Creative **MEDIA**

Ormiston Victory Academy

Component Features of Visual Identity

Name
Logo
Slogan/ strapline

- Visual identity
- Brand identity
- Brand values
- Brand positioning
- Typography
- Composition

Visual Identity is the style or look that a company or organisation uses to present itself.
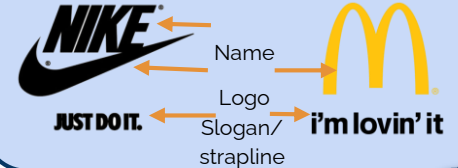
It is all of the imagery and graphical information that expresses who the company is and differentiates it from all the others.

Elements of Visual Identity

➔ Graphics (logo/imagery)
➔ Typography
➔ Colour palette and meaning
➔ Design (layout)

Factors Influencing Visual Identity

The Business type will affect a brands visual identity as they have to incorporate what they do into this.

Brand values are one of the most important things that affect the visual identity. These should be clear to the consumer just through the visual identity.

Brand positioning is about what level the product or service is at and how this is shown.

Purpose of Visual Identity…

➔ Recognition/familiarity

➔ Establish a brand

➔ Develop brand loyalty

➔ Visual communication with audiences/consumers

economy   mid-range   high-end

Visual identity is he physical representation of a company's **Brand Identity**. Therefore the visual identity is key to conveying the values of a company or product. If a customer identifies with a brand they are more likely to interact with it. If that branding is consistent, the customer will also return for repeat business and this is how brand loyalty is then built.

![Creative MEDIA logo]

![Ormiston Victory Academy logo]

Colour Theory

Symbolism

GREEN

Nature:
growth/freshness

Cultural:
luck (Ireland & US)

Political:
The Green Party

Contemporary:
Aliens
Toxic goo

Analogous Colours

Complementary Colours

Small decorative strokes (called 'serifs') found at the end of horizontal and vertical lines.

Look professional, authoritative, and traditional.

Typeface = font family

Serif

Sans Serif

Script

DISPLAY

Without the small decorative serif strokes.

Look more modern, stylish and cleaner than serif fonts.

Mimics cursive handwriting.

Script typefaces tend to look personal and elegant or casual.

A diverse group, not used for large blocks of text.

Popular for signs, titles or statement words and create a particular tone.

Layout conventions for different graphic products...
Magazines: Masthead, cover lines, pull quotes, main copy
Newspapers: Headlines, main copy, column
Blu-ray/game covers: Box art, tag lines, blurb, ratings
Websites: Navigation, grid, logo, footer, feed

Layout & Design Terms:
Format
- billboard or magazine advert etc.
Colour scheme & house style
- used to appeal to the target audience but also to set the tone (bright colours are exciting and appeal to young children whereas grey and black are sophisticated).
White Space
- blank sections which vary according to the style of the graphic. Influence the look and appeal to the target audience.
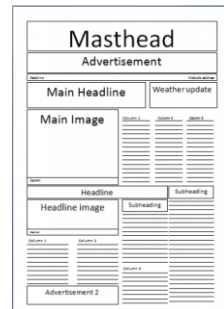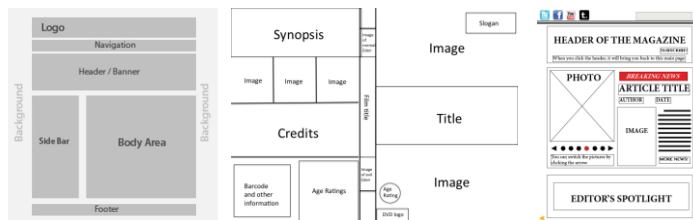
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Assets

PPI

Resolution

Upscaling

Version Control

Layout

White Space

Typography

Resolution
PPI = pixels per inch
Different formats require a different ppi…

Web = 72 ppi   **Print = 300 ppi**

Pixel Dimensions
This is indicated by how many pixels across and how many pixels high the image is (e.g. 1920 x 1080).

If you were creating an advert 8x6 inches, @ 300ppi the ad would measure 2,400 x 1,800.

This would then guide you in terms of the pixel dimensions you would need for a background asset.

Exporting Resolutions & Types

	PPI	File	Size
Online	72	.jpg .png	Small
Print	300	.tiff .jpg	Large

Reducing File Size

- 💻 Convert from .tiff to .jpg
- 💻 Reduce quality (increase compression) resaving as a .jpg
- 💻 Convert image to 72ppi

Naming Conventions & Version Control

Name files to identify contents and file type…
E.g. naming *'video_mind_map.jpg'*

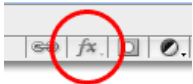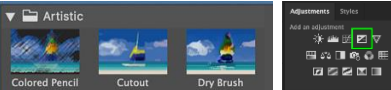Changing files…
E.g. *'DSCN1056.jpg'* to *'moodboard_colourbar.jpg'*.

Identify **versions** through…

➜ Date - *'film_script_24-05-20'*

➜ Version number - *'game_mind_map_V1'*

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Task	Tools	Notes
Cropping backgrounds	Lasso, Quick Selection, Magic Eraser	With lasso and quick selection, use layer>new>layer via copy/cut. Magic eraser only works well with block colour backgrounds.
Colouring	Paint Bucket, Eye Dropper, Colour Replacement	Paint bucket works for large areas of similar colour. Eye dropper will automatically load to the foreground colour. Use 'alt' to load to the background colour.
Layer Effects	*fx*	Mainly used to add drop shadow, inner and outer glows, gradient overlay and outlines (via stroke).
Filters & Adjustments	Artistic - Colored Pencil, Cutout, Dry Brush / Adjustments, Styles	Filter gallery to add quick effects on to images - artistic, stylised, texture Adjustment layers - brightness, black & white, hue/saturation

File Formats...

Print 300ppi	Online 72ppi	
TIFF	JPEG	PNG

Lossy = compression discards information - small file sizes but low quality

Lossless = No discarding in compression - higher quality but larger file sizes

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Use these pods to revise creating digital graphics...

Tools and Techniques for Graphics

File Formats and Compatibility