In this evaluation I will be describing, explaining and justifying the software used, tools, file format, image resolution and colour depth for each digital graphic created. The three digital graphics I will be evaluating are the Logo, Advert and Banner. Firstly I will be starting with the Logo and will go through each question.

Logo: Software Used? – To create the schools redesigned logo I used Photoshop CS4 and partly CS6. I used Photoshop because it is professional software that included many of the features and effects I needed to use to create the logo. These features were like the clone tool and free transform. The internet was also full of ‘effects’ you could manually add to the program as extras. I downloaded a paint splatter tool for Photoshop which helped me a lot throughout the logo creation. The imported paint splatter allowed me to create my logo much quicker than manually drawing them with a tablet or mouse. I did not on the other hand use paint or other free editing software which were available. This is mainly because software similar to Microsoft paint are very basic and do not include the editing features needed to create my logo. Also the downloaded paint splatter effect would not be compatible with other software; Photoshop was only program it would work with. The school already had Photoshop CS4 installed and I also had the newest version of Photoshop installed at home. This meant I would be able to work on the logo at home and at school which means task completion would be much quicker.

Logo: Tools Used? – During these two paragraphs I will be describing, justifying and explaining two of the tools that where mostly used throughout the logo creation. The first main tool used in the logo creation was the paint tool. The paint tool was used a lot throughout the logo creation this was mainly due to my logo having several paint splatters in its draft design. The paint splatter tool used an imported file that I downloaded from the internet this made it much easier to give the paint splatter effect I was looking for. The ‘effect’ I was looking for was it to look like several realistic paint splats in different colours plotted around the logo. Then centred in the middle would be ‘Ilfracombe Arts College’, below this and overlapping a paint splatter would be ‘Excellence For All’ with text effects that would make it stand out. The paint tool (With added effects) gave a great effect which I was looking for and it allowed the paint splats to seem very realistic. The Splats were easy to add and resize etc. To make the effect better the quality of each splat could’ve been improved. The overall quality of the splats where very could however, when the splats where enlarged the quality god worse and worse. Even though I was only creating a small logo where quality is harder to pick out, the quality of each splat could’ve been improved for a more professional look. The more professional look will portray the college much better.

The second tool which was used a lot was the Text Effects Tool. This tool allowed me to manipulate text to fit its purpose better i.e. ‘Ilfracombe Arts College’ needed to stand out against its background. The main effect used was the ‘stroke’; this made the edges of each letter bold. This meant the text stood out a lot better against its background. This meant even when people take a quick glance at the logo they are able to see the key information, which is the college name and the slogan. The second main effect I used throughout the writing on logo creation was the ‘Drop Shadow’. This effect created a shadow for the text which also made it stand out against its background which fit the design brief well. The two main effects that where available in the Text Effects Tool allowed me to add the necessary effect. To improve these effect the drop shadow needed to be more noticeable, although it helped the text stand out, if the effect was on its own it would not be very noticeable. If the drop shadow effect was more noticeable then seeing and reading the text would be easier. This means the user of the logo can see the key information quickly. Overall, I was able to add the effect I was looking for to the text on the logo and made the logo present well.

Logo: File Format Used? – Throughout creation of the logo because I was using Photoshop the file needed to be saved as a PSD, although the file size of a PSD is quite large it didn’t lose any quality during editing. After the logo was finished and finalized I saved it as a PNG. I used a PNG because it was best for internet use this is because the file is small and can be loaded quickly across the web. The image also does not lose a lot of quality when compressed and because I created a logo which is small and hard to pick out detail, quality was not the main purpose. The only improvement could’ve been to save the finished logo as a JPEG; this file would lose less quality during its compression the file size is also smaller however it is not widely used across the web which backed up the reason to use PNG because quality was not going to be a big problem for a logo.

Logo: Image Resolution? - The image dimensions used to create the logo was 600x600 pixels this was a square design because logos are generally that shape. The image resolution was 72 pixels per inch which meant my design was around 8.4 Inches squared in size. I used a big canvas to make my logo because this meant when it was reduced in size it would have a much better quality. The pixels per inch 72 (Set as default) meant that the final image would be a good quality. I was extremely happy with the final PNG file because the quality looked very professional after being reduced in size. The only improvement that could’ve of been made was to increase the pixels per inch (Resolution) or enlarged the canvas size do then editing would be much easier to make small improvements. However the final quality of the image was good and satisfied the user needs.

Logo: Colour Depth? – The colour depth that was used for the logo creation was (8-bit) this channel was only used because when the image is finally saved as a PNG it has to be on an 8-Bit channel. To start with creation of the logo I set it to a 24-Bit channel which allowed the colour quality to be much better. However the logo only used very basic colours and was not a mixture of colours. This meant that an 8-Bit channel would’ve been suitable for the logo to still be a good quality. For improvement the channel could be improved however, it would then not be able to be saved as a PNG. Which meant the logo would not be very good for internet use; therefor I used an 8-Bit Channel. The final colour depth of the image did fit the purpose needs and had a great final quality that met user needs.

Advert: Software Used? – The software used to create the advert was only Photoshop CS4 and CS6; I used Photoshop because I’ve had previous experience with the program. Also previously after using Photoshop with the logo creation the final outcome of that was good. I also able to access Photoshop at home and at school which meant completion time would also be much shorter. Photoshop is also a professional so the final advert will look professional attracting the user to the college. This means it will fit its purpose better to advertise the school to parents and children/teenagers looking to higher education. I did not use programs like paint to create a banner as the advert needed to look professional and a lot of special effects needed to be added which are only available on Photoshop.

Advert: Tools Used? – The two main tools used during the advertisement creation was the access to edit text/ ‘Text edit Tool’ and the ‘Free transform tool’. Starting with the free transform tool: The free transform was used the most throughout creating the advert. This was because 9 photos were added to make an advert with a frame of photos. Each photo needed to be resized/ reshaped. This was when the free transform tool helped the most. The free transform tool gave a great effect which was for the images to not lose the quality while being resized, so I was happy with the overall outcome. To improve the tool it could have had an auto resize tool, by this I mean it resizes the photo compared to the photos surrounding it. This is because it took time making sure each image was the same size in the frame. Overall, this tool allowed me to give the effect I was looking for to look smart.

The second main tool I used during the advert creation was the ‘Text edit tool’. This tool allowed me to edit the text so it stood out or looked more professional etc. The main effect available which I added for the ‘Text edit tool’ was the stroke effect. This made the text stand out a lot more which was the effect I was looking for it made it more readable and spottable, I added this from the feedback of V1 the text wasn’t readable so I added a stroke effect and it was then perfectly readable. I used this tool instead of a ‘Drop Shadow’ effect because it allowed the text to stand out much better. To improve the stroke effect tool needs more choice for example a stroke effect which look scruffy would be another choice. Instead there is only a default choice. However, the overall effect given from the stroke fit the spec well and the writing was not readable improving the advertisement.

Advert: File Format Used? - The file format used was the same as the logo and it has the same advantages/disadvantages as the previous File format paragraph.

Advert: Resolution? – The resolution dimensions used in the advert was 800 x 600 pixels this was because the advert needed to be a frame shape the dimensions are also suitable for an advertisement, not to big/small. The image resolution was the same as the logo as the outcome of the final logo was very good so I used the sane resolution. The resolution again was very good. The only improvement that could’ve of been made was to increase the pixels per inch (Resolution) or enlarged the canvas size do then editing would be much easier to make small improvements. However the final quality of the image was good and satisfied the user needs.

Advert: Colour Depth? – The adverts colour depth was also the same as the previous logo so it has the same disadvantages/advantages as the previous Colour Depth paragraph.

Banner: Software Used? – The software used to create the banner was only Photoshop CS4 and CS6; I used Photoshop because I’ve had previous experience with the program. Also previously after using Photoshop with the logo creation the final outcome of that was good. I also able to access Photoshop at home and at school which meant completion time would also be much shorter. Photoshop is also a professional so the final banner will look professional attracting the user to the college. This means it will fit its purpose better to advertise the school to parents and children/teenagers looking to higher education. I did not use programs like paint to create my banner as the banner needed to look professional and a lot of special effects needed to be added which are only available on Photoshop. Photoshop also has good animation, which the banner also needed to include.

Banner: Tools Used? – The main tool used throughout banner creation was the ‘animation tool’ this tool allowed me to add moving animation to the banner which it needed to include. The tool gave a great effect and attracted the eye so people would read it when it was published on the web; this is the reason why I didn’t use pain because it does not include an animation feature so it would not give a good professional effect.

Banner: File Format? – The file format used the banner was finally saved as was a GIF this was because it was best for web animation. I saved it as a GIF instead of a JPEG because a GIF can support moving animation unlike a JPEG which only support 2 Dimension images. A GIF is also small so the web can load it quickly.

Banner: Image Resolution? – The resolution of the banner 800x200, however this was flipped to a landscape this means it easier to work with and looked more suitable. This was good resolution to have and no problem working with it.