

# Information and Communication Technology

## Unit 6: Graphics Intermediate

### Scenario

Now that Retro Records has expanded its roster of artists, it is selling a lot more CDs. This means that they can afford to move in to new offices and employ more staff. They are now planning to buy two adjoining and identical business units, which are part of a very fashionable development in Leeds Centre.

To accommodate all of the staff and equipment, and provide a good working environment, they have decided to convert the two units in to one. This will require detailed plans to be drawn up that show the dimensions of the new office and the placement of equipment within the space provided.

This expansion of the business also provides the perfect opportunity to introduce the new corporate image you, in your role of freelance designer, have already been working on. Besides providing a choice of logos you should also provide your preferred choice incorporated in to:

A CD sleeve for a new *album* by a band of your choice.

## Section 2

### New Logo (SCANNED)

Now that plans for extending the office are under way, Becki and Tommy have decided to establish the new corporate identity.

You have been called upon to advise them on this but they have given you complete freedom in the new designs. Don't forget though that the company is called **RETRO RECORDS** and produces **MUSIC**.

### Intro

In this section you are going to **design a new logo**. First of all you will **sketch 3 logos on paper**. The sketches should show the colours that will be used. After you have drawn 3 you **will pick the best one**.

You will then design the best one using **Photoshop Elements**, because **the logo must be a scanned Bitmap image**.

### Logo Task 1 - Project Plan

Produce a description of the work needed in order to complete this assessment. Your description should include the following headings. Make sure you include **scanning**.

- Introduction
- Hardware Used
- Software Used
- Tools and Techniques Used (e.g. draw, fill).
- Duration
- Filenames and Folders

### Logo Task 2 - Sketch Designs

Produce **three different sketch designs**, by hand, to show your ideas for a new logo. Together with your teacher choose one design you will develop in more detail. Make sure it is **drawn with black pen so that it can be easily scanned in**.



### Logo Task 3 - Scanning

Produce a detailed freehand drawing of the chosen design on a separate sheet of paper and scan it in.

Use Photoshop Elements to fill it in and add other elements.

Retro  
Records



#### Logo Task 4 - Logo Report

Make a copy of your scanned image and annotate it to show the following:

- The graphics software you will use to produce the logo
- The tools/techniques you will use to produce each part of the design
- The style of any lines
- The style and size of any fonts
- The colours/patterns you will apply.

## Check List for New Logo

Use this checklist to manage your work. Tick the boxes and ask your teacher to double check your work before printing off a copy.

1. project plan - plus annotation
2. sketch three ideas - plus annotation
3. scan final idea - plus annotation
4. logo report