

Unit 21:

Computer Graphics



phat phones

Learning Outcomes

By completing this unit you will develop your knowledge of different types of computer graphics that can be used in webpages.

Scenario

Phat Phones are looking to create a website in the near future to promote their business to a wider audience as the company expands.

For this unit you will play the role of **Web Graphics Designer** at Phat Phones. Your task is to **create a number of web graphics** to be used in the new website which include: **a menu bar; navigation buttons and an advertising banner**.

Key

				
Screenshot	Important Point	Think	Print	Research

Before you begin the tasks:

- Open your **OCR** folder and **create a new folder** called **Unit 21**



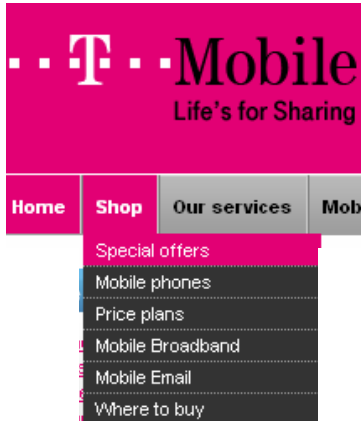
Task 1 (AO1) – Research

The Manager at Phat Phones would like you to research web graphics already on the Internet. This task will help you to get ideas for the web graphics you will create.

Let's get started – First, open **Internet Explorer**. Next, open a Word Document and **save** to your **Unit 21** folder called: **Research**

You must collect examples of:

Menu bars



Company logo

Menu bar

Drop-down menu

Hyperlinks

Navigation buttons



Various shaped buttons

Hyperlinks

Some are text only

Some are image only

Some combine text and image

Advertising banner

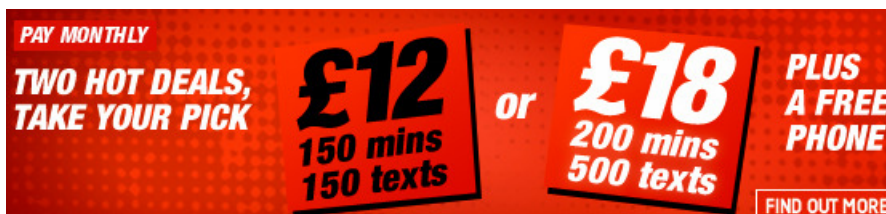


Text

Images

Animation

Colour



Transition

Offers

Sequence

- 1) Take **screenshots** of the web graphics you find on the Internet and paste these onto your **Research** Word Document (Make sure you **crop** your screenshots!)

AO1 Research

www.t-mobile.co.uk



Purpose

Target audience

Impact

Size



Pass – if you use at least 2 Websites

Merit – if you use at least 3 Websites

Distinction – if you use at least 4 Websites

A good range of graphics are required from each website


- 2) Under each web graphic you must discuss the following **important points**:

- a. **Purpose** *Explain the aim of the graphic. Is it suitable for the purpose?*
- b. **Target audience** *Who is it aimed at? Give reasons!*
- c. **Impact** *Does it have a positive or negative impact? (i.e. what are the good and bad points?) Things to consider: Layout; colour scheme; font style, size, colour; eye-catching; links; easy to use; techniques, etc*
- d. **Size** *Discuss physical size
What is the file size? You can find this out by right clicking on a graphic and selecting 'Properties'*



Properties

General

 topmiddle.png

Protocol: HyperText Transfer Protocol

Type: Macromedia Flashworks Doc

Address: <http://www.freebuttons.com/ima/topmiddle.png>

Size: 4561 bytes



Now save your work again and print



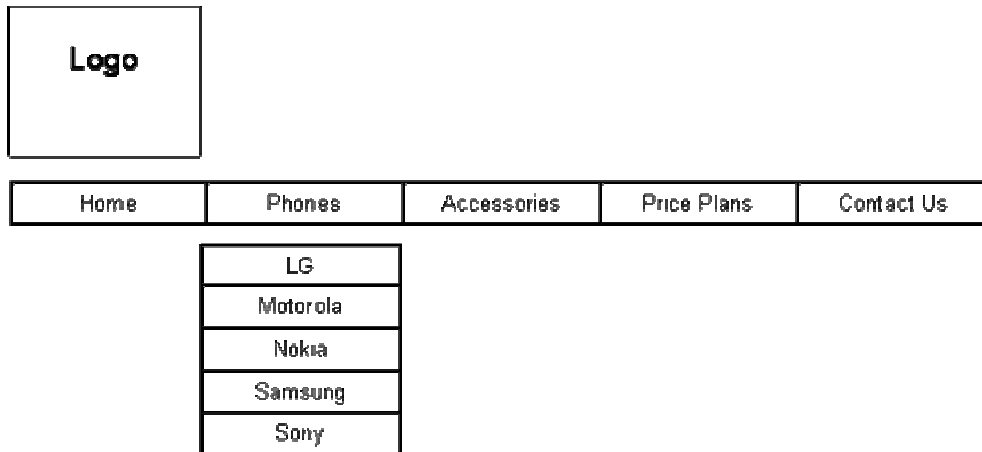
Task 2 (AO2) – Design plans & annotation

The Manager would like you to plan the graphics in detail so he has a good idea what they will look like when they are created.

Let's get started – you will need 3 pieces of paper (one for each graphic), a ruler and a pencil

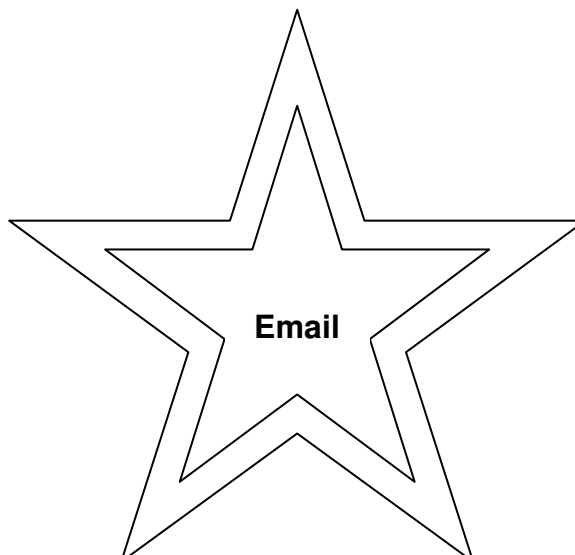
1) Produce a detailed drawing for the **Phat Phones Menu Bar**. This should include:

- Company logo (Pg 2 of this booklet)
- Menu bar – options e.g.: Home, Phones, Accessories, Price Plans, Contact Us
- Drop-down menu: you decide on a drop-down list from one of the menu options
- Hyperlinks – details about this (annotation)



2) Produce a detailed drawing for the **Phat Phones Navigation Buttons**. This should include:

- Button shape – choose any shape!
- Text or Image or Text & Image together, e.g. Email
- 3 states – normal; mouse over & click – sketch you chosen button 3 times.
Label or colour your 3 buttons to demonstrate the changing states



3) Produce a detailed drawing for the **Phat Phones Advertising Banner**. This should include:

- Company logo (Pg 2 of this booklet)
- Company name
- Mobile phone offers / deals
- Mobile phone images



4) **Annotation** – for each of your drawings you must discuss the following (this can be written on your drawings or typed in a Word Document):

- | | |
|------------------------|---|
| Purpose | - what is the aim of the graphic? |
| Target audience | - who is your target audience? |
| House style | - describe your colour scheme, font style, size, etc. |
| Size | - how will you keep your graphic small in size? |
| Interactivity | - how can a user use (interact with) the graphic? |

Task 3 (AO3) – Menu Bar

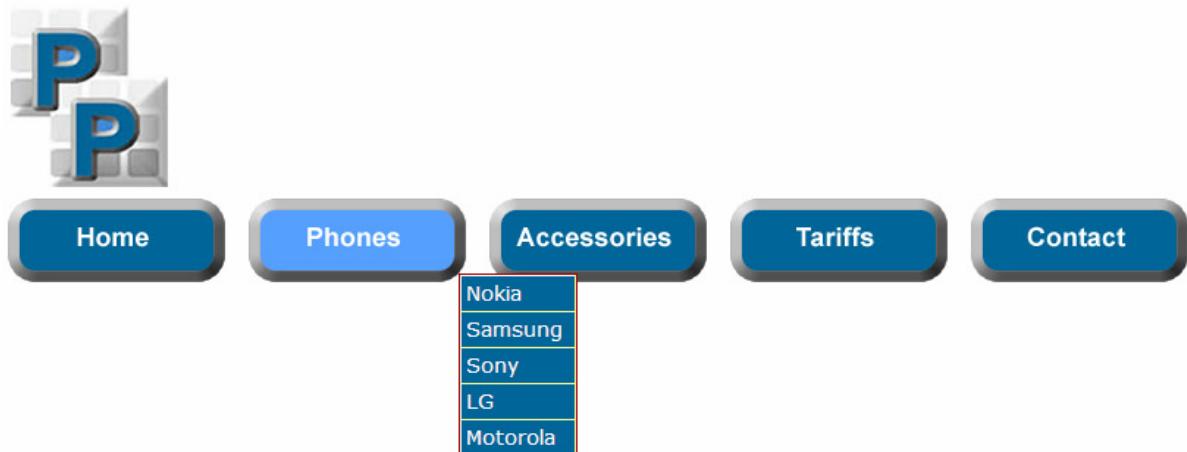
Now you will create the Menu Bar for Phat Phones

Let's get started – open a Word Document to paste your screenshots (as you create your menu bar) and **save** to your **Unit 21** folder called: **Menu Bar**.



You must store all images used for your 3 graphics. The reason for this is that you will have to create a 'Source Table' later on which will include the images you have used and you must say where they came from, i.e. the source!

- 1) Open **Macromedia Fireworks 8**
Menu Bar Guide is available from your Teacher to help you to create a menu bar, e.g.



- 2) **Annotate screenshots**



Now save your work again and print






Task 4 (AO4) – Navigation Buttons

Now you will create the Navigation Buttons for Phat Phones

Let's get started – open a Word Document to paste your screenshots (as you create your buttons) and **save** to your **Unit 21** folder called: **Navigation Buttons**

- 1) Open **Macromedia Fireworks 8**
Navigation Button Guide is available from your Teacher to help you to create a navigation button in 3 states (normal, mouse over & click), e.g.:

Normal	Mouse Over	Click
		

- 2) **Annotate screenshots**



Now save your work again and print



Task 5 (AO5) – Advertising Banner

Now you will create the animated Advertising Banner for Phat Phones

Let's get started – open a Word Document to paste your screenshots (as you create your banner) and **save** to your **Unit 21** folder called: **Banner**

- 1) Open **Macromedia Flash 8**
Advertising Banner Guide is available from your Teacher to help you to create an animated advertising banner, e.g.:






- 2) **Annotate screenshots and print**



- 3) Now it's time to create that **Source Table** we mentioned earlier.
Source Table Template is available in the shared area for you to save to your Unit 21 folder and complete! E.g.:

Source Table

Source or URL of Website	Image	Date obtained	File Size	Copyright? Y/N
www.picsearch.com		17/09/08	2.19 KB	No
www.vodafone.co.uk		17/09/08	2.46 KB	No
www.T-mobile.co.uk		17/09/08	3.02 KB	No



Now save your work again and print

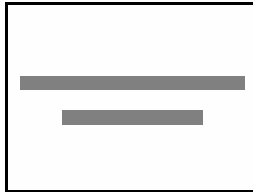


Task 6 (AO6) – Presentation

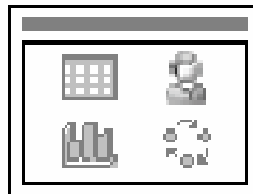
You have created all 3 web graphics for Phat Phones. Now you will present them to the manager in a presentation!

Let's get started – open a Microsoft PowerPoint

- 1) Your presentation must consist of the following:



Title Slide



Slide for every web graphic created

- Menu bar
- Navigation buttons
- Advertising banner
- (Photomontage)

- 2) Open your **Unit 21 folder**. Take a **screenshot** of the files in this folder to demonstrate that you have created files of a suitable file type!



Now save your work again and print

