

# 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.

## New Office Shop Front - Task 1

Produce a description of the work needed in order to complete this assessment.

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

Filenames and Folders

## New Office Shop Front - Task 2

Produce a sketch of how you think the shop front will look, using blue grid paper.  
Draw the frontage of the shop in 2D design tools, to a scale of 1:100 and print out.

## New Office Shop Front - Task 3

Scan the printed drawing, using photoshop elements.

## New Office Shop Front - Task 4

Using photoshop elements to add text, colour, tone and texture to the shop front.  
Use imported brick or stone work to render your building.

Remember the shop is called **Retro Records** which suggests that you should use some imported **retro images** in your design

## New Office Shop Front - Task 5

Import a scanned image of the corporate image logo you developed earlier and paste it to the front of the shop sign.

Examples:



## **New Office Front Task- Evaluation**

Produce a short evaluation of your work. You must have a good evaluation to get a merit or distinction. You should use the following headings:

### **Introduction**

- Explain what you had to do

### **Software**

- Why did you choose the software that you used?
- Would different software have been better?
- How effective to use was the software?
- Was it easy to use?
- What features did you use?
- Did it have enough features?
- How easy was it to make your drawing accurate?

### **Effectiveness**

- What makes an effective plan?
- Explain what is good about your design?
- What design decision did you make when you were designing it?

### **Planning**

- Did you have enough time to do it?
- Was it easier or harder to do than you expected?

### **Improvements**

- If you had more time how could you improve it?

### **Tips:**

**Use the following vocabulary in your evaluation:**

**Vector, map, scale, 1:100, snap to grid, dimension**

### **Evidence of Understanding**

To achieve a merit or distinction you must provide evidence that you understand certain key topics such as these:

- What are the differences between Bitmap and Vector images?
- What are the differences between JPEG and BMP file formats?
- How does the choice of colour depth when scanning effect the size of the file for the scanned image?
- What are the copyright issues involved in copying and pasting images from the Internet?

Create a new document and type up the answers to these questions. Make sure you use the correct technical vocabulary and make your answers as detailed as possible.

## Check List for New Office Front

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
2. Sketch 2 ideas
- 3 Draw front in 2D
4. Scan & work in photoshop
5. Import logo & images
6. Evaluation