐 WEBSITE / SOCIAL DETAILS



A layer is a separate element that can be edited independently. Refinement means making changes to improve your product.

9. TESTING, FEEDBACK & IMPROVEMENTS

Testing checks if the product works and meets the needs of the client and audience.

Test:

- ✓ Spelling
- ✓ Readability
- ✓ Images
- ✓ Colours
- ✓ Layout
- ✓ Audience appeal
- ✓ Important information

Feedback should be:

- 🎯 Specific
- 👍 Helpful
- 💬 Constructive

Act on feedback and make improvements.



Fitness for purpose = how successfully the product achieves its intended aim.

10. EVALUATING A MEDIA PRODUCT

Evaluation means judging the quality and effectiveness of a completed product.

- 📋 Client brief: Did the product include everything required?
- 👥 Target audience: Does the design appeal to the intended audience?
- 🎨 Design choices: Were colours, typography, images and layout effective?
- ★ Strengths: What worked well?
- ⚠️ Weaknesses: What could be improved?
- 💬 Feedback: What did others suggest?
- 🔧 Improvements: What changes were made?
- 🔄 Future improvements: What would you change if you did it again?

THE DESIGN PROCESS



★ BE A CONFIDENT, CREATIVE AND INDEPENDENT DIGITAL DESIGNER!

PLAN → DESIGN → CREATE → TEST → IMPROVE → EVALUATE → SUCCEED!