



BTEC First Diploma

ICT Graphics

Assignment No 2: Create Original Graphics**Date Out: 17/04/2007 Deadline: 08/05/2007**

Student Name: _____

Date handed in: _____

Grading Evidence

It is possible to achieve credits for the following from this assignment.

Criteria	Grading Content	Tick
P3	Create an original graphic for a defined user need using dedicated bitmap software	
P4	Create an original graphic for a defined user need using dedicated vector software	
P5	Use specialist hardware to acquire and edit an image for a defined purpose	
D2	Evaluate a given system specification (hardware and software) in respect of its ability to be used to create and edit graphic images and detail potential improvements and consequent benefits	

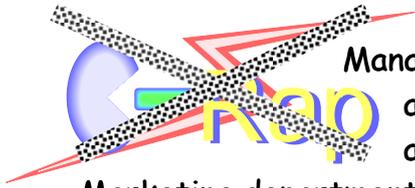
Assignment Feedback

Student Comments

Internal Verifier Comments:

Signed: _____

Date: _____



Management at 'C-Rap' have decided to go for a complete face-lift and a name change in order to shake off the current bad image and re-launch themselves as a serious record label. Your

Marketing department is in the spotlight now and the pressure is on to come up with a brand new corporate image. This includes a new name and new company logo. Large cash bonuses have been offered should your team succeed!

Phase Two is to re-design the corporate image.

The hardware and software you previously reviewed have been purchased and it has been left to your department to come up with the new designs for the company. Initially you will need to come up with a new name for the company, a new logo and a press release from your Managing Director (M.D) to explain the new 'look'.

P4	Task 1: Think of a new catchy name for your 'C-Rap' record label. Remember your artists are no longer just rappers. Using <u>vector</u> software, design a new, original company logo and save it. This will feature on all publicity material, headed paper and music album artwork.
**	You need to produce a one-page publicity flyer (a press release) for the music industry launching your music label's new look and what to expect in the future. The flyer needs to be from your M.D and should have his/her photograph on it and be personally signed. You already have the text for the flyer; however the M.D is out of the country at the moment and has given permission for you to 'sign' the flyer as if it was from them.
P5	Task 2: Acquire an original photograph of the M.D using appropriate hardware, and edit the photograph so that it will look good on the flyer. You will need to take a smart picture of yourself using a digital camera (or scan a photograph from a magazine). You must create this image yourself and NOT download it. Maintain and print a list of all the changes you make to the photograph (even the smallest things) from start to finish and print both the original and final photographs.
P3	Task 3: Using your choice of <u>bitmap</u> software, create and save your signature for use on the flyer.
	Create the flyer and use your new logo, photograph and signature. Make up the text and mention what to expect in the future from your updated company image.

Grading Advice

You must do your own photos and artwork. It is not important whether you are gifted at drawing or not. The emphasis is on producing your own original images (remember some of the best designs and logos are often the simplest). Downloading or using someone else's design is not permitted and you will not pass.

**	Your biggest rival the 'Sonee' record label, is impressed with the new look of your company. Your label has recently acquired several new recording artists and Sonee have heard that you are the one directly responsible for the new designs. Someone at Sonee has prepared a new pc specification that they think will be good enough for updating their own tired company image. They have approached you personally and want your expert opinion. They have offered you a job with them earning £10k more than you are on now - but no one at your company knows about this yet.
D2	Task 4: Look at Sonee's specification below and consider how good each main item would be for creating and editing graphic images. Think of any changes and improvements you could make to the specification for both hardware and software, and say what the benefits would be for your suggestions. Hand in your comments along with the amended specification as a report.

Hardware Specification:

Manufacturer	XPRO			
Product Name	XPRO DESKTOP E30 SIL/BLK			
Model Number	XPRO E30			
CPU	AMD Athlon 64 3200+			
VDU	14inch CRT			
Memory Supplied	64MB			
Hard Drive	10 Gigabyte Hard Disk			
Optical Drive	CD-ROM			
Drive Bays External	5.25 x2			
Drive Bays External	3.5 x2			
Expansion Slots	4			
Graphics	ATI Radeon X300SE			
Audio	6 Channel			
LAN	Integrated 10/100 Mbps			
Front Inputs	1 x Headphone	1 x Microphone	2 x USB2.0	9-in-1 USB Card Reader
Rear Inputs	1 x PS/2 Keyboard	1 x PS/2 Mouse	1 x COM	1 x Parallel
	4 x USB2.0	1 x LAN	1 x IEEE 1394	3 x Audio
	1 x Digital Video In	1 x 15-pin D-sub	1 x S-Video	1 x RJ-11
	1 x Comp Video (L/R)	1 x S-Video	1 x TV in	1 x FM in
Special Features	Integrated TV Tuner with remote control			
Package Contents	Speakers (Black)	PS2 Keyboard (Silver/Black)	PS2 Mouse (Silver/Black)	
	Modem lead	S-Video to Composite lead and adapter		
	Power lead	Remote control and receiver		
Printer	HP LaserJet 1022/EN 18ppm 1200dpi USB			
Scanner	HP 2400 Flatbed Scanner, 1200x1200dpi, USB 1.1/2.0			
Software:				
Operating system	Microsoft Windows XP Media Centre Edition			
ArtRage	Free Painting Software for Windows			
ImageForge	Image editor with painting and editing tools			