

# Exemplar Candidate Work

## **GCE in Applied ICT**

OCR Advanced GCE in Applied ICT: H515/H715

Unit G052: Artwork and Imaging

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# Introduction

This exemplar material serves as a general guide. It provides the following benefits to a teacher:

- Gives teachers an appreciation of the variety of work that can be produced for this unit
- Shows how the mark scheme has been applied by a senior assessor

It is important to make the point that the teacher support materials play a secondary role to the Specification itself. The Specification is the document on which assessment is based and specifies what content and skills need to be covered in delivering the course. At all times, therefore, this teacher support should be read in conjunction with the Specification. If clarification on a particular point is sought then that clarification should be found in the Specification itself.

# Moderator's Commentary: G052 Artwork and Imaging

**Total mark for portfolio: 44 (Max. 50)**

This portfolio illustrates the work of a candidate who has produced a portfolio of artwork samples to demonstrate their range of artwork skills. They have then gone on, following negotiation of a brief, to create initial proposals, evaluate these proposals and then produced a logo and poster for the FIFA World Cup 2022 in India.

The candidate has included in their portfolio an evaluation of their solution as well as showing the editing and manipulation techniques used. The candidate has explained their choice of printer, media and resolution and has also gone on to show how their logo can be used on different merchandise.

The work is well structured, with the main tasks clearly defined, making it easy to follow and assess. The pages have been numbered electronically throughout the portfolio. Initial designs have been sketched using pencil and are not all fully visible after scanning.

## Task a

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This task covers the first 17 pages of the portfolio. The candidate has given examples of their work for simple line drawings, statistical charts using Microsoft Excel and then converting them to include a football team's badge in Photoshop. They have also provided evidence of the steps taken to produce these images. The candidate has also produced examples of icons, different background styles and simple mathematical material. The samples include good use of colour and colour separation and there is evidence of them using colour inversion and colour balance. The candidate has used a wide range of ICT tools with a high level of skill and has produced a professional standard of artwork. The candidate has then gone on to manipulate an image to explore different ways of presenting the image of an eye. This is effective and imaginative.

The examples of their work would benefit from these being full page printouts rather than screenshots. Pages 2 and 6 are examples where a full page printout would improve the overall effect of the sample. Page 8 shows the sample off much better and is printed as you would expect to see a portfolio of artwork.

However, the work is generally well produced and creative as well as imaginative. Overall the sample of work covers the full requirements of task a.

**Mark Band 3**

**Mark Awarded: 9 (Max. 9)**

## Task b (i)

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There is evidence of at least three meetings taking place with a client. There is also evidence of a discussion of ICT tools available and why Photoshop and certain items of hardware were chosen. The discussion of ICT tools includes three different types of software and explains the advantages and disadvantages of them including the price. The candidate has gone on to produce three different logos and three different poster designs; however, these are difficult to see (pages 20-21).

The candidate has, however, shown step-by-step how they created each of their initial designs (pages 22-28). The designs for the logo (seen on page 24) are imaginative and very different from each other showing a wide range of possible solutions. The same is true for the posters on page 28.

The candidate has then evaluated and discussed these designs with the client who has given their feedback to the ideas. The candidate has used this feedback and discussion/evaluation to make amendments to their logo. The client has given feedback on two occasions, as evidenced on pages 30 & 45. However, the feedback itself is patchy and it is difficult to see exactly what was said by the client.

Overall there is sufficient evidence for a mark in mark band 3 but client feedback, whilst present, is not sufficiently detailed to meet the requirements of this mark band, so the lower mark has been awarded.

**Mark Band 3**

**Mark Awarded: 7 (Max. 8)**

## Task b (ii)

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The candidate has produced analyses of their own designs for both the posters and the logos. These appear on page 29.

These include analysis of both the designs themselves, and the colours used in producing the initial designs, as well as font styles used. The candidate is critical about their use of font style and colours and has made some good points, but this is not a detailed critical analysis. The candidate has used the limited feedback from the client (pages 30 and 45) to inform their decision as to which is the best design for the logo and poster. The analyses consider both advantages and disadvantages of some of their designs in relation to the brief and the candidate has made some attempt at a reasoned argument as to why logo 1 and poster 2 are to be their final choices.

The analyses for the posters are more detailed than for the logo. Analyses for logos 2 and 3 lack the depth required for critical analyses. The candidate appears to have already decided that logo 1 is the best and has therefore given disadvantages but few, if any, advantages for the other logo designs. However, none of the analyses are sufficiently detailed to achieve the top of mark band 3.

**Mark Band 3**

**Mark Awarded: 5 (Max. 6)**

## Task b (iii)

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The candidate has included annotated printouts on pages 31-51. They have created, captured and developed images, as well as importing images from clipart. The candidate has used a wide range of editing and manipulation techniques as demonstrated on these pages. The candidate has investigated and explained their choice of printer type, media and resolution for the final product(s) on pages 50-51. The candidate has gone on to list other ways that the logo/poster design could be presented on different media types. There is sufficient detail in the work investigating printers, resolution and media for a mark in mark band 3.

Overall there is sufficient evidence for a mark in mark band 3, however, the range of tools and techniques used is not sufficiently extensive to meet the requirements for the top of mark band 3.

**Mark Band 3**

**Mark Awarded: 5 (Max. 6)**

## Task b (iv)

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The candidate has shown, by means of a skills log table on pages 48 and 49, the skills used and those that have been developed or extended. There is some evidence of initiative having been used with the use of some web pages within Photoshop-tutorials. However, to achieve the top of mark band 3, the candidate needs to show greater evidence of what was learned and how.

**Mark Band 3**

**Mark Awarded: 5 (Max. 6)**

## Task b (v)

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The candidate has produced a logo and poster as the main components of the brief. However, the candidate has gone on to show how these may be used on different merchandising such as T-shirts and jigsaws. Whilst these only reuse the logo and poster, they do show a greater understanding of how the logo can be used in different situations. The logo and poster fully meet the brief.

The candidate has shown that they have adapted their work after client feedback as well as being able to critically discuss their artwork and make decisions about what should or should not be included.

In addition to this, the candidate has shown artistic flair, individuality and imagination in their logo and poster. The finished products look professional in appearance and could easily be mistaken for actual designs. A maximum mark is awarded.

**Mark Band 3**

**Mark Awarded: 6 (Max. 6)**

## Task c

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The candidate has identified the appropriateness of their artwork for the client's brief which they have linked back to the original user objectives. Strengths and weaknesses are identified both of the product and of the processes involved. The candidate has been critical in their analysis of the final products in both the final evaluation on pages 56-57 as well as on page 29 for the initial stages of development.

However, despite this, the candidate has not provided a full critical analysis of the methods used. They have outlined strengths and weaknesses in their methods but these have been skimmed over very briefly. The candidate does offer some ways of making improvements in their approach next time, namely better planning and time management and greater contact with the client. Whilst appropriate, these are not sufficient for a mark at the top of mark band 3.

Grammar, spelling and punctuation are not sufficiently accurate for mark band 3 and the report is not well structured. The evaluation, whilst critical in nature, lacks the depth required in relation to the candidate's own performance.

Whilst these weaknesses mean that a mark at the top of mark band 2 would seem appropriate, there are sufficient elements of critical analysis of the actual solution to allow a mark at the bottom of mark band 3 to be awarded.

**Mark Band 3**

**Mark Awarded: 7 (Max. 9)**

**Total mark for portfolio: 44 (Max. 50)**

# G052 Assessment Grid

## Unit G052: Artwork and imaging

### What candidates need to do:

#### Evidence needs to include:

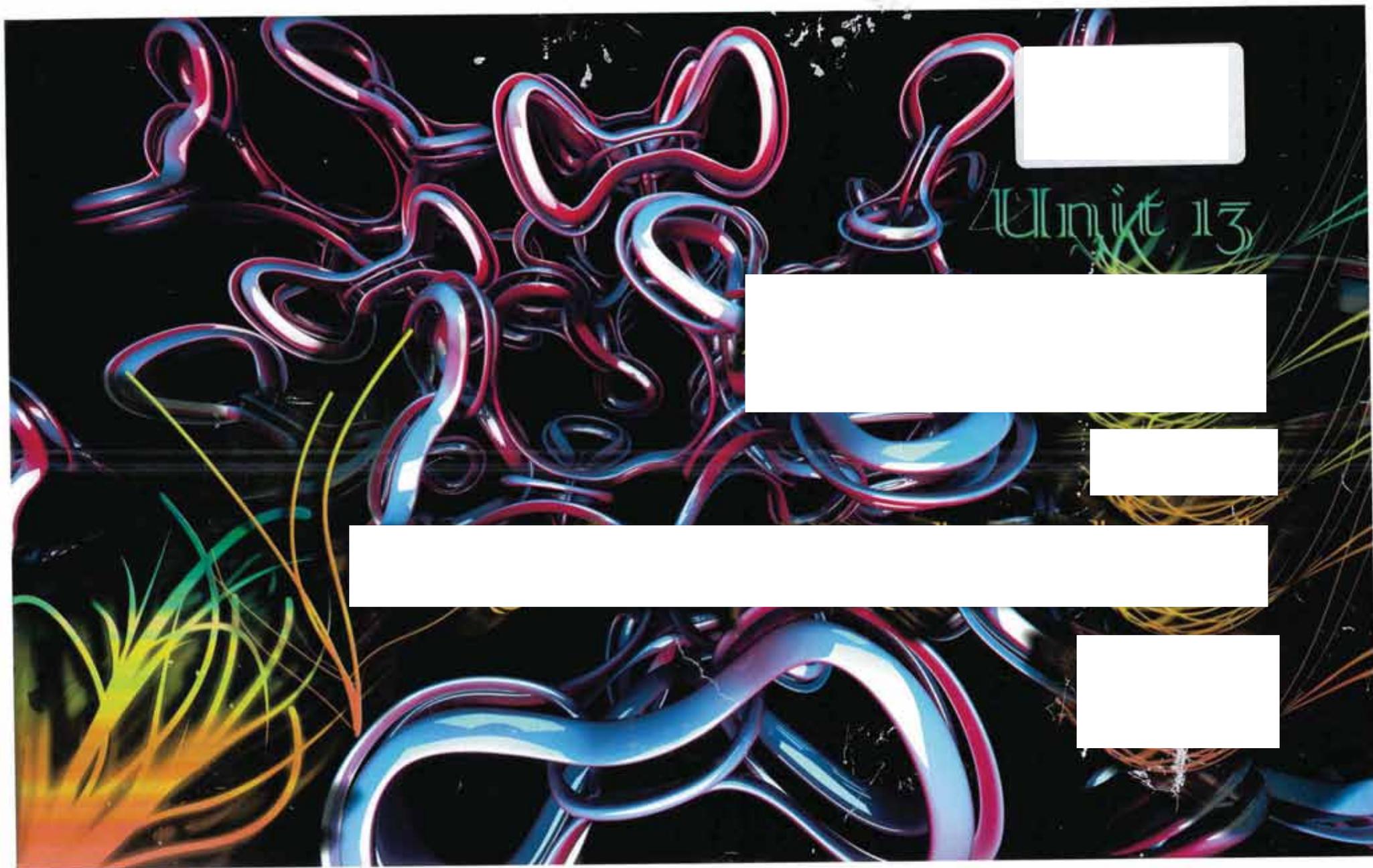
- a: [AO1] a portfolio of artwork samples produced to demonstrate a range of artwork skills [9];
- b: evidence of the development of computer artwork, using a variety of graphics software, following negotiation of a brief from a client, from initial ideas to final product accepted by the client, to include:
- (i) [AO2] notes taken during the negotiation of a brief, together with a range of initial proposals in response to a complex problem [8];
  - (ii) [AO4] an analysis of the candidate's design proposals to select the one they will develop [6];
  - (iii) [AO3] development of a final product, showing editing techniques and the candidate's choice of printer type, media and resolution [6];
  - (iv) [AO1] development of ICT skills required by the candidate's solution [6];
  - (v) [AO3] a substantial artwork product that meets the requirements of the brief [6];
- c: [AO4] an evaluation of both the final product and an evaluation of the candidate's performance [9].

#### How the candidate will be assessed:

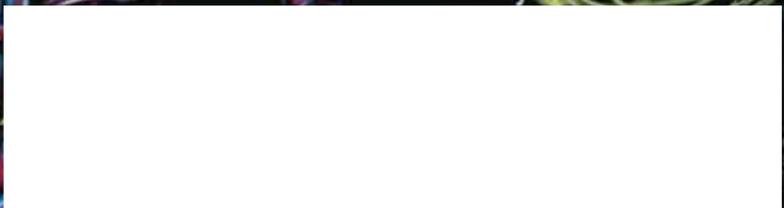
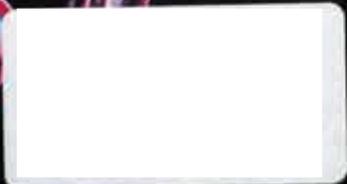
Task	Assessment Objective	Mark Band 1	Mark Band 2	Mark Band 3	Mark Awarded
a	AO1	The candidate produces a portfolio of artwork samples to show they have a basic competence in using a variety of ICT tools by including examples of <b>each</b> of: simple line drawings, simple statistical charts and boxed charts suitably scaled, icons, background styles and repeated patterns, scientific and mathematical material and the use of colour, colour inversion, colour separation and balance;  [0 1 2 3]	The candidate produces a portfolio of artwork samples to show they are proficient in using a variety of ICT tools by including examples of <b>each</b> of: simple line drawings, simple statistical charts and boxed charts suitably scaled, icons, background styles and repeated patterns, scientific and mathematical material and the use of colour, colour inversion, colour separation and balance; The candidate's portfolio must demonstrate how they have manipulated the images to explore different styles of presentation using ICT methods;  [4 5 6]	The candidate produces a portfolio of artwork samples to show they are highly proficient in using a variety of ICT tools by including examples of <b>each</b> of: simple line drawings, simple statistical charts and boxed charts suitably scaled, icons, background styles and repeated patterns, scientific and mathematical material and the use of colour, colour inversion, colour separation and balance; The candidate's portfolio must show clear evidence of the use of a comprehensive range of advanced editing and manipulation tools available within the chosen graphics package, in order to explore different means of presenting the same image using ICT methods.[7 8 9]	9/9
b(i)	AO2	The candidate produces notes taken during the negotiation of the brief with the client that evidence discussion of the ICT tools available and possible solutions to the brief together with some discussion of alternative solutions; The candidate produces initial ideas in the form of sketches, either using ICT or non-ICT methods, in response to a client brief;  [0 1 2 3]	The candidate produces notes taken during the negotiation of a brief and subsequent meetings with the client that evidence a full discussion of the ICT tools available and possible solutions to the brief, together with a full discussion of alternative solutions; The candidate produces several different proposals in response to a complex problem and include evidence of amending their ideas as a result of discussion with the client;  [4 5 6]	The candidate produces notes taken during the negotiation of a brief and subsequent meetings with the client that evidence a full discussion of the ICT tools available and a wide range of possible solutions to the brief, together with the implications of each of these solutions and a full discussion of alternative solutions; The candidate produces several different proposals in response to a complex problem and include evidence of amending their ideas as a result of discussion with the client to gain approval from the client for the chosen solution.  [7 8]	7/8

<b>Unit G052: Artwork and imaging (continued)</b>					
<b>Task</b>	<b>Assessment Objective</b>	<b>Mark Band 1</b>	<b>Mark Band 2</b>	<b>Mark Band 3</b>	<b>Mark Awarded</b>
<b>b(ii)</b>	<b>AO4</b>	The candidate comments on the effectiveness of their design sketches and gives some reasons for their choice of which design to develop; <b>[0 1 2]</b>	The candidate identifies the strengths and weaknesses of their design proposals, taking account of client feedback, and use these to inform their choice of which design to develop, justifying their decision; <b>[3 4]</b>	The candidate provides a detailed critical analysis of their design proposals, taking account of client feedback, to inform their choice of which design to develop; they fully justify their choice in relation to the requirements of the brief. <b>[5 6]</b>	<b>5/6</b>
<b>b(iii)</b>	<b>AO3</b>	The candidate shows development of a final product and, in doing so, shows that they can create, capture and develop images, import material from other packages and use object libraries including clip art; The candidate identifies an appropriate printer type, media and resolution; <b>[0 1 2]</b>	The candidate shows development of a final product, and, in doing so, shows that they can use a range of ICT tools to create, capture and develop images, import material from other packages and use object libraries including clip art; The candidate details an appropriate printer type, media and resolution; <b>[3 4]</b>	The candidate shows development of a final product and, in doing so, shows they can use a comprehensive range of ICT tools to create, capture and develop images, import material from other packages and use object libraries including clip art to produce a professional standard of artwork; The candidate explains their choice of an appropriate printer type, media and resolution. <b>[5 6]</b>	<b>5/6</b>
<b>b(iv)</b>	<b>AO1</b>	The candidate shows that they have developed or extended their range of ICT skills as required by the solution; The candidate identifies some of the ICT skills that they have used; <b>[0 1 2]</b>	The candidate shows that they have developed and extended their range of ICT skills as required by the solution; The candidate identifies the range of ICT skills that they have used; <b>[3 4]</b>	The candidate uses their initiative to develop and extend their range of ICT skills as required by the solution; The candidate identifies the range of ICT skills that they have used. <b>[5 6]</b>	<b>5/6</b>
<b>b(v)</b>	<b>AO3</b>	The candidate produces a substantial artwork product that includes appropriate material and meets the requirements of the brief; <b>[0 1 2]</b>	The candidate produces a substantial artwork product that shows they can be critical in selecting appropriate material for inclusion, meets the requirements of the brief and takes account of client feedback; <b>[3 4]</b>	The candidate produces a substantial artwork product that demonstrates individuality and imagination, shows they can be critical in selecting appropriate material for inclusion, meets the requirements of the brief and takes account of client feedback; <b>[5 6]</b>	<b>6/6</b>
<b>c</b>	<b>AO4</b>	The candidate comments on the effectiveness of the final product, with some overall indication of how the work may be improved; The candidate comments on their actions and role in solving the problem and identify areas for improvement; The candidate's evaluation may contain errors in spelling, punctuation and grammar; <b>[0 1 2 3]</b>	The candidate provides an analysis of their final product, identifying the strengths and weaknesses in order to refine the solution; The candidate includes an analysis of their own performance by identifying their strengths and weaknesses, with some suggestions for improvement to the overall process; The candidate's evaluation contains few spelling, punctuation and grammar errors; <b>[4 5 6]</b>	The candidate provides a full critical analysis of their final product, identifying how well it meets the client brief; The candidate includes an analysis of their own performance by identifying their strengths and weaknesses, together with a reflection on how they could address these issues to be more effective in the future; The candidate's report is consistently well-structured and there are few, if any, spelling, punctuation and grammar errors. <b>[7 8 9]</b>	<b>7/9</b>
<b>Total mark awarded:</b>					<b>44/50</b>

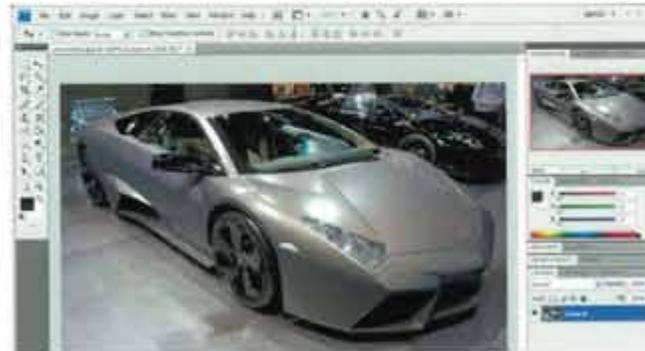
# Candidate's work



Unit 13



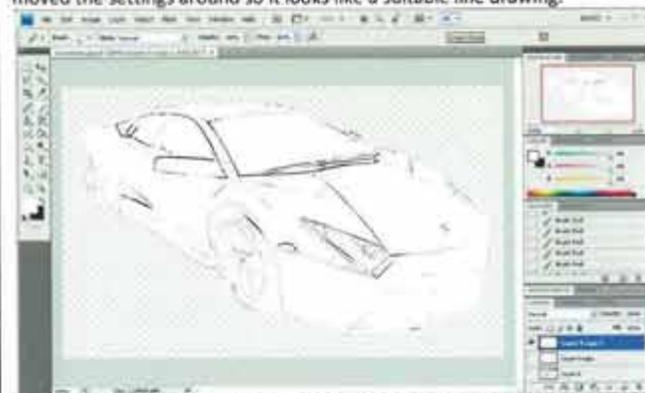
## Line Drawing



This is a picture of the Lamborghini Reventon. What I did with this picture is draw a line drawing of it. A line drawing is a basic sketch of an outline of an image. I am going to create a line drawing on Photoshop.



What I did here is first erased out the background so I just have the car and then I used a filter called photocopy. I moved the settings around so it looks like a suitable line drawing.



Finally, I coloured over in white with the shaded parts. Also I blocked out the windows as they will not be needed in a line drawing. By colouring parts over, it created a much cleaner line drawing of a car.

# TASK A

# Scientific and mathematical material

## 2d Images



This is a square in 2D. What I will do is add two sides to it and then change the colour to a lighter and darker red. This will create a 3D effect.



This is a circle in 2D. What I will do is add a gradient overlay from dark to light, then add a shadow at the bottom. Then add a semi circle at the top to make a shiny ball effect and finally add a white dot at the top to show the light. This will create a 3D effect.



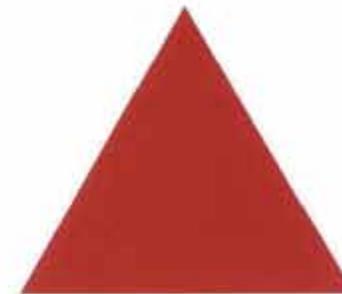
This is double helix in 2D. What I will do is erase the background and then on the double helix itself, I will add a bevel but also a lighting effect to show the light is from the top. This will create a 3D effect.



This is a octagon in 2D. What I will do is add four sides to it and then change the colour to a lighter and darker red. This will create a 3D effect.



This is a pentagon in 2D. What I will do is add three sides to it and then change the colour to a lighter and darker red. This will create a 3D effect.



This is a triangle in 2D. What I will do is add two sides to it and then change the colour to a lighter and darker red. This will create a 3D effect.

## 3D images



This is a square in 3D. What I did was add two sides to it and then change the colour to a lighter and darker red. This created a 3D effect.



This is a circle in 3D. What I did was add a gradient overlay from dark to light, and then add a shadow at the bottom. Then added a semi circle at the top to make a shiny ball effect and finally added a white dot at the top to show the light. This created a 3D effect.



This is double helix in 3D. What I did was erase the background and then on the double helix itself, I will add a bevel but also a lighting effect to show the light is from the top. This created a 3D effect.



This is a square in 3D. What I did was add two sides to it and then change the colour to a lighter and darker red. This created a 3D effect.

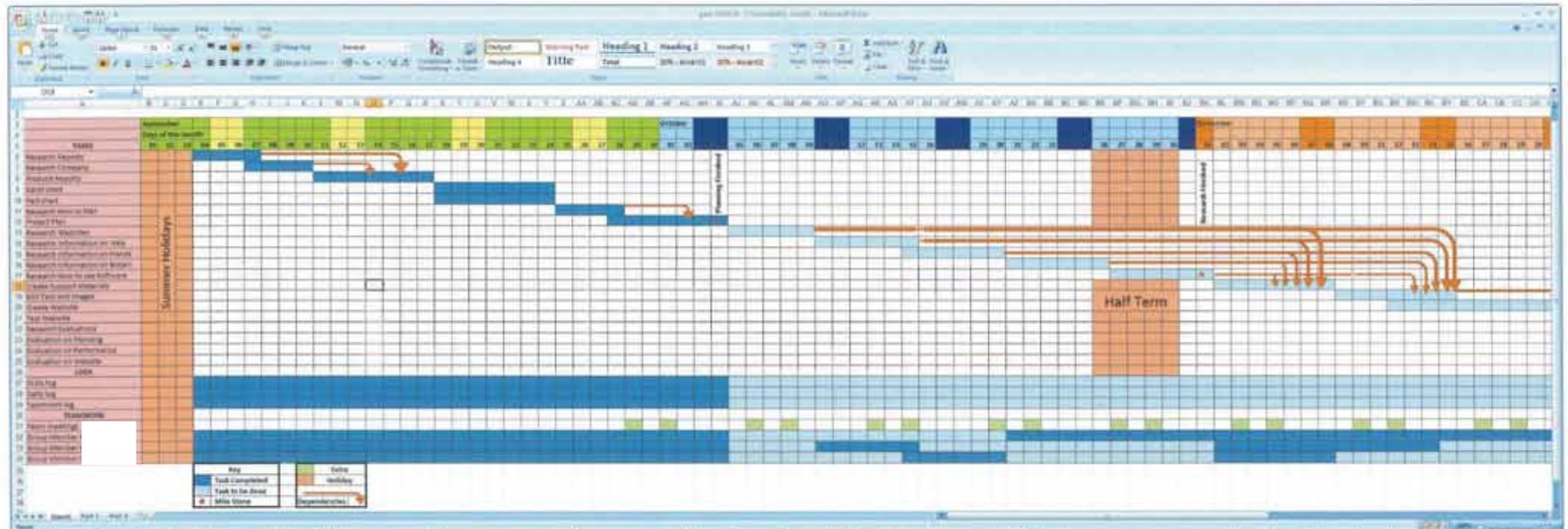


This is a square in 3D. What I did was add two sides to it and then change the colour to a lighter and darker red. This created a 3D effect.



This is a square in 3D. What I did was add two sides to it and then change the colour to a lighter and darker red. This created a 3D effect.

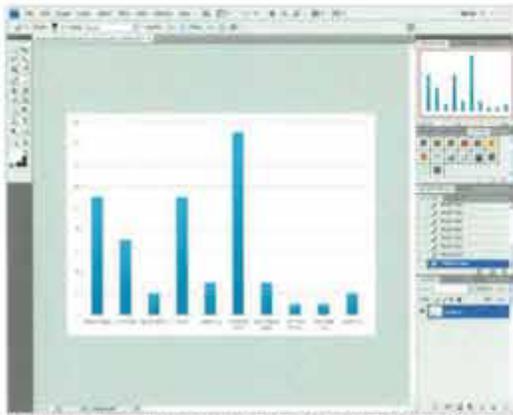
# Simple statistical charts and boxed charts



This is my Gantt chart that I produced in unit 9. It was about time management of every aspect of the project as in each little task to be completed. The time line structure would go from the first day of school until the deadline. For each point listed to be done, an estimate of each task time is shaded in the time line. Also, there is a key for the colours so that it can be understood if it done or to be completed.

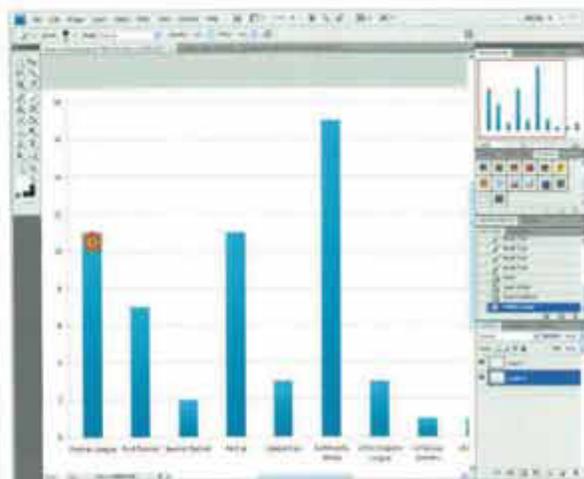
# How to create a statistical chart

	A	B
1	Premier League	11
2	First Division	7
3	Second Division	2
4	FA Cup	11
5	League Cup	3
6	Community Shield	17
7	UEFA Champions League	3
8	UEFA Cup Winners	1
9	UEFA Super Cup	1
10	World Cup	2

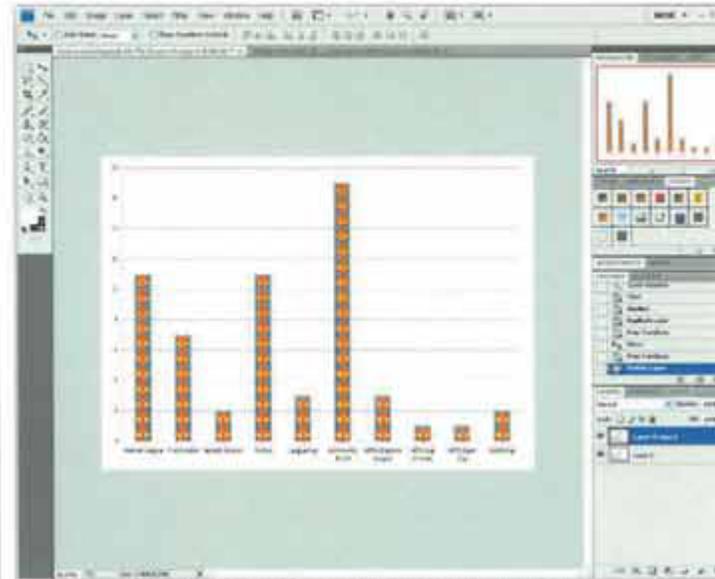


This is the data on excel that I used to create my chart template

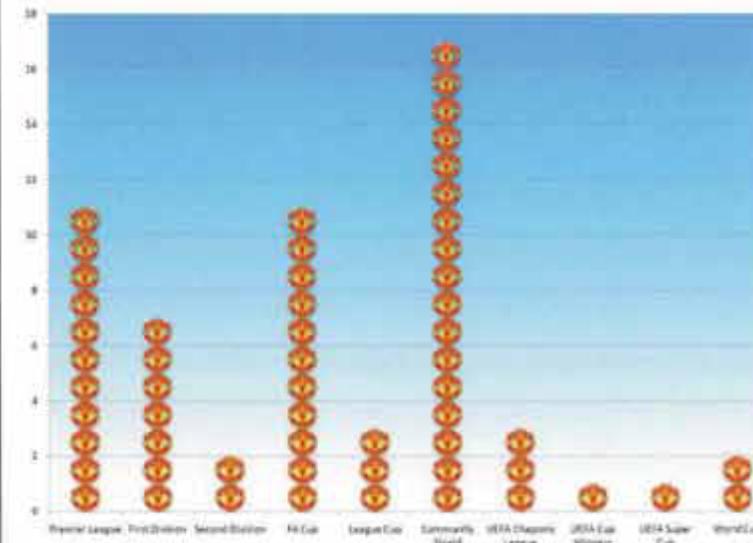
Then I took a print screen of the chart, loaded up Photoshop and pasted the chart.



Then I opened the image I found on the internet of a football team's logo and placed it onto the chart. I then shrunk it so it fits into the bar and counts as one.



Then I carried on duplicating the image so it comes out like this



After I erased out the bars so it is not there and added a gradient to make it look better. This is the final product.

## Use of colour – How to change an eye colour



First I loaded up Photoshop and opened an image on an eye



Then on a new layer I filled in where the eye is with red using a brush



Then I changed the layer style to overlay to change the eye colour



Then to produce many eye colours, I pressed ctrl+u to change the colour using the hue bar. I also used the saturation bar to create grey effect on one of the images.



Here I inverted the original image by pressing ctrl+i



Here I changed the colour balance of the original image by using the built function in adjustments. Here I scrolled the bar across to create a golden face tone.

Candidate name:

Candidate number:

Centre number:

Centre name:



A red eye

A green eye

A purple eye



Colour inversion



A golden/yellow eye

A blue eye

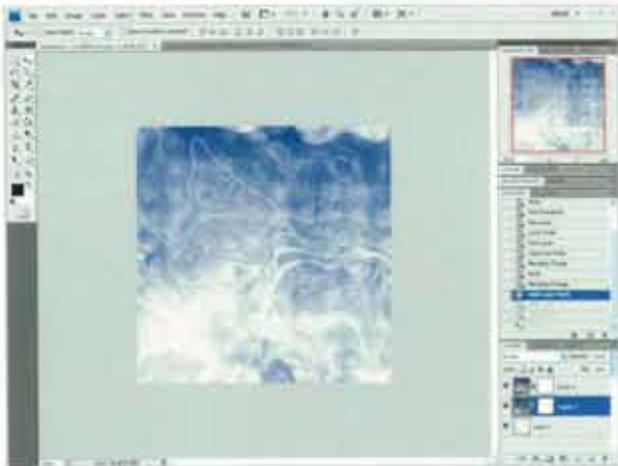


A golden face using balance



A grey face using colour separation

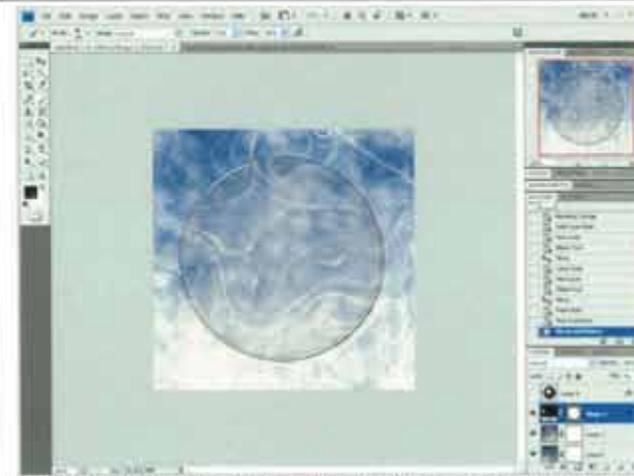
## Suitably scaled icons – How to create icons



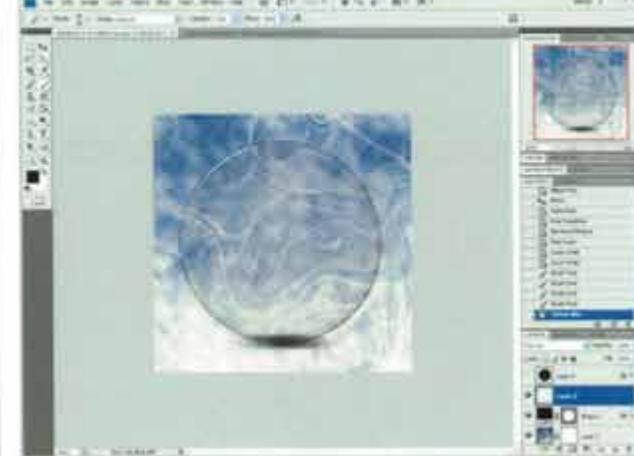
First, I loaded up Photoshop and opened two patterns I found over the internet.



Here I created a new layer and drew a circle in the middle



Then in the layer style, I added shadows, bevels, gradients and glow. Also I dropped the fill to 8%



After I brushed a black line at the bottom to create a large shadow and then added motion blur to it to create a blended effect.

Candidate name:

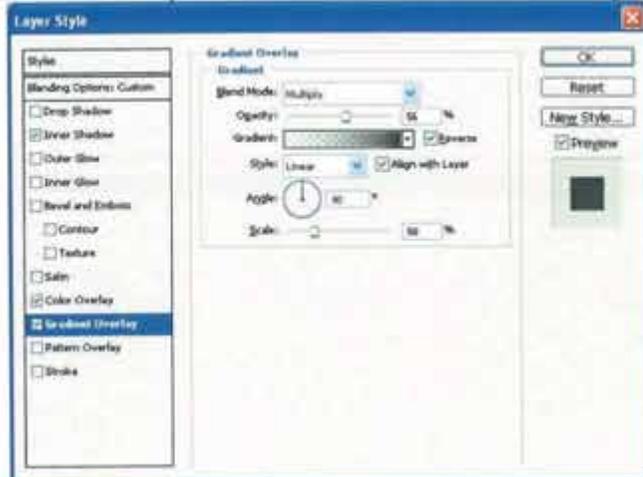
Candidate number:

Centre number:

Centre name:



After I added a shape into the centre which in this case is a cancel sign



To make the sign fit in, I added a shadow, colour overlay and gradient with a weak opacity

Here are the icons I made for a web browser



Backward icon



Forward icon

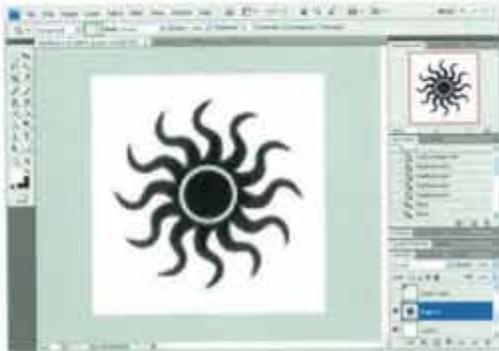


Favourite icon



Cancel icon

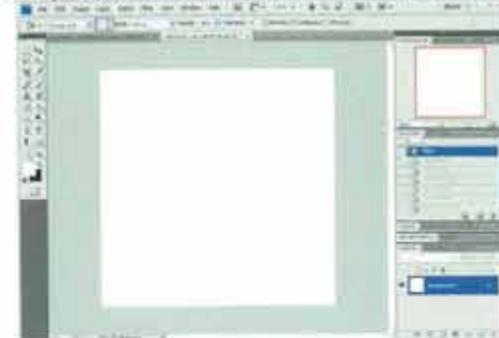
# Repeated Patterns – How to create a repeated pattern



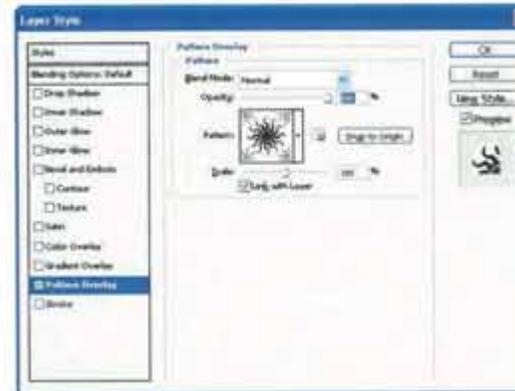
First I loaded up Photoshop, created a new file with the dimensions of 50x50 pixels as that is the average size of a pattern. Then I filled the background white and on a new layer added a shape of a sun.



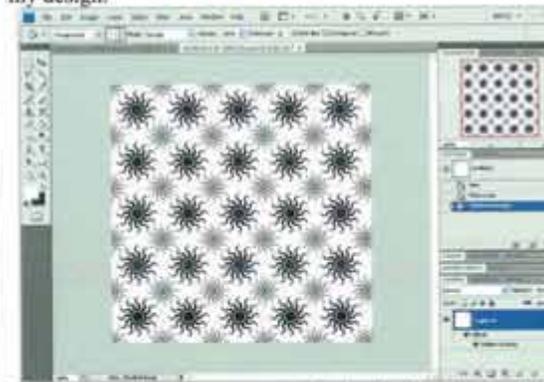
Then I made the image slightly smaller and put it on all four corners exactly a quarter each. Then I changed the opacity to 50%. After I clicked on edit and choose define pattern and I created a new pattern.



Then I created a new file with the dimensions of 500x500 and filled the background white



Then I double clicked the layer so the layer style options came up. Here I added a pattern overlay and chose my design.

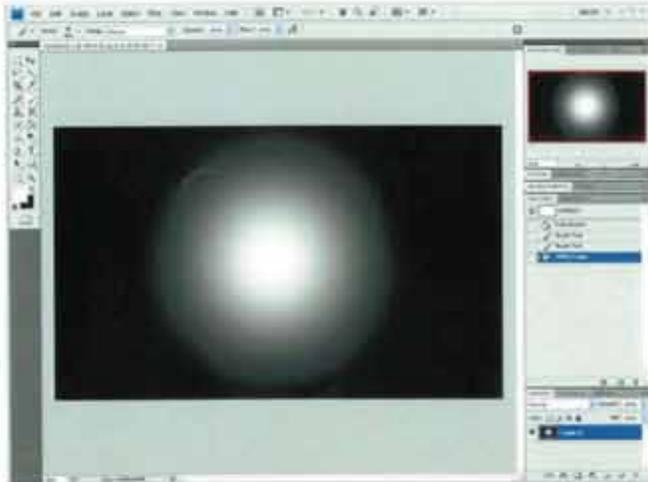


This is how the image came out. A nice looking image. Also the corners match up exactly right. After I will add a gradient to make my image standout.

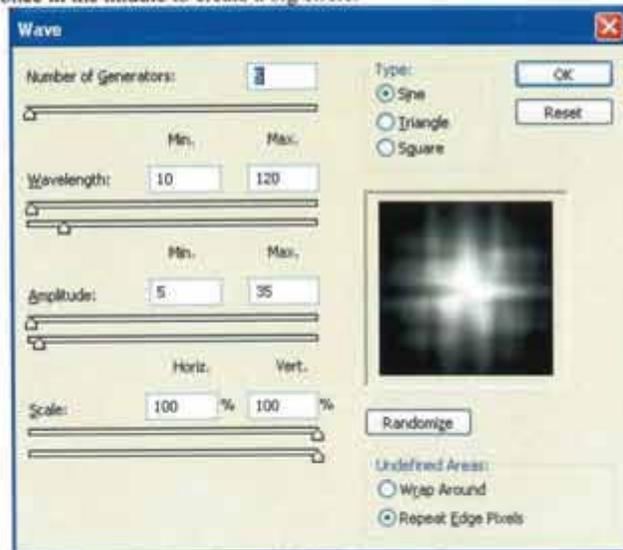


This is my final image.

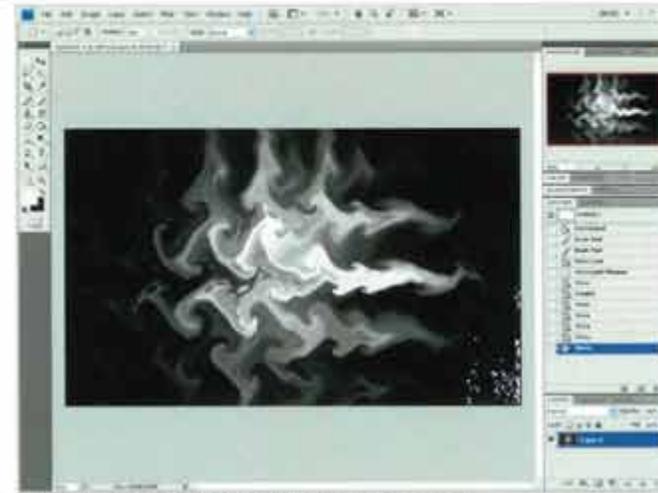
## Create a background for a PC – How to create a desktop background



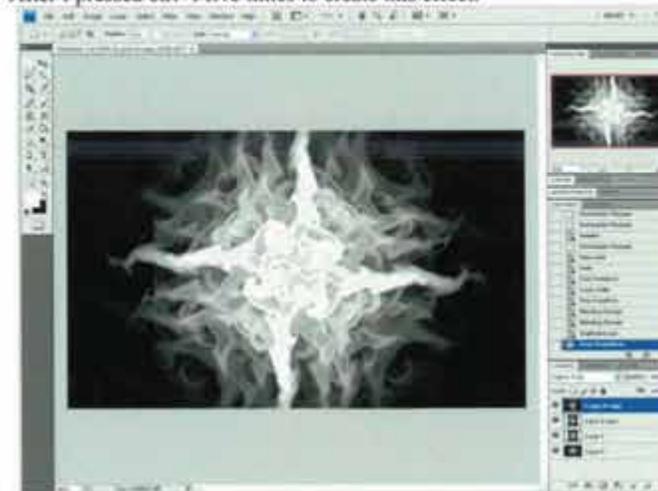
First I opened up Photoshop, created a new file with the size 1680 x 1060 in pixels because that is the size of my monitors background. Then I filled the image with black and got the brush with a white and clicked once in the middle to create a big circle.



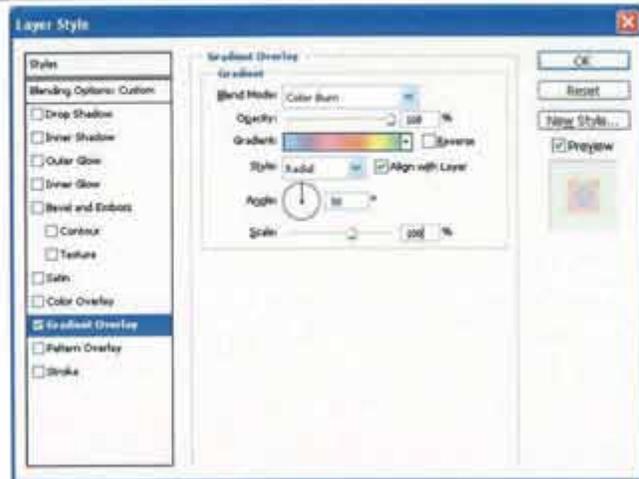
Then I used the wave filter and added these settings.



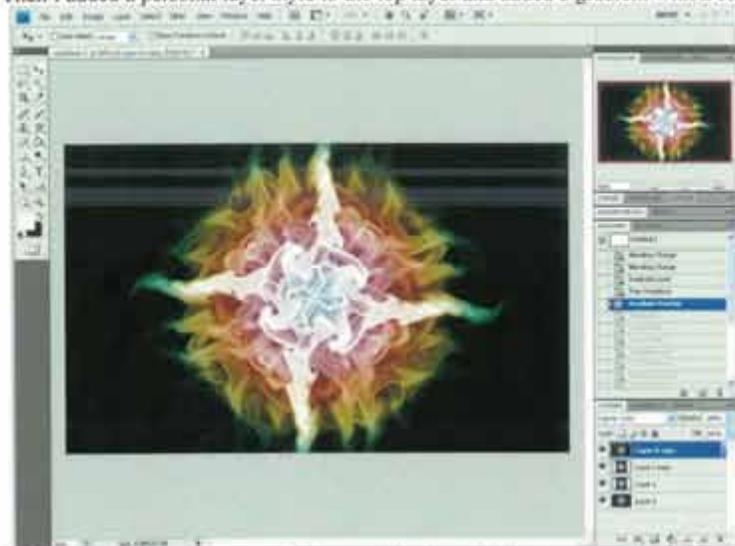
After I pressed ctrl+f five times to create this effect.



Then I duplicated the layer four times and rotated them to create this. Also I changed the layer blend to light colour.



Then I added a personal layer style to the top layer and added a gradient with a colour burn in blend

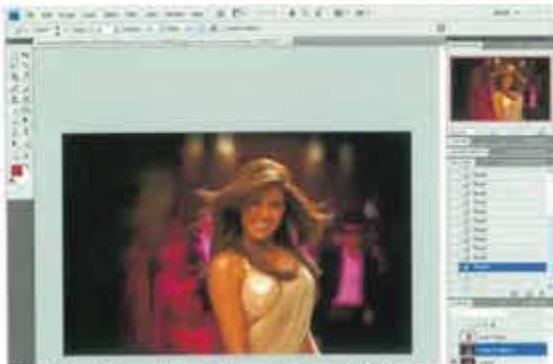


This is how the image came out. However it still needs improvements. What I will do is make the image more symmetrical and a sharper colour.

This is the final background.



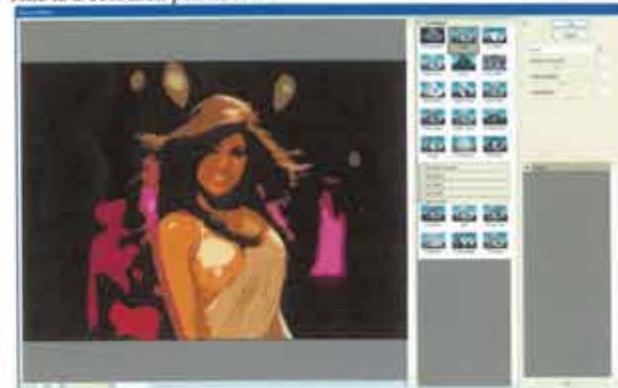
# Image manipulation



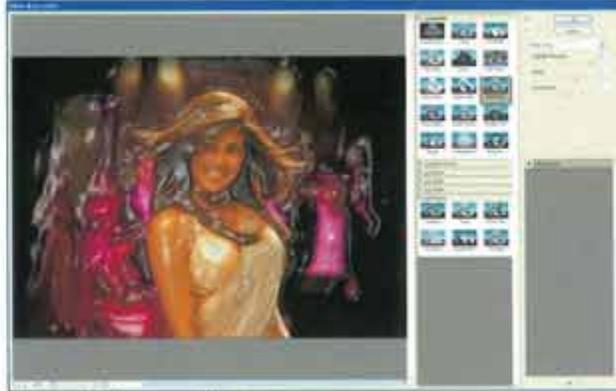
First I loaded up Photoshop and opened this image of former miss world Priyanka Chopra



This is a coloured pencil effect



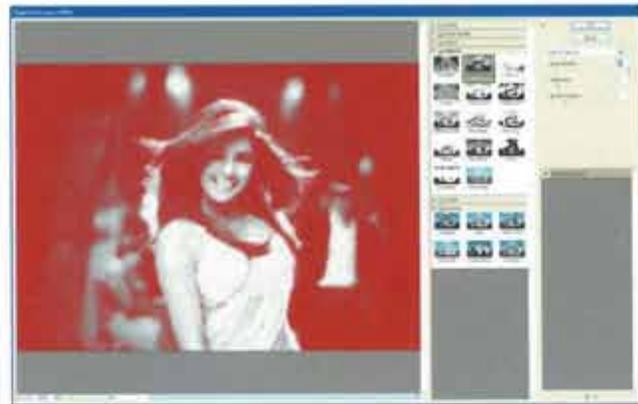
This is a cut-out effect.



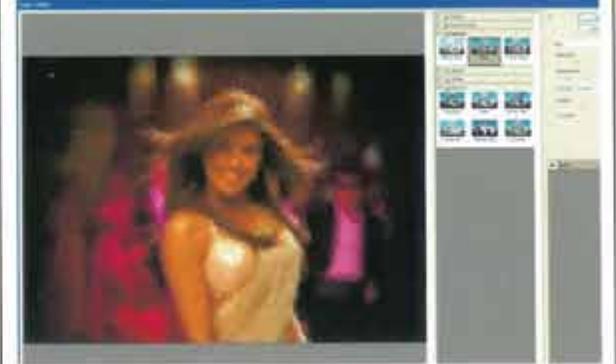
This is a plastic wrap effect



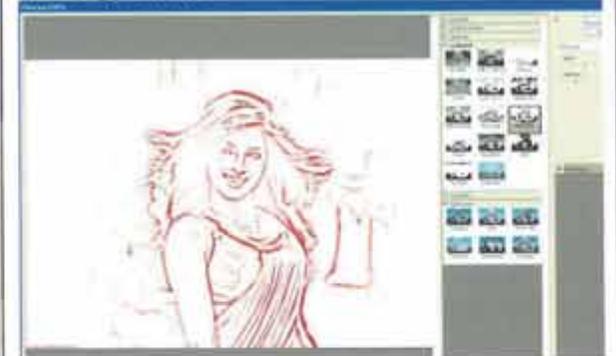
This is a rough pastel effect



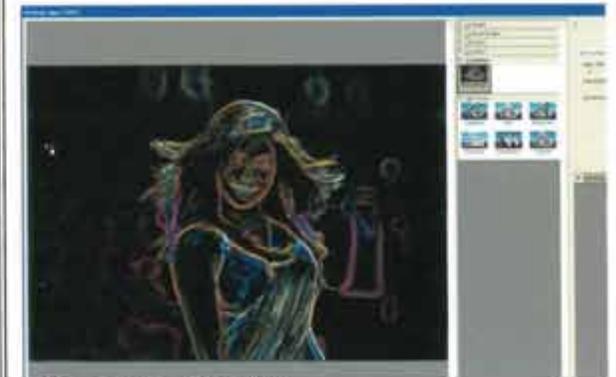
This is a chalk & charcoal effect



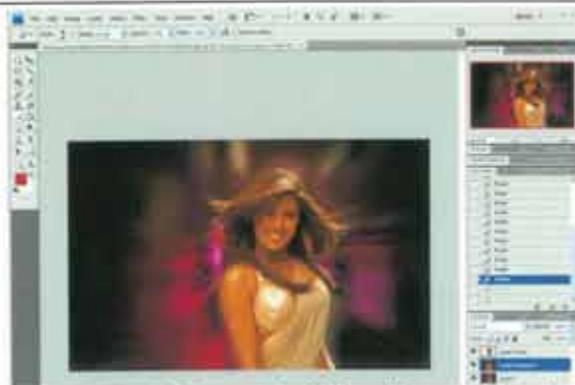
This is a glass effect



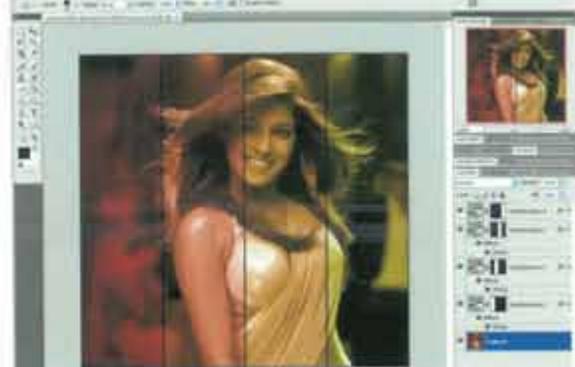
This is a photocopy effect



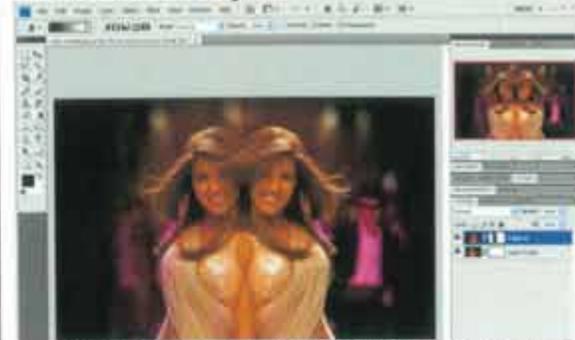
This is a glowing edge effect



Here I duplicated the layer and added a radial zoom blur and on another new layer, I erased out the background so I only have the body.



Here I portioned the image with grid at all the quartiles. Then selected each individual quartile, I added a saturation with simple colours to create a nice soft colourful image.



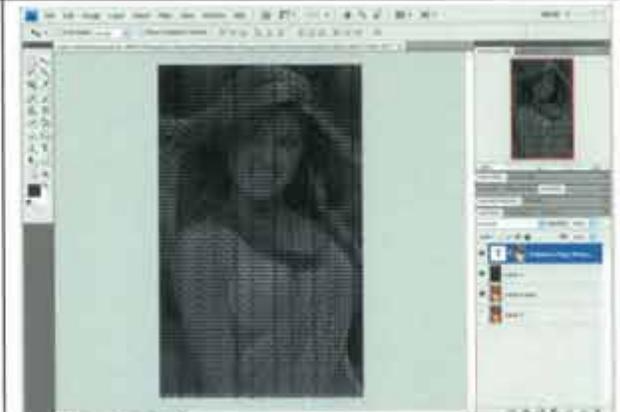
Here I duplicated the image and added an input mask on the top layer after I had flipped it. I then added a strip gradient on the mask to create a blended effect.



Here I removed the background from the original image using a layer mask. Then on a new layer, I added an image of an old wall and removed the background and parts of the body that are covered. On another layer, I coloured the body part with dark brown and a blue brush dab at the forehead. I then blended the layers to create a monster looking that is made of stone. I then added two burin orange eyes to make her look like a zombie and gave her a hot pink outer glow. I then inserted a new background of the scary forest.



Here I created on polarised photograph and duplicated it many times. How I created it was by adding a black background. Then with the image, I added a clipping mask. Then with a random selected area, I filled it black on a new layer under the image. This only showed the filled area part of the image. I also filled a slightly larger area white to create the boarder. I added a drop shadow to create a realistic photo effect. I then grouped the three layers and duplicated it many times. I kept moving the filled areas and rotated them to make a collage effect.

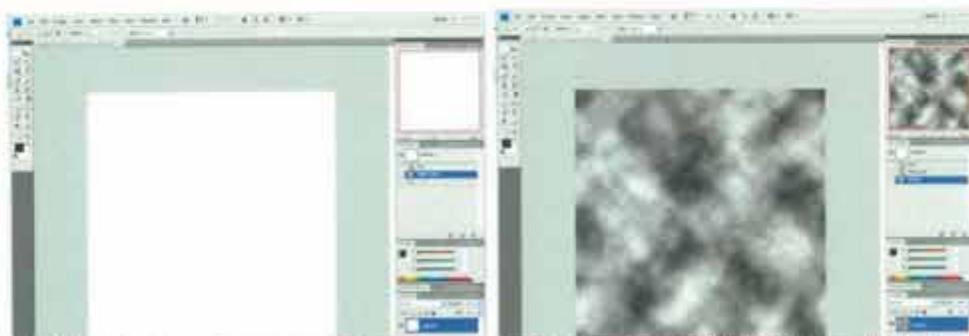


Here I added a new layer filled with black. Then I added text to cover the whole image saying I in a small font size. I then added an input mask over the layer and pasted the original image. This then created a text effect image.



Here I drew in one circle ring. Then on in the layer effects, added a colour overlay and, bevel and glow to create a bubble effect. I then duplicated the layer many times and kept on changing the colour overlay. This then created a random bubbled image.

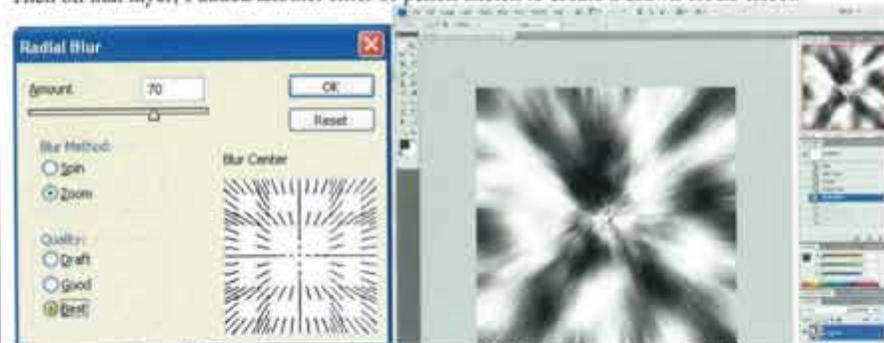
## My own effect



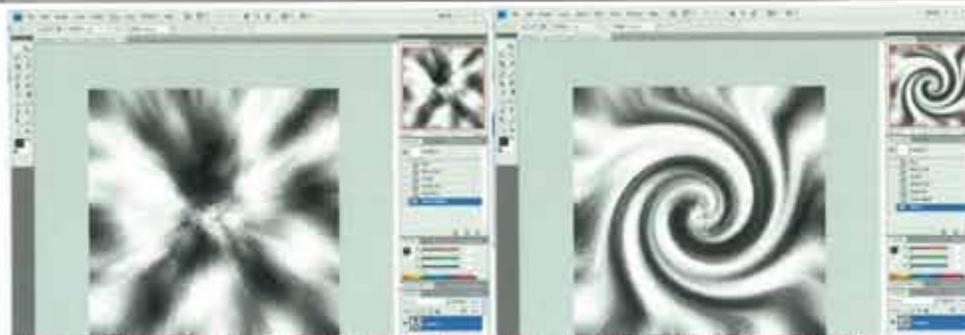
First I loaded up Photoshop and created a new image with the dimensions of 1000x1000. Then I added cloud filter with the colours black and white.



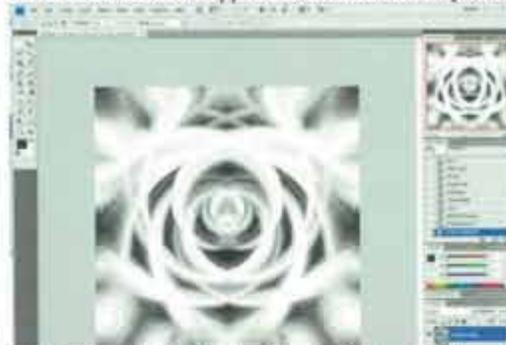
Then on that layer, I added another filter of pencil sketch to create a drawn cloud effect.



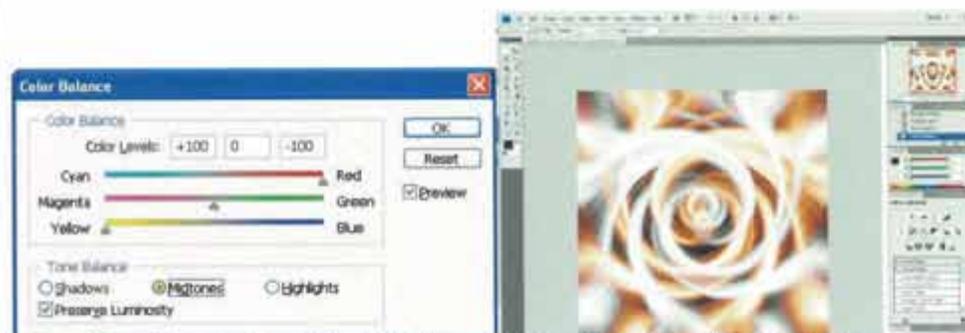
Then I used the radial blur filter on the same layer with the settings on zoom. This created an explosion effect.



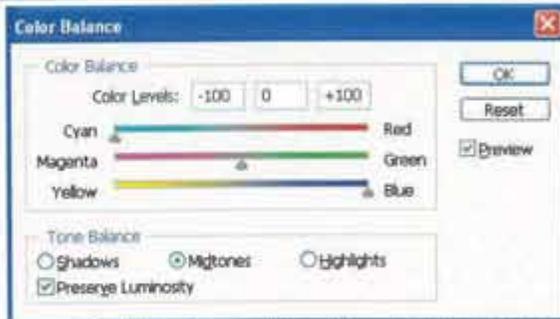
Then I added a ocean ripple effect on the same layer. Then I used another filter of a swirl effect.



Then I changed the blend settings to lighten and then duplicated the layer. This then created an overlapping effect.

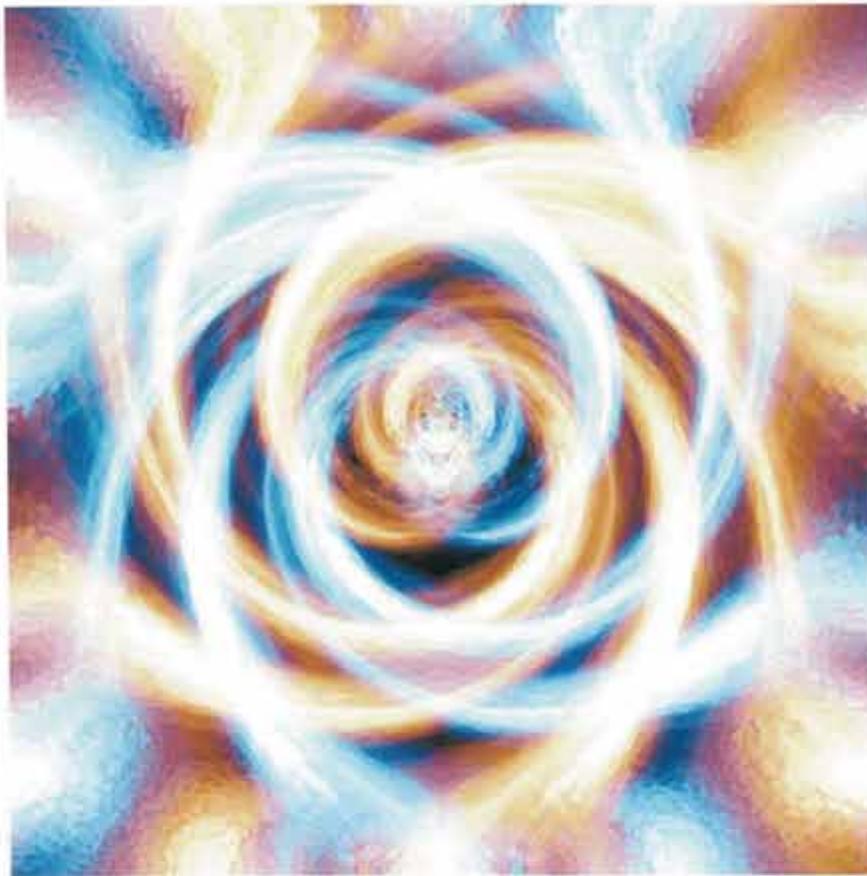


Then on the top layer, I add used the color balance tool so I could create a golden effect swirl.



Then on the bottom layer, I add used the color balance tool so I could create a light blue effect swirl.

This is the final product of powerful coloured twirls.



TASK B

## Software Report

This is my software report. I will be talking about the project I have been given. I will also be talking about the choices of software I could use and the interview with the Fifa delegate about my ideas. The project I have been given the task to hold 2022 football world cup bid campaign for a chosen country.



Adobe Photoshop CS4 is the most well known image editor in the market, it is used by professionals and is the best image editor available. The advantages of Photoshop is that it is very powerful; it can do almost anything to an image. It is used to create and mainly edit images but only bitmap, not often vector. Photoshop uses layers which is great as the user as they can move objects around on top of another but also adding effects. There is a massive amount of resources like plug-ins, brushes and support available online; there are millions of tutorials for practically every effect possible, it even does images from 1D to 3D. Photoshop has very little disadvantages but it does have a few. One is that is very expensive to buy but also to keep up grading, it cost just under £1000 to buy the extended version. Another problem is that takes up a lot of RAM and slows the performance of the PC as the CPU is consistently being over clocked. Whilst editing images, the user is only able to undo 20 times. Photoshop is a massive program and there are a million and one effects so it takes a long time to just get used to it. It also takes very long to install.



Adobe Fireworks CS4 is a well know image editor in the market as well as Photoshop. They are both from the same company Adobe. It is mainly used to create images than edit but it does both. It is used for mainly websites for either images or CSS or application interfaces. The advantage of Fireworks is that it works with bitmap and vector images. When images are rescaled, there is no distortion at all with vector images but minimal pixilation with bitmap images. Fireworks uses layers which is great as the user can move objects around on top of another but also adding effects. Fireworks has a few disadvantages. One is that it is very expensive like Photoshop, it costs just under £300 for a program that does quite little. It is fantastic to create images but there are not a lot of effects to use to edit images.



Microsoft Paint is the most basic simple image editor available. It is one of the first ever picture editors available. It is mainly a pixels editor. It cannot create vector images and creates only basic bitmap images. The advantage of Paint is that it is free-were and does not have to be bought. Also, it is already comes with Windows OS so it does not need to be downloaded and installed. It is a very simple program to use and very quick to run even on an old PCs as it only needs very little RAM to run. The disadvantage of Paint is that there are very little things that can be done; no effects can be added. It does not even support layers and can only do a couple undo's. Also, there is very little support available online for this program as it is too simple and not used for the business world, it is only intended for a bit of fun.

## Client Meeting one

For my project, I have chosen to use Adobe Photoshop CS4 as my program. I have chosen it because I have access to the program at school and at home. Also, it is the best software available for this project and the effects I will be able to do are infinite. Even though it cost £1000 it is worth the price. I did not choose paint because it is too basic and I am very limited to what I can do. I did not choose fireworks because it is more web-based than commercial based. Also, it is a difficult program to use and I am limited to key effects that Photoshop has.

They country that I have chosen for this project is India

Also, they have never had a Fifa world cup played there nor have a team so it is a neutral location for the other teams to play.

When I had my interview with the Fifa delegate, I proposed my chosen country, which is India. Therefore, what I will do is produce three ideas for logos and three ideas for an A3 poster. I talked to him about my the ideas I have in my head. We also talked about things that are not suitable for the project and should not add to the ideas.

### My first idea

My logo idea is to have three people in a cartoon look that are jumping out. They will be coloured with the India colours, which will be orange, blue and green. I will also have golden arcs going round. My poster idea, I plan to have a really creative piece of art. I will have green background with lots of floral design and have an orb with the India flag covered with more floral designs. I will have the logo on the side and text saying world cup India on the other side with a cool looking font.

### My second idea

My logo idea is to have one circle that has other small circles, which are cut out and curves that are cut out. I will have a gradient in the middle going out with the colours green. My poster idea, I plan to have all the flags of the countries that might play in the 2022 world cup as a boarder. Then in the centre, I will have a circle gradient, which is green so it looks like an explosion. I will also have text in a Spiderman style saying world cup India and when it is. I will also have picture of the India team that are lifting the world cup as previous winners.

### My third idea

My logo idea I plan to have is a football with filled in colours of the Indian flag. Therefore, I plan to have football coloured in with orange, white and green but also with a blue border. The football will be drawn in and not real football. My poster idea, I plan to have red background that stands out with a cutout of the country India with a gradient outline. The outline will be of the colours of India. The image of India will be in plain blue to make simple and standout. I will also have my logo in the corner as if it is flying away. I will also have painted style text saying world cup India and when it is.

In my interview, we discussed the ideas that were scratched and I things I was to avoid in my ideas. My initial idea was to have the women's world cup in 2022 but this not possible because it happens in 2023. This resulted in me scratching three ideas I had and starting again. The things I was not allowed to have in my ideas were other logos used in the world cup, which are manipulated, having biased information and having women on posters.

## Hardware Report

To create the logos and poster I will need hardware to make them on. I am limited to what sort of resources I have to make them. I currently have access to a Windows XP computer, dual monitor, a mouse, a keyboard, A4 printer and a camera.

I need a computer to do the work on and save the files. I currently have a powerful computer, which is very useful for this project because the work will be done in a very quick time. I have 4 GB of RAM installed so when it comes to loading up Photoshop, it will load in a couple seconds rather than the used 5 minutes. Also, saving files is done quickly because RAM is the second fastest memory on board and the file will save to volatile memory then be permanently saved to hard disk drive (HDD) until it is deleted. Another reason why lots of RAM is a strength is because I will be able to use many applications at the same time rather than just Photoshop. I could have Microsoft word loaded to document my work in stages, have Photoshop to create the logo and posters and a web browser like Firefox for finding images. All three of these programs are use up a huge amount of memory together but my computer will be able to handle them and give extreme performance. This has no weakness.

I have a two 150GB SATA HDDs which is a total of 300GB or physical memory. This helps when saving the files because I will be working in A3 and this will be a huge file size when saving and I will have endless amount of backups and different versions of the file. The average file size working in A3 will be about 200MB. Another advantage is that it helps the performance because instead of one HDD were the data is being written and read, with two the data is written to one and read from the other to boost performance. Another advantage is that because I have two HDD's I could have the data on one HDD and if there HDD corrupts and fails, the data will automatically back up to the other HDD. This has no weakness.

The graphics card that I have installed is Intel(R) 82945G Express Chipset Family. This helps to see the clarity of the image I am creating and help the performance of the computer. The disadvantage that I have with my graphics card is that it is fairly old and not brilliant when it comes to creating the output on the VDU.

I have a 2.4 GHz Quad Core Intel Pentium processor that is extremely useful, as it will boost the performance of the computer. The data will be calculated four times faster than a mono core. Also the clock speed it extremely fast so the tasks I set the computer to do will be done in quick time. My computer will do up to 2.4 billion cycles per second to complete the calculations and operations. I also have Adobe Photoshop installed onto my computer as well. This is an advantage because I do not need to buy another version. Overall, I have a powerful computer that is ready for this project. The performance will help me to work quickly and being able to make many copies of the file in stages. This has no weakness but can have a faster CPU that clocks at 3GHz.

I have two monitors, which is extremely useful for my project. I will be able to work on Photoshop and being able to use another program on two spate monitors at the same time and this means a I have dual monitors as their side by side. Also, because my monitor is large, I can see all Photoshop in detail and have no problem with scrolling. The first monitor is a Dell 24-inch LCD TFT that has a resolution of 1920 X 1080. The second monitor is slightly smaller which is a Dell 17-inch LCD TFT that has a resolution of 1280 X 1024. Together they make a combined 41-inch monitor with a resolution of 3200 x 1080, which is absolutely huge. The disadvantage that I have when using dual monitors is that I will have to keep moving my head to look at the other screen and there is a gap in-between both monitors.

I have a wired Dell keyboard which helps when typing in text. When I am adding text onto my poster to say the country name, I will need to use my keyboard. My keyboard has extra programmable buttons; I could program one button to load up Photoshop when I press it. Having a wired keyboard is an advantage because there is no wireless signal that needs to be connected to every time and it is lightweight has no weakness using my keyboard. This has no weaknesses.

I have a wired Microsoft laser mouse which helps when I need to move the cursor and click on things. For Photoshop, I will need to use the mouse to click on tools and filters and doing things to the image like create a vector image using the pen tool and move objects around. Because I am using a laser mouse, it will count for more precision compared to a jumping ball in a ball mouse. Having a wired mouse is an advantage because there is no wireless signal that needs to be connected to every time and it is lightweight has no weakness using my mouse. This has no weaknesses.

I have a HP A4 laser printer, which helps to prints out documents. The brief clearly states that I will need to produce the poster in A3 and have an A4 printer is of no use. I will not be able to print in A3 and this is a setback.

I have a digital 12 Mpx Sony Camera to take pictures with. For my posters I will add a few photos that I will take after I go on a trip to India. I will take a few photos of local landmarks to where I am going to stay. The photos I will take will come in crisp quality because the resolution will come on a huge scale. This means when I add in the photos into Photoshop, it will not become pixelated because I do not need to blow up the pictures. This has no weakness.

There are a few items that I do not have that are desirable for this project. These items include a better graphics card for my computer, a scanner, a graphics tablet and an A3 printer. I need a new graphics card so that the picture quality will come even more enhanced and better to look at however it is expensive. I could use a scanner to scan in drawing and sketches that I make so I can sketch them out on Photoshop as a template. If I do not use a scanner, I could use a graphics tablet. I could use it to draw in sketches directly into Photoshop. The advantage is that it is very easy to get the drawing done by hand than by mouse. The disadvantages are that it will not come out smooth as a mouse as it comes out rough and it is very expensive to buy one. I will need a quality A3 colour laser printer to print out my poster. The brief states to create a poster in A3 and I need an A3 printer to print it out.

With the meeting I had with the Fifa delegate before, we also discussed about my available hardware and software to complete this project. I asked for some funding to purchase the desirable items that are of use to complete this project but it was rejected. However, I the company will purchase an A3 printer as a desired to print out the logos and poster in A3 so they are clearly seen. He was okay with my current hardware resource and happy with the software that I have chosen to use and that I all ready have in installed on my computer.

# Initial Logo Sketches

Logo 1



Logo 2



Logo 3



# Initial Poster Sketches

Poster 1



Poster 2



Poster 3



## Devolvement of Logo ideas

### Logo idea 1



First, I opened Photoshop and created these three simple characters using the vector tools. These were all on different layers. I created these characters to symbolise the world is coming together and jumping together.



Then I added a simple gradient to each character. I used the colours of the India flag which is orange, blue and green. I used these colours to symbolise India as they are going to hold the world cup. But it also suggests that all different types of people are invited.



Then at the top, I added a short arch and added a gradient to it. The colour is a golden gradient. I did it to symbolise the India gate to make everyone feel welcome to the games.



Then I added a couple more arch's of the same style. I added a couple lines as well. I add the arch's to fill up the space as the characters and top arch looks plain without it. It all most looks like twin open doors where people are entering into India. This is the final product.

### Logo idea 2



First I opened up Photoshop and then drew these three shapes on the same layer using the vector tools. I drew these shapes to symbolise the kick of a leg.



Then I drew these three circle shapes on a different layer using the vector tools. I drew the circles to symbolise a football. It looks like the ball is being kicked into the air.



Then on a different layer, I drew this big circle that covers up the other drawn shapes. I did this because I was going to cut out the other shapes I just drew on it.



Then I clicked on the first layer, used the magic wand and held down ctrl to select all three shapes and then did the same for the circles on the other layer. After I had all the selections, I clicked on the circle and then clicked delete and then I hid the other two layers.



Then I added a noise gradient from blue to pink. I originally tried to use the colour orange and yellow to make it look like a burning sun to symbolise India's heat but the colours did not work well. Then I tried pink and blue to that does stand out well but also is invited to girls and boys. This is the final product.

### Logo idea 3



First I downloaded a brush set from the internet. Then I added the brush set file into the Photoshop folder. Then I loaded up Photoshop and selected the brush tool. I found the football brush and then clicked on the canvas to get this image. I did this because this is a football world cup and a football itself symbolises the sport.



Then I simply just filled in the gaps with the India flag colours of orange, white and green. I used these colours to symbolise India as they are going to hold the world cup. But it also suggests that all different types of people are invited. This is the final product.

Candidate name

Candidate number:

Centre number:

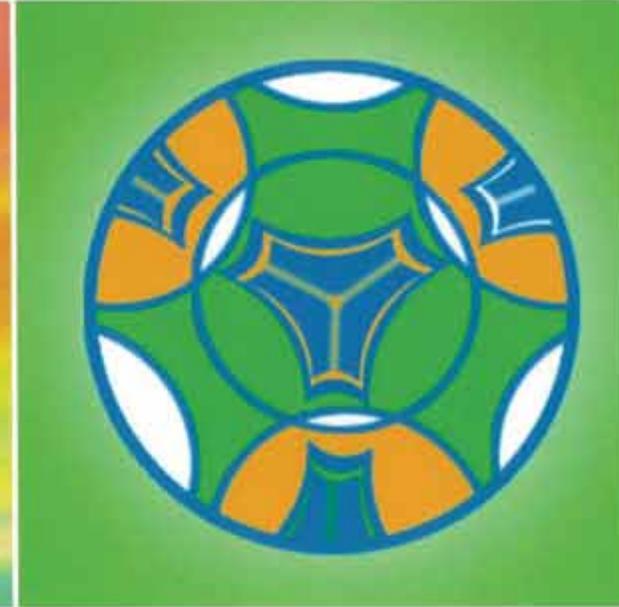
Centre name: |



This is my first logo idea.



This is my second logo idea.



This is my third logo idea.

## Development of poster ideas

### Poster idea 1



First I opened, Photoshop and created a new image of the size A3 and the changed the height and width round so it is landscape. Then I added a gradient background from black to green. I used the colour green because that is the colour of grass.



Then I download a brush set from the internet and installed it into Photoshop. Then I used the brush tool on a new layer to create this flowery effect. I added a floral design to make India look like they are full of peace and beauty.



Then on the same layer I added a gradient to the flowers of orange and green of the India colours. Then on a new layer, I drew a circle using the vector tools. I then added a gradient of black to green and then added a light effect. I also added a stroke of green. I did this to fill up the space but also make it look that quite a lot is going on in this poster.



Then on two different layers, I drew these two shapes to make the shape have a lighting effect and make it look 3D. I took of the opacity to it so it blends in. I did this to create realist orb effect and that shiny ball was real.



Then on a new layer, I used the brush tool using one of the downloaded brushes and brushed these swirls in the circle. I then added a gradient of orange to green. I also added a shadow at the bottom on a new layer using a plain brush and the using motion blur on it to create this effect. I used the colours orange and green to symbolise that India are holding the games.



Then on a new layer, I added text in and used a downloaded font. I then filled the text with a pattern to create this effect. This is a very elegant and beautiful poster. I add the text to give out the message but I used black as the font colour so it contrasts well with the background. This is the final product.

## Poster idea 2



First I opened, Photoshop and created a new image of the size A3. Then over the internet, I downloaded as many world cup football playing teams flags. I then made a border of the flags. Then I merged all the layers together and added an input mask so it creates this blend. I did this make a welcoming feeling to show that everyone is invited to the world cup.



Then on a new layer, I added a noise gradient background from green to blue. I add this so it stands out and makes the poster look like a lot is going on. Green is the colour of the ground and blue is the colour of the sky. The reason why the colours upside down is because it tournament is going to be played on the other side of the world.



Then I added text at the bottom. I used a downloaded font of the Spiderman font style. I then added a noise gradient from orange to green. I used these colours to symbolise India as they are going to hold the world cup. I made the central font large so it stands out more.



Then in the centre, I added the official world cup logo in to represent were the actual logo might go. I added a gradient of orange to yellow on top. This is the final product.

Candidate name:

Candidate number:

Centre number:

Centre name:

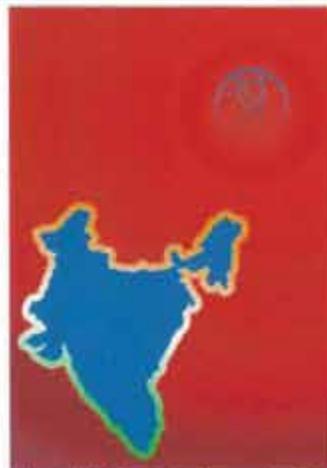
Poster idea 3



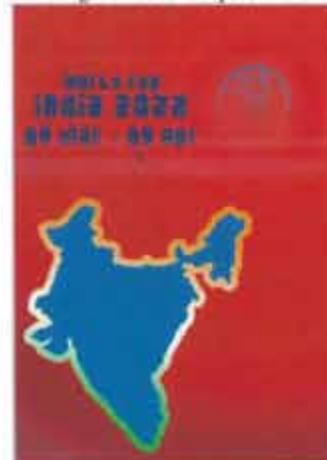
First I opened, Photoshop and created a new image of the size A3. Then I added a noise gradient background in a radial shape using red. I used red to symbolise the burning hot country of India and the radial to create the sun effect.



I then drew the India map using the vector tools and also added the official world cup logo where the actual logo might go on different layers. I add the cut-out of India so when people view it, they instantly think of India and something is happening there.



I then filled in the India map in blue and added a gradient stroke of the colours orange to green. I also added a blue to red gradient for the logo, I used the colour blue for the cut-out because it is India's national colour and the gradient as it represents the India flag colours.



Then I added text on a new layer. I used a downloaded font and then filled it in blue. I used blue for the text because it is India's national colour. It creates a painted effect and India is well known for their cultural art. This is a very simple but great looking poster. This is the final product.

Candidate name: \_\_\_\_\_

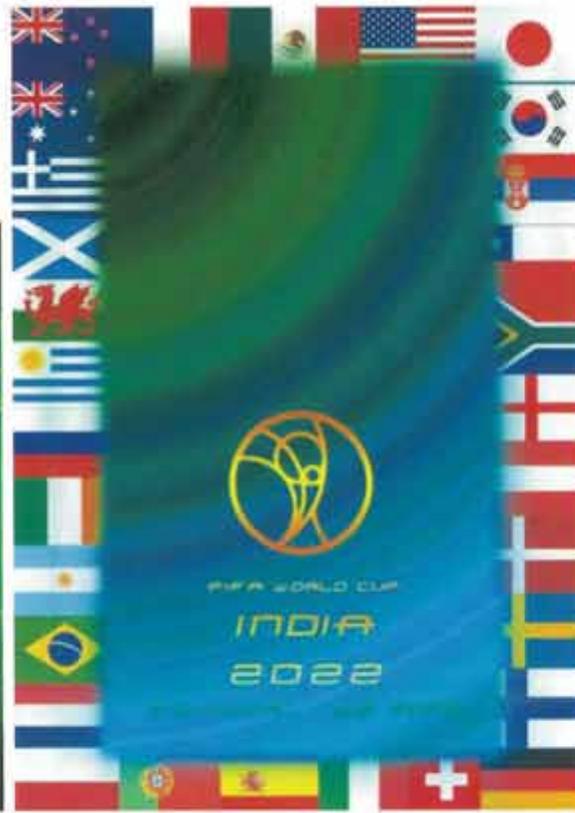
Candidate number: \_\_\_\_\_

Centre number: \_\_\_\_\_

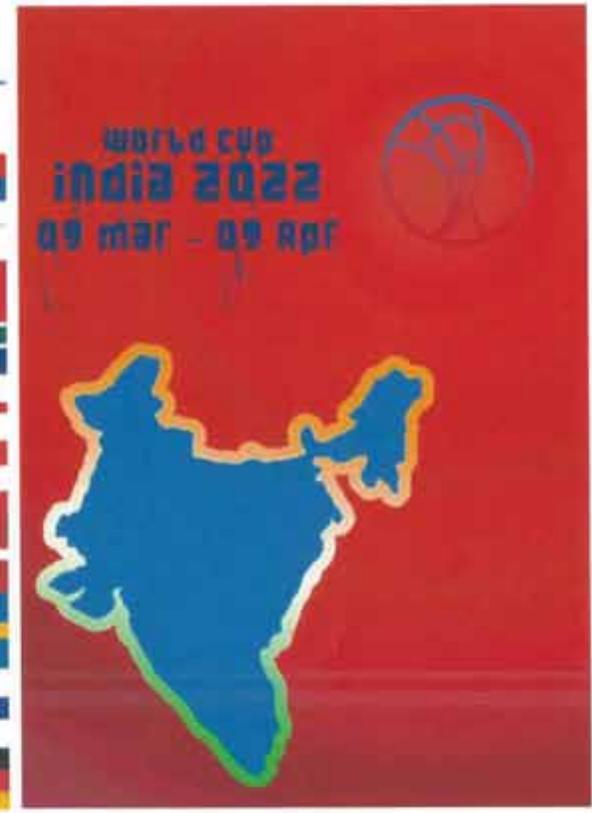
Centre name: \_\_\_\_\_



This is my first poster idea.



This is my second poster idea.



This is my third poster idea.

## Evaluating initial ideas

### Posters

The first poster I produced was with green background with the floral design and India flag in a circle. (Go to page 28 and the first poster) I think I produced a really great poster but the problem with it, is it has no value. I could just change the text and it could be for another country. There was nothing there to suggest the world cup was for India. Also, I had a dark green background and the font was black was not very visible to someone looking from a distance. I think the font style was very good as it looks sharp and snappy and a similar font was used in the 2006 world cup. I used a downloaded font. The layout I think was very good as I had the text on the left and the flag with lots of floral designs on the right. I think the quality of the image is second to none. It is made at a very high quality as the resolution is big and great colours were used. I used a brush for the flowers which created the vector cartoon effect and not real flowers that creates eye candy. The problem with the poster is that it does not give out a message about anything. It is a plain poster with a floral design that does not even link to India. The poster is very boring; nothing is going on other than the rich colours. Another problem with poster is that the date I used was wrong as the champion's league is still going on at that time as well as league tournaments within each country.

The second poster I produced was with the green radial background with the bordered flags. (Go to page 28 and the second poster) I think I produced a poor poster know my capabilities. For this poster I used a downloaded font and I used the Spiderman font. This was really bad as this font is famous for a comic and therefore I cannot use copyrighted font in my poster. Also, Spiderman does not relate to India at all, it is an American comic and the film is made in America. The font colour was poor as well as I used a noise gradient but it is going from orange to green which are the India flag colours. I did use one simple effect of a fade. What I did was put all the flags on layer and added an input mask. On there I added a black to white gradient. This created a really good blend from the edge of the flag to the centre. However there are bad points with the flag border like that I left a few gaps between the flags, they do not symmetrically match up, the Switzerland flag is not even rectangular, there are not even 32 flags to represent the teams going to play. The layout is okay but the problem is that I have no content at all; I have a border and text. It is a very boring, plain, dull poster. It looks like it is incomplete as there is nothing in the centre or even an India flag to represent that India are hosting the world cup. I could change the word India to any other country and it suits them as well. The poster is not giving out a message about India but it does show that the world is coming together at one time. Another problem with the poster is that the date I used was wrong as the champion's league is still going on at that time as well as league tournaments within each country. The poster shows that nothing is going on and reader would be looking nothing but a plain box of nothing.

The third poster I produced was with the red radial background with the blue India cut-out. (Go to page 28 and the third poster) This was my favourite idea of all three because this has a few relations to India and it looks great. I used a downloaded a font that looks like the font is painted on which creates an amazing effect. Also, I made it plain and simple by just having the font colour as blue with no effects. For this poster, I did not really use any big effects more of small little ones like the glowing logo and the stroke on the India cut-out. I think the layout is very good as it is simple but effect. The India cut-out takes up most of the poster but there is still lots of white space. The quality of the image is great as the poster was made on a big resolution and I everything show is created and not pieced together from the internet. The overall look is good; I think the gradient stroke on the India cut-out stands out well. The red background shows that India is very hot country but also it shows all the red in country like the spicy hot food, flying red Holi colours and much more. A problem with poster is that the date I used was wrong as the champion's league is still going on at that time as well as league tournaments within each country. I think the poster is giving out positive message showing that India a hot country where lots of sun and sea is. I think that there is just

the right amount information on the poster as in there is not too much or too little going on. However it still needs something to fill the India cut-out.

### Logos

The first logo idea I produced was with the characters jumping out and the golden arcs. (Go to page 21 and the first logo) I think here I produced a high quality professional standard logo. Out of all three ideas, this is the best that I produced. I think the font style was very good as it looks sharp and snappy and a similar font was used in the 2006 world cup. I used a downloaded font. However, the colour choice from me was quite bad because I used a mixed gradient of white and gold. This was bad because where the parts are white; it cannot be seen as it merges with the background. I used one effect, which was using input masks and using the brush tool to create a blended look. The characters look like they are jumping out of the air and looks great. The layout is good and simple; I put the characters in the centre, the arcs around it and then the text at the bottom. I think the quality is very high because it was all produced on Photoshop and not piecing things together. The overall look is great because the logo relates to India as well with characters coloured with the India flag colours. Also the simple gradients really stand out rather than block colours. The message the logo is giving out is that it shows India is a warm place that is inviting people all over world to come to India, India is an energetic country by the characters jumping up. The gold symbolises of the golden trophy and is the big game is coming to the big stage. I think this logo is great symbol for India and no way I think it is stereotypical. I think that the logo is great and the amount I have on the logo is just right meaning not too much or too little.

The second logo I produced was with the purple radial circle with shapes sliced out of it. (Go to page 21 and the second logo) I think I produced a nice logo but a rubbish logo for a world cup as it has no relation to India what so ever. This logo had no text but logos do not really need text, as it is a symbol for the company or in this case the world cup. I think the radial effect I added was very attractive but also distractive; it is a bit too much for a logo. The layout of the logo is quite good as in the shapes are in ratio with each other; the curves and the circles get smaller from the top. The quality of the image is okay but the end product is poor. There is nothing wrong with the output but it is poor logo to represent India for the world cup. I think the logo is giving out week message about that the world cup is going to be logistical and fair because of the geometrical shapes meaning equality. I think that this logo is quite energetic but also boring. The colours really stand out but other than the colours, there is nothing.

The third logo I produced was with the football coloured with the India flag colours. (Go to page 21 and the third logo) This was my worst idea because I used a brush from the internet and just used block colours to fill in the gaps. The logo looks shoddy and made by a child. The football does not have any effects to create an amazing looking logo, it does not stand out. Also, the lines are fuzzy and not exact which makes the logo look sloppy. The logo itself is not even symmetrical; the curves are all over the place. This logo had no text but logos do not really need text as it is a symbol for the company or in this case world cup logo. I think the message the logo is giving out is that there is a small football tournament about to go on for a small occasion; noting big as it looks like it was made in quick time. It does not have a big impact on the viewer. The logo is dull, boring and lifeless, nothing stands out like the other logos. The only good thing about the logo is the colours used. I filled in the gaps with orange, white and green as they are the India flag colours but also a blue border. There is not enough going on in this logo.

## Client Feedback two

On 08/01/10, I met with the Fifa delegate to talk about the designs. The meeting was about the logos and posters I had produced. After the meeting, I had walked away with feedback and the ideas recommend to use to be developed.

### Logos

The first logo idea I produced was with the characters jumping out and the golden arcs. (Go to page 21 and the first logo) The client really liked the idea as it looked great, likes the jumping characters and the colours to symbolise India. The improvements he suggested were for one idea to add a Taj Mahal outline instead of the arcs but still keep the jumping characters. For the second development, he suggested to add in the India wheel into the logo. For the third development, he suggested to add more colour. I partly agree with the logo but for the third development, that was quite a tricky improvement to make but also the original logo was quite good. I do not agree with the Taj Mahal idea because it has no relation to football but it has a strong link to India's culture. This was his suggested logo to go forward with.

The second logo I produced was with the purple radial circle with shapes sliced out of it. (Go to page 21 and the second logo) The client did not like this idea as there were many shapes, which he thought, were bad even though technically there was only one. He also said it was very random and had no real relation to India. However, he did like the radial gradient. This idea was scrapped at the end.

The third logo I produced was with the football coloured with the India flag colours. (Go to page 21 and the third logo) The client did not like this idea, as there was nothing to suggest it was for the world cup. The only relation it had to India was with the colours but this was very plain and basic. This quality of this logo compared to the others was very poor and not to my usual standard. This idea was scrapped at the end.

### Posters

The first poster I produced was with green background with the floral design and India flag in a circle. (Go to page 28 and the first poster) The client liked this idea but the problem with it is that it has no link to India other than a basic gradient flag in the circle. The effects were very nice like the realistic circle orb and the floral design. He suggested using more of a taipei design however I had never heard of this and was not able to search for it as I did not know the exact spelling. This idea was scrapped at the end.

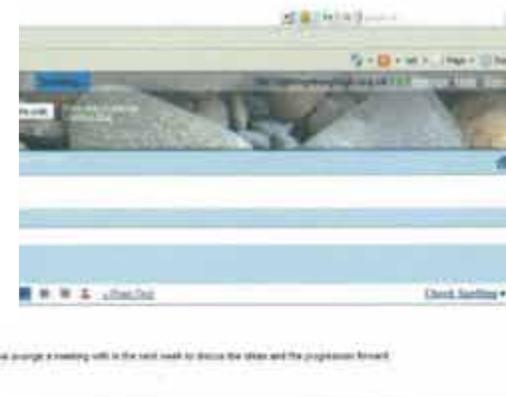
The second poster I produced was with the green radial background with the bordered flags. (Go to page 28 and the second poster) The client liked this idea because of the bordered flags to subjects it is inviting for all people and symbolising the world coming together for one major occasion. However, he did not like the empty space in the centre and as an improvement, he suggested I add put more culture in. He also said to add some landscapes of India or people. From the first idea, he suggested that I add the taipei design in here also and from the third idea, add the cut-out of India. This was his suggested poster to go forward with.

The third poster I produced was with the red radial background with the blue India cut-out. (Go to page 28 and the third poster) The client did not like this idea because he thought it was too plain. Also, he said that it was nothing inviting about it however he liked the cut-out of India with the gradient stroke of the India colours. This idea was scrapped at the end.

### Ideas taken forward

The logo that will go to be developed is the first idea. The reasons why I am taking it forward are because it was a great initial idea but I can improve it a lot more. The jumping characters looked very good and has a nice effect for the blending from the background. The colour choice was also great to represent India. This logo is not rude and not stereotypical of India and this was a requirement from the brief. It is a good representation for the world cup for India. Also, the Fifa delegate suggest to take this idea forward because it the potential to become the logo to represent the world cup. Also, I have to take on the client's feedback as he represents the world cup; he knows the difference between right and wrong. What I will do for the first development is I will add the Taj Mahal outline instead of the arcs but still keeping the jumping characters just like the client suggested. For the second development, I will add the India wheel with lots of colours but also make it tilted so that the jumping characters are coming from the centre just like the client suggested. For the third development, I will try to add the Hindu tradition of Holi were lots of colour is thrown around so for the logo, I will use paint to symbolise the colour just as the client suggested to add more colour.

The poster that will go to be developed is the second idea. The reasons why I am taking it forward are that it was a good start for a poster but was uncompleted. The good thing about the poster was the bordered flags but that was pretty much what the poster was. It has good a message to show that the world is welcome. The poster is not rude and not stereotypical of India and this was a requirement from the brief. It is a good representation for the world cup for India. Also, the Fifa delegate suggest to take this idea forward because it the potential to become the logo to represent the world cup. Also, I have to take on the client's feedback as he represents the world cup; he knows the difference between right and wrong. What I will do for the first development is I will add the background design and the font from the first idea and add it in as the background here with the bordered flags but without the circle. I will also add the India cut-out from poster three. Then I will add an explosion effect on the flags to create the effect that it is moving. For the second development, I will add a glass effect on the bordered flags and I will add pictures of Indian culture in the corner. Then I will add a rainbow just of Indian flag colours from the images to the other end of the poster. The culture will be famous buildings from India and one of them will be a photo that I will take in India. I will add a sky background burnt with the India flag colours. I will add a couple of borders from clipart in the corner to add a bit more information onto the poster. Finally, I will add a reflection effect on the text, which is from poster three and also the buildings to create a floating effect in the sky. For the third development, I will add the bordered flags as they are and a landscape shot that I will take whilst I am in India. Then I will burn a realistic India flag on top that I will create. I will also add the India cut-out from poster three as well as the text from poster one.



## Initial ideas developed

I went onto develop all my initial ideas. I did this because so I can decide which is the best idea to take forward for further development and see what ideas to scratch. I used the feedback from the client but also my own improvements for these.

### Logo 1



First, I loaded my first logo on Photoshop. What I then did was duplicate and merged all the layers together to combine them. After I added radial zoom to the layer to create an exploded effect. I moved the layer right to the bottom so the other objects over lap it. I also changed the font colour for the text to the orange, blue and green as these are the India flag colours. I did not use white because it would not be visible with the white background.



Then on the character layers, I add bevel to create a 3D effect and make it more bolder. I also added a bevel on the arcs to make them stand out and added a pattern to create a materialised effect. Finally, I added a gradient background of orange, white and green. I used these colours, as they are the India flag colours. The blue character in the middle acts as the centre of the India flag. The text on this logo is more clear to see.

### Logo 2



First, I loaded my second logo on Photoshop. What I did was totally change the logo. I looked at the original and I liked the curves so what I did was carry that forward to the development. I drew out a pointy curve. This has no significance to India yet.



Then what I did was duplicate the layer five times and rotated them around to create a symmetrical wheel. This is to symbolise the wheel in the India flag. On each individual layer, I added a simple plain colour. I this to add a lot more colour to the logo and make the logo fell more inviting for everyone.



Finally, I added a background using an in built style. It created a glowing bright sun to symbolise the hot weather. This is the final product.

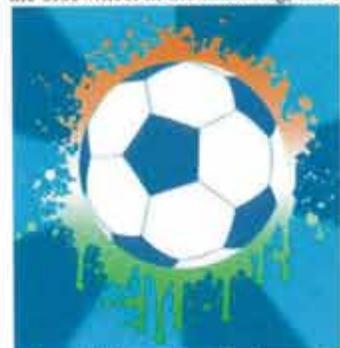
## Logo 3



First I loaded my third logo on Photoshop. What I did was totally change the logo. I tried to keep the football in the logo. I used a downloaded brush pack and added this paint blob. I did this because India is well known for their art.



I then added a gradient with the orange white and green. I used these colours as they are the India flag colours. I then added in a vector image of a football and coloured it blue. I used blue because to symbolise the blue wheel in the India flag; the ball is in the centre.



I then added a gradient background spiralling out using dark and light blue. I used blue because it is India's national colours. It also adds a lot more colour to the image to make it stand out. This is the final product.

## Poster 1

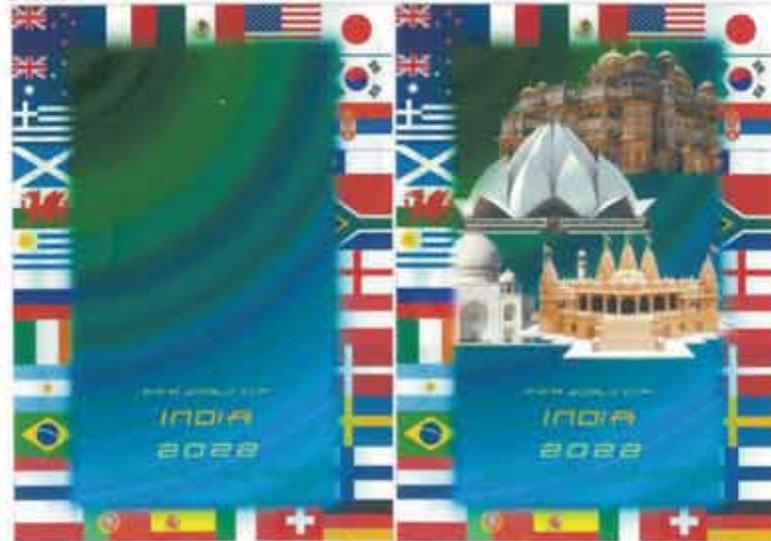


First I loaded up the poster on Photoshop. I then removed the gradient in the orb and replaced it with an image of an orb. The orb of the India flag at a sideways direction. This makes the poster look 3D.



Then I drew in a vector image of a player kicking a football. I then made it smaller so it fits inside the orb and changed the layer opacity to 50% so it fades in with the orb. I also added back in the spirals and used the eraser where the India wheel was. I did this because to add in a creative artistic design to the India flag. This is the final product.

## Poster 2



First I loaded up my poster on Photoshop. Then from the internet, I download three pictures and one took from my camera. I downloaded the Taj Mahal, lotus temple and the to be newly built Bhuj temple. The Taj Mahal represents the history, the lotus temple represents the modern age, the temple represents the future for the centre of the Hindu religion. The picture taken by me is of Vija Villas in Mandivi and it represents the past. I removed the background in all the images.

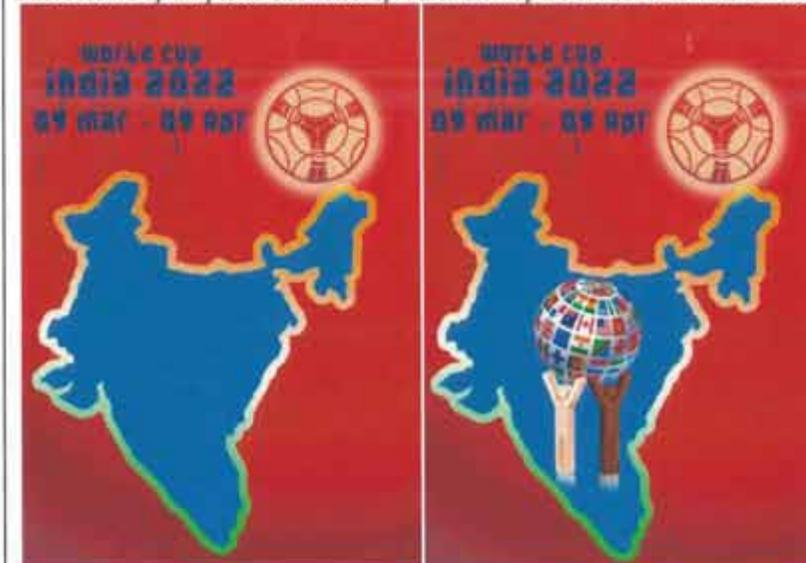


Then I moved and resized the images so that they are suitable for the poster and where it stands out. I then added an outer glow to each image and added a motion blur to the text to create an explosion effect. This is the final product.

## Poster 3



First I loaded up the posted on Photoshop. I then blew up the cut-out of India and moved the text up.



Then I used the brush pack I previously downloaded and inserted a football. I placed it in the centre of the radial and added a strong outer glow. I think because it symbolises the hot sun in India to make everyone else feel that India has great weather. I then downloaded an image of two characters holding up a globe with all the flags shown. This makes everyone feel invited to the games. Also, one of the characters is pink which represents the females and the other is brown to represent the males. I made them fade in so it looks like they come from India. This is the final product.

I had previously had a client meeting with the Fifa delegate. We discussed the initial ideas I made. For the next part of the project, I went on to develop all the ideas that I made to see if I have a better logo or poster to take forward with.

### Logos



The first logo idea I produced was with the characters jumping out and the golden arcs. The client suggested that I add in a lot more colour. He also suggested to add a better relation to India. I think I have done this by adding a background and choosing a better colour scheme. I added the India flag colours so it relates to India and added a few effects to make it stand out more.



The second logo I produced was with the purple radial circle with shapes sliced out of it. The client suggested that I make it simpler because it was quite random and there were many shapes. What I did was keep one of the curves and turn that into a symmetrical circle. I removed the radial and used many simple colours to make it stand out.



The third logo I produced was with the football coloured with the India flag colours. The client suggested that I start this one from fresh as it was a poor logo. The only relation to India was the colours. What I did was create a painted India flag and for the centre used a football. The football is like the wheel in the India flag. This logo was much higher quality and stood out well.

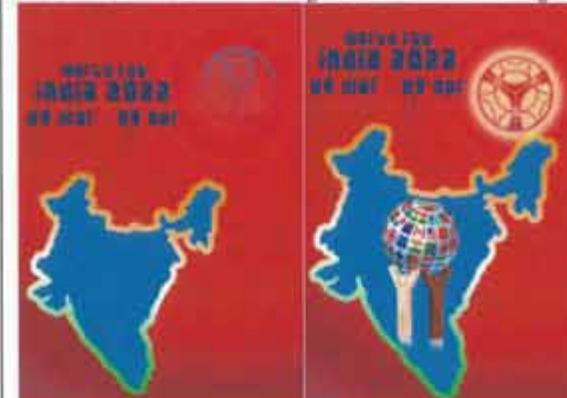
### Posters



The first poster I produced was with green background with the floral design and India flag in a circle. The client suggested that I need to add a relation to India and to football. The original poster meant nothing but when I added the India flag orb and the person kicking the ball, it really stands out.



The second poster I produced was with the green radial background with the bordered flags. The client suggested that I add some culture to the poster and having something about India in the poster. What I added was a few famous landmarks to give the view a small insight into India and what has to offer.



The third poster I produced was with the red radial background with the blue India cut-out. The client suggested that I make more inviting to the world. What I did was and a two people lifting a globe with all the flags on there to make everyone feel welcome. I also added a football as the sun to have a relation to football.

# Logo Development

## Logo development 1



First, I opened up Photoshop and created a noise background. Then I added a blue lighting effect to make the centre stand out. The blue circle symbolises the centre of the India flag of the blue wheel. I used blue because it is India's national colour.



Then on new layer, I added a picture of the Taj Mahal and drew the outline of the top of the dome using the pen tool.



Then I duplicated the dome twice and made it slightly smaller so it looks like the smaller domes of the Taj Mahal. I also then added the squiggle on the end. The Taj Mahal outline symbolises India's most famous landmark. The logo is proportional as well as the two outer domes are smaller than the central one.



Then I added a gradient over lay of the India colours of orange blue and green. I also added an outer glow and a bevel from the centre. I used these colours are they are the India flag colours. Adding the glow and the bevel makes it stand out more and creates the 3D effect.



Then from my original design idea, I added the jumping characters with the same colours. However, this time I added a bevel as well I created these characters to symbolise the world is coming together and jumping together. I used these colours to symbolise India as they are going to hold the world cup. However, it also suggests that all different types of people are invited.



Finally, to finish it off, I added the text at the bottom using the same gradient overlay to make the logo and the text match up. Then I added text at the bottom. I then added a gradient from orange to green. I used these colours to symbolise India as they are going to hold the world cup.

## Logo development 2



First, I opened up Photoshop and created a noise background. I also added a subtle lighting effect to make it look dark and ominous. I used blue because it is India's national colour and a nice calm colour.



Then from my original design idea, I added the jumping characters with the same colours. I created these characters to symbolise the world is coming together and jumping together. I used the colours of the India flag which is orange, blue and green. I used these colours to symbolise India as they are going to hold the world cup. But it also suggests that all different types of people are invited.



Then I duplicated the layer and then added a radial zoom filter to create this explosion effect. I used this effect to symbolise that there's going to be a lot happening in the games and lots of fireworks around.



Then I on a new layer I drew a wheel that looks similar to the India wheel in the centre. It symbolises that everyone is going to come to the centre of the world.



Then I added a gradient overlay of rainbow colours. I also added a texture on top. Then I duplicated the layer and then added a radial zoom effect to create this blow up effect. I used lots of colour to symbolise that India is full of life and energy.

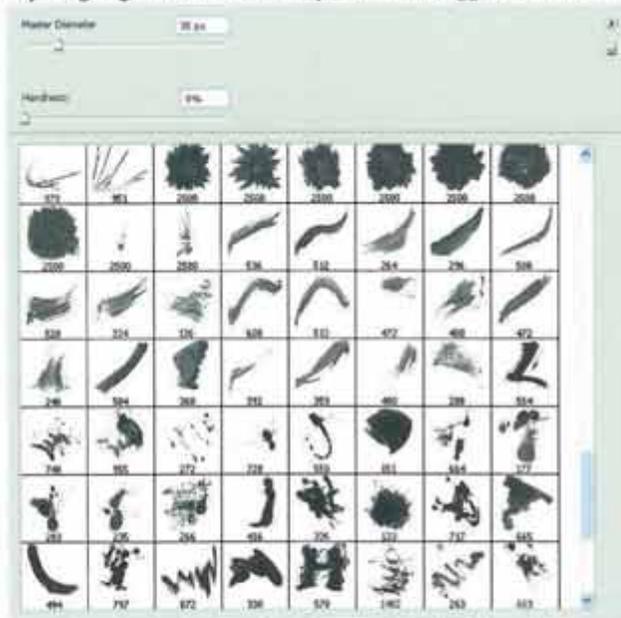


Finally then I added blue hue onto the blow up to create a blend into the background but also a 3d effect. I also then added text with faded noise background. I used blue again so in with the background and the text informs the reader what is going on.

## Logo development 3



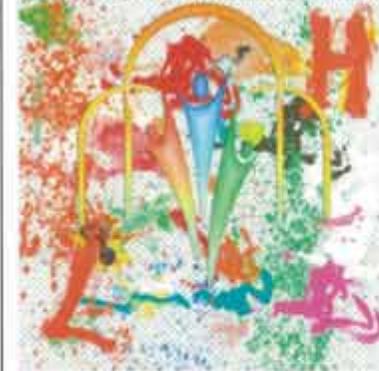
First I opened up Photoshop and then from my original design idea, I added the jumping characters with the same colours. However, this time I added a bevel as well. I added the jumping characters with the same colours. I created these characters to symbolise the world is coming together and jumping together. I used the colours of the India flag which is orange, blue and green. I used these colours to symbolise India as they are going to hold the world cup. But it also suggests that all different types of people are invited.



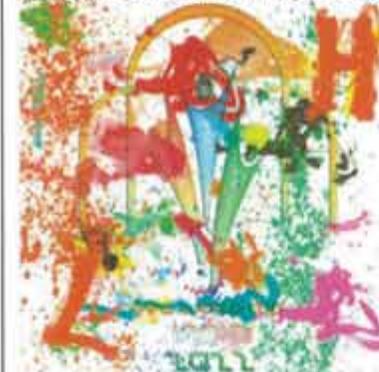
Then I download a few brush stroke effect brushes from the internet. I then loaded them into Photoshop to be used.



Then I hid the first layer and created new layer. Then I used the assorted brush set and using main colours to create this painted effect. I did this because Indians are known for their art, colour and culture and in this I have included the art and colour.



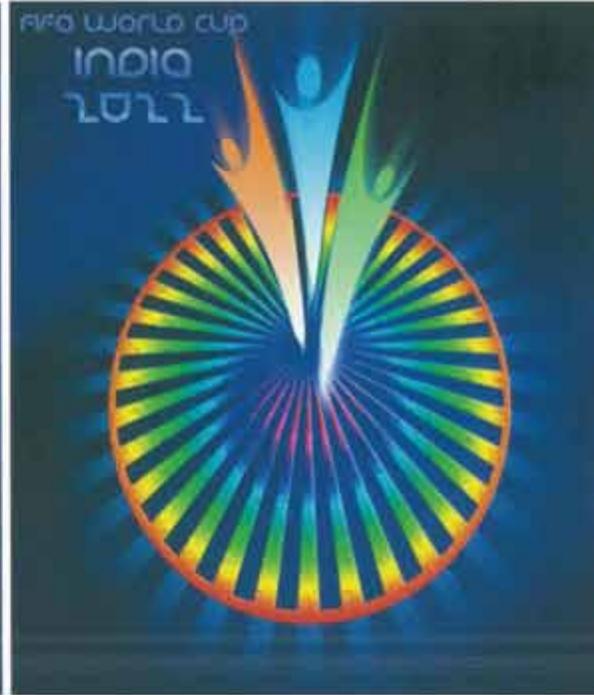
Then I showed the layer back on top again. I only hid the layer before so I could clearly make the painted effect by seeing where I am clicking to create the random effect.



Then I added a white background on a new layer to make the paint stand out. The on the logo layer, I changed the blend settings to multiply to create the painted effect all over the logo that still makes the logo stand out. The reason why I added the paint is because it symbolises the Hindu tradition of Holi. This is when lots of colour is thrown around. However it I could use powder in this logo but I used the next best thing of trough paint around.



This is my first developed logo idea.



This is my second developed logo idea.

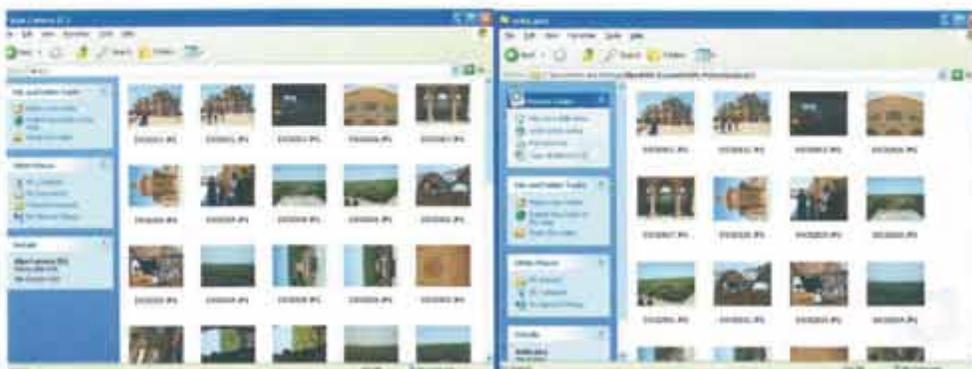


This is my third developed logo idea.

## Loading pictures from a camera for use



First I went to India to complete this task. In India I went to a few landmarks near Mandvi to take pictures of the famous Vija Villas palace. I also went to my mum's farm to take pictures of fresh growing crops like sweet corn and millet flower. When I came back to my laptop, then a removable medium popped up. I connected my camera to my laptop. Then a removable medium popped up.



Then I loaded up the pictures from the camera. I saw the thumbnails of the pictures taken. What I then did was copy all the files to new folder in my pictures, which I called "India pics". The pictures are now loaded onto my laptop, which is now ready to be used on the posters.

## Poster Development

### Poster development 1



I opened up the background with the floral design. I did this because I was unable to find the "tapie" design that the client suggested. How it still shows the elegance of India in this image.



Then from the chosen idea, I added the bordered flags with the blend. I did this to make a welcoming feeling to show that everyone is invited to the world cup.



Then I duplicated the layer and transformed the image proportionally smaller so I have a double border. Then I used the radial zoom filter and created this explosion effect. This symbolises that there is going to be lots of fireworks happening at the games.

Candidate name:

Candidate number:

Centre number:

Centre name:



Then from my final idea, I copied the cut-out of India and pasted it into the poster. I also then added a bevel from the centre. I add the cut-out of India so when people view it, they instantly think of India and something is happening there. I used the colour blue for the cut-out because it is India's national colour and the gradient as it represents the India flag colours.



Finally, I added, the text saying world cup in India and when. I changed the date because the original date was wrong as the champion's league goes on at that time and the real world cup happens in the summer. The text helps the reader know what exactly is happening.

## Poster development 2



First I loaded up Photoshop and inserted a downloaded image of the sky. Then I changed the opacity to 80%. I did this to weaken out the image.



Then on a new layer, I filled the layer with an orange to white to green gradient so it matches the India colours. Then I changed the layer blend settings to colour burn to create this over lapping effect. This creates a burning India sky.



Then from the internet, I download three pictures and one taken from my camera. I downloaded the Taj Mahal, lotus temple and the to be newly built Bhuj temple. The Taj Mahal represents the history, the lotus temple represents the modern age, the temple represents the future for the centre of the Hindu religion. The picture taken by me is of Vija Villas in Mandivi and it represents the past.



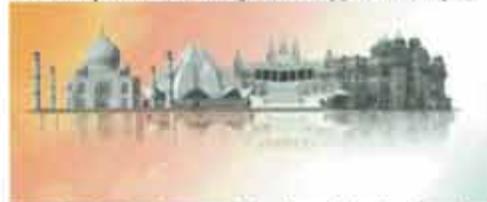
Then I used the magic wand to delete background so I just get the building. I did this because so it does not look shoddy with the square backgrounds. I only wanted to work with the building itself.



Then one by one, I took out the saturation to create a black and white image. I did this to create an ominous feeling and but also make it stand out because it has no colour comparing to the burning sky.



Then I duplicated the images and flipped them upside down and also drawing a line in the centre.



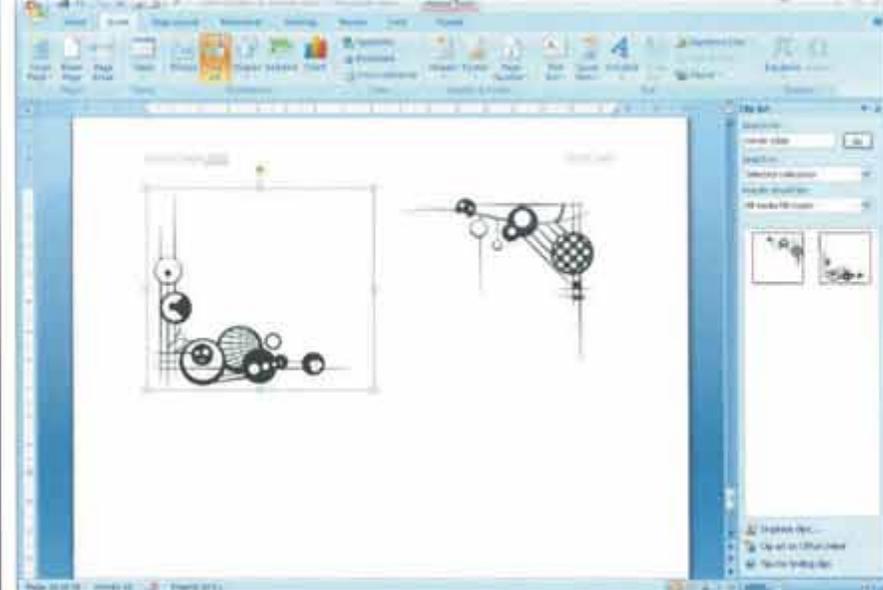
Then I added an input mask and used the brush tool to create this blended reflection effect. I did so it creates a floating effect on the sky but also creating the effect that it is coming out of the sky from the reflection. Instead of the water reflection, this is in the air to create a peaceful feeling.



Then from the chosen idea, I added all the flags as a border. I did this make a welcoming feeling to show that everyone is invited to the world cup.



Then on that layer with the flags, I added a glass filter effect and also dropped the opacity so the clouds can be slightly visible. This then creates a softer image, with calm colours rather than bright red standing out.



Here I used Microsoft Word 2007 and used the clipart function. I searched for corner edge and I found these two designs.



Then I copied both clipart and added them into both corners. I did this to add more to the poster, as it was plain. This adds more flavour to the image.



Then on the clipart, I added a gradient overlay to create a rainbow effect to show the India is full of colours. The in the centre, I drew the India flag strip going from the buildings to the edge. This then adds colour to the colourless buildings to say this is what India has and more is about to come.



Finally, I added, the text saying world cup in India and when. I changed the date because the original date was wrong as the champion's league goes on at that time and the real world cup happens in the summer. I also added a gradient overlay of the India colours. Then I duplicated the layer, flipped and added an input mask. Then I used the brush tool so I could create this blended effect.

### Poster development 3



First I opened up Photoshop and coloured the background with the India colours. I am creating flag for the poster before I starting creating.



Then in the centre I drew the India wheel. I now have a finished India flag but I still carried on to create a better image.



Then I added a very weak lighting effect from the centre and added a texture so it creates this realistic flag effect. I then saved the image as a jpg. I will use it for my 3<sup>rd</sup> poster idea.



Then from the chosen idea, I added the bordered flags with the fade. I did this make a welcoming feeling to show that everyone is invited to the world cup.



Then I inserted a photo of which I took in India in my parent's farm of growing sweet corn. My area of India does not have grass so this is the next best thing I could take a picture of.



Then on a new layer, I inserted the image I created of the India flag.



Then on that layer, I changed the blend settings to colour burn to create this blended effect. Then from my 2<sup>nd</sup> idea, I added the image of the India cut-out and placed it to hide the flag so it looks like the wheel is at the centre of India and stroke really blend in well with the flag. I add the cut-out of India so when people view it, they instantly think of India and something is happening there. I used the colour blue for the cut-out because it is India's national colour and the gradient as it represents the India flag colours.



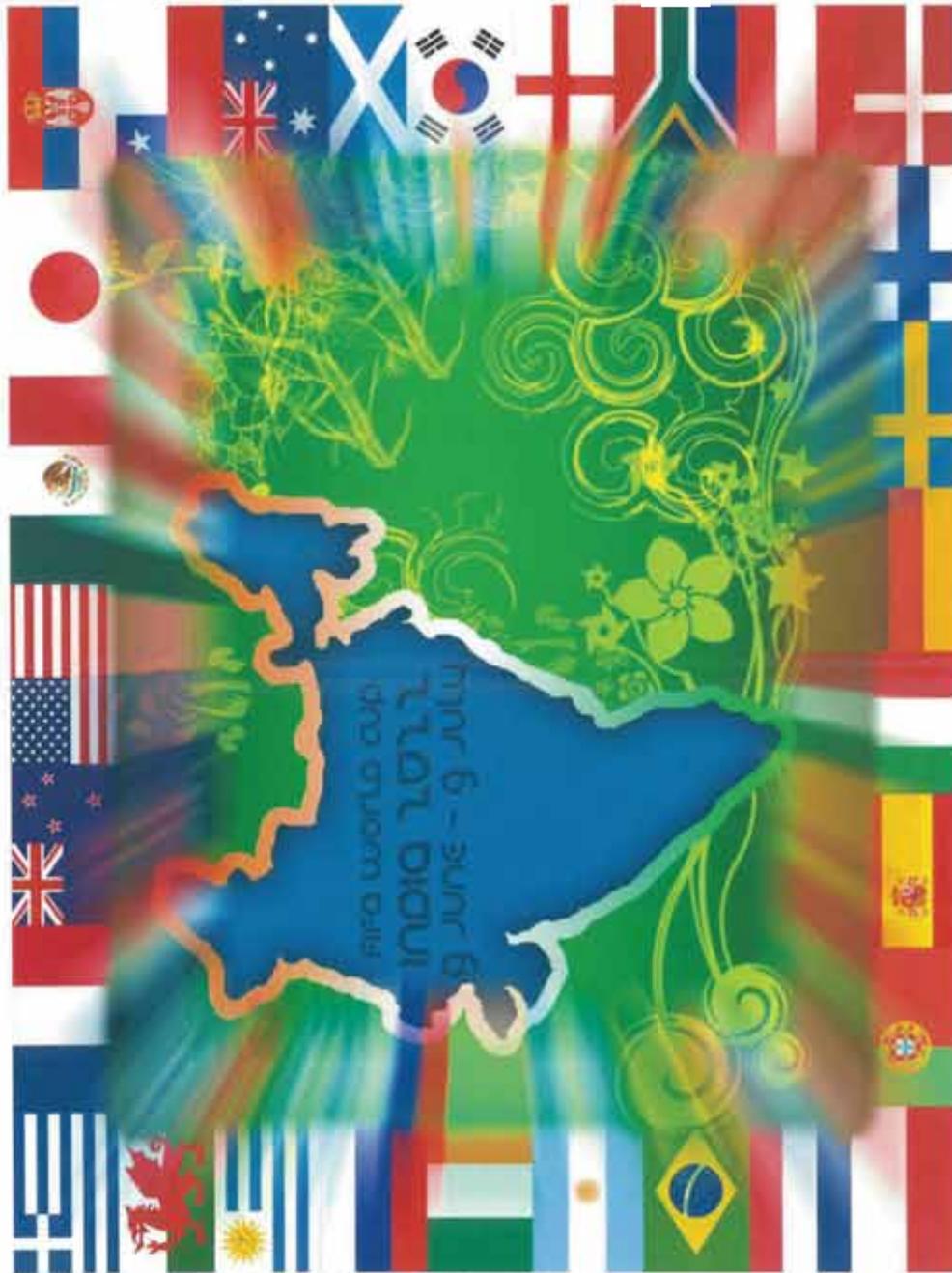
Finally, I added the text saying world cup in India and when. I changed the date because the original date was wrong as the champion's league goes on at that time and the real world cup happens in the summer. The colours in this poster really contrast well. The bright green stands out on top of the darker grass to make the cutout stand out. The text is also very easy to read as it black on white.

Candidate name:

Candidate number:

Centre number:

Centre name:



This is my first developed poster idea.



This is my second developed poster idea.

## Client Feedback three

On 18/01/10, I met with the Fifa delegate to talk about the designs. The meeting was about the developed logos and posters I had produced. After the meeting, I had walked away with feedback and the ideas recommend to be used in the final chosen idea.

### Logos

It was decided that the first idea was chosen to be developed further and the second and third are scraped. The client really liked all the ideas especially the second but thought the first was a lot more suitable for the end purpose. He liked the way I made the Taj Mahal arcs because it stands out well and it does look like the Taj Mahal however, he did not like the colour choice that well. He said that the logo felt it was cold and I needed to user more warmer colours. This probably was because of the ice blue background. I felt that I had a nice colour scheme but I saw his point. India is a hot country and warmer colours are more suitable.

### Posters

It was decided that the third idea was chosen to be developed further and the first and second are scraped. The client really liked all the ideas especially the second but thought it was a bit too simple but the third was a lot more suitable for the end purpose. He liked the sweet corn grass background photo that I took because it looked like a professional shot. He also liked the India flag I made with the texture because it looked realistic but also the burnt effect over the grass. It looks very simple but stands out. Also, the India cutout in the centre looked great with the wheel in the middle and it stands out even though it is in the background. The text was sharp and simple and looks great with the black font colour with the white background contrasting well. He suggested to add more culture into the poster and suggested to bring the cultural landmarks from the second poster into this poster but a lot more famous buildings. Also he suggested adding the clipart from poster two into this poster as well to give it more of an edge.

### Ideas taken forward

I have decided to develop the first logo idea and the third poster idea further. This is because these were the most effective ideas but also the Fifa delegate suggested I do. I have to take on the client's feedback as he represents the world cup; he knows the difference between right and wrong. What I will to the logo to make it warmer is that I will add orange noise background with spot lighting to make the logo stand out. Also, I will add a coloured outer glow to each of the jumping characters with the India flag colours. After I have finished the logo, I will then quickly show my idea to the client for his approval. When he gives me the all clear, I will add the finished logo onto the poster. I will also add the cultural buildings in India but a lot more to fill up the space. Instead of a dull grey building, I will add a rainbow gradient over the buildings. I will add in the Taj Mahal, the Lotus Temple, Vijay Villas, the new Bhuj temple, the India Gate in Deli, the Gateway of India in Bombay, the Minar Tower, Gangaikonda Cholapuram temple, Thanjavur temple and the Mysore Maharaja's palace. I will also add in the clipart borders to give the poster more of an edge. The fade of the flags are shoddy and do not look symmetrical as I used a brush. What I will do is add a new fade that is symmetrical using the selection tool with a feather. Also, to make the grass look brilliant, I will soften up the sharp parts and burn areas to make is look crisper.



This is my third developed poster idea.

## Final logo development



First I loaded up the chosen idea on Photoshop.



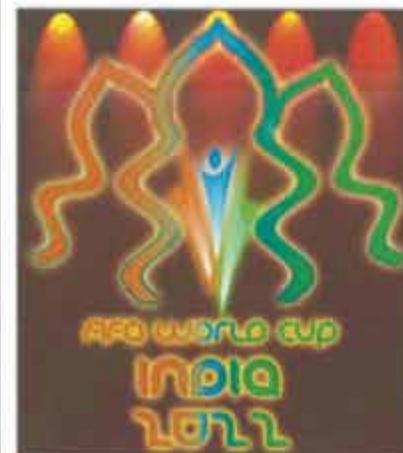
Then I made font all bold to make it thicker and stand out. Also, I changed the background to an orange noise gradient. This then makes the logo feel much more warmer because the orange symbolises the hot sun in India.



Then on the text, I added an orange outer glow and also removed the plain stroke. Then I added a central contour to the text to create a 3D effect. This then makes the text stand out more as it is 3D and the outer glow separates the background from the text preventing a clash of colour.



Then on each of the characters, I added an outer glow of the colours. The orange character has an orange glow, the blue character has a white glow and the green character has a green glow. I have used these colours as they represent the colours of the India flag. This makes the characters stand out from the background and the arcs.



Then to make the logo stand out, I added a lighting effect to the background. This now makes the logo feel much warmer as nice calm colours are used. The orange noise background was a bit too bright so I make it darker to make a calm feeling. The spot light effect really shine on the arcs well.

## Final poster development



First, I loaded up the chosen initial idea. Then I fixed up the border with a new input mask and used the marquee tool with feather 50px to create a perfect blended effect. This is more symmetrical to the randomly using the brush. I did this so it is much neater.



Then I from the final developed logo, I inserted the logo onto here on a new layer. Then I blew it up so it proportional to the poster. I added the logo to the poster because it represents India's bid for the world cup. Everything to do with the world cup will contain the logo of India's bid.



Then from the second developed idea, I instead the cultural buildings in. then as a suggested improvement from the Fifa delegate, I add more cultural buildings in to fill up the space. Then I erased the background and then took out the saturation. I added these landmarks so show to the rest of the world what it is about and the culture of India.

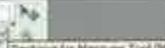
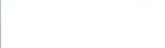
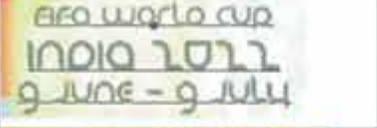
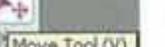
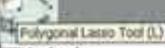
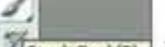
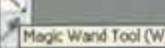


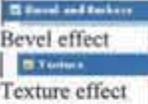
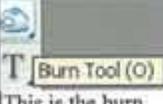
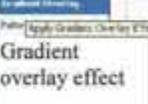
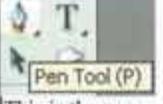
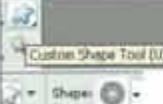
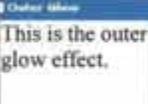
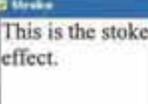
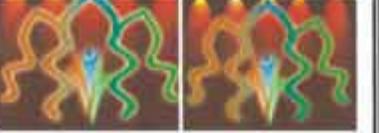
Then I merged all the cultural buildings on one layer and added a gradient overlay of the rainbow colours to make the builds stand out. India is a very colourful country and this symbolise the rich colour of India within the famous landmarks that are to be seen.



Then from the second idea, I inserted the clipart borders that the Fifa delegate suggested. This adds more flavour to the image. The rainbow of colours complement the rainbow colours with the landmarks to show India is full of colours and life. It adds symmetry to the poster and make it look modern.

## Skills Log Table

Tool / Effect	What I did with the tool and why?	Skill rating	Example of where the tool has been used.	Tool / Effect	What I did with the tool and why?	Skill rating	Example of where the tool has been used
 Rectangular Marquee Tool (M) This is the rectangular marquee tool.	What I did with this tool is that I first changed the settings of the feather from 0px to 50px and then I filled in the selected area. This then created a perfect blended effect on the input mask. I used it because so it creates the illusion that the flags appear from nowhere.  For this tool, I had to learn how to use it first and see what it could do. One trick was with the feature settings which I learnt from a tutorial from the internet.  <a href="http://tizarag.com/photoshopTutorial/photoshopmarqueetool.php">http://tizarag.com/photoshopTutorial/photoshopmarqueetool.php</a>	5/5		 Spot Healing Brush Tool (J) This is the spot healing brush tool.	What I did with this tool is that I brushed the area over the people. I did this so I could get rid of the people in the way. If I did not get rid of them, the image would look shoddy.  For this tool, I had to learn how to use it first and see what it could do. I used a tutorial from the internet for how to use the tool.  <a href="http://www.photoshop-tutorials-plus.com/spot-healing-brush.html">http://www.photoshop-tutorials-plus.com/spot-healing-brush.html</a>	4/5	 Before                      After
 Horizontal Type Tool (T) This is the type tool.	What I did with this tool is that I typed in the text where I wanted to go. Then I selected the font style I wanted. I did this because to get the message out that the world cup is in India in 2022.	5/5		 Move Tool (V) This is the move tool.	What I did with this tool is move the characters in the logo to the centre of the image. I did this because to create the effect that the characters are jumping from the centre of the wheel. Otherwise the logo would look shoddy	5/5	
 Polygonal Lasso Tool (L) This is the polygonal lasso tool.	What I did with this tool is that I selected the outside of the image and the deleted it. I did this because so I could just have the building and not the background so I can overlap the buildings together later.	4/5		 Brush Tool (B) This is the brush tool.	What I did with this tool is that I used a black brush and used it brushed on an input mask. I did this so I could create a reflection effect.	4/5	
 Clone Stamp Tool (S) This is the clone stamp tool.	What I did with this tool is that I selected an area similar to the designated brushing. Then I used the brush over the trees. I did this so I could remove the trees in the way to make it look more professional.	4/5	 Before                      After	 Magic Wand Tool (W) This is the magic wand tool.	What I did was click on areas outside the building and deleted them. I did this because so I could just have the building and not the background so I can overlap the buildings together later.	4/5	 Before                      After
 Crop Tool (C) This is the crop tool.	What I did with this tool is that selected the area I wanted and the used the edges to make a finer crop. I used this so would only have the part of the image I needed.	5/5		 Eraser Tool (E) This is the eraser tool.	What I did with this tool is that I rubbed out parts of the image I did not want. I used the eraser because I wanted to delete the finer parts as well. I did this because so I could just have the building and not the background so I can overlap the buildings together.	5/5	 Before                      After
 Gradient Tool (G) This is the gradient tool.	What I did with this tool is that first opened the gradient editor and selected noise. Then I used the RGB bars so I could find an orange colour. Then I selected the area on the image where I wanted it to be. I did this because I could create warm background.	5/5					

 <p>This is the blur tool.</p>	<p>What I did with this tool is that I brushed over the sharp areas on the clouds. I did this because I could create a softer look but also make it look more professional with minimal effect.</p>	4/5	 <p>No blur      With blur</p>	 <p>Bevel effect Texture effect</p>	<p>What I did with this effect is that I added a bevel but also I added a texture with it. I did this so I could create a 3d effect but also make it realistic with a texture.</p>	5/5	
 <p>This is the burn tool.</p>	<p>What I did with this tool is that I brushed over the mild areas on the grass. I did this because I could create a darker image in parts but also make it look more professional with minimal effect.</p>	4/5	 <p>No burn      With burn</p>	 <p>Gradient overlay effect</p>	<p>What I did with this effect is that I added a gradient overlay on the circle. I chose a rainbow gradient to add lots of colour. I did this because to make it stand out and have that big impact.</p>	5/5	
 <p>This is the pen tool.</p>	<p>What I did with this tool is that I clicked and dragged from section to section to create a perfect curve. Then I added few more points and dragged them around so I can get a perfect shape for the jumping characters. I did this because I could create a real vector image but also a real logo.</p>	3/5		 <p>This is the lighting effect filter.</p>	<p>What I did with this filter is that I selected the five drop lights and position them right to the top. I did this because to create the illusion that there are real lights on the background to create a much warmer feel.</p>	4/5	
	<p>What I did with this tool is that I first selected custom shape tool and then found the shape I wanted. Then I drew the shape by dragging it out with the perfect ratio so there is no distortion. I did this because so it looks like it's the centre of the India flag with a similar wheel.</p>	5/5		 <p>This is the outer glow effect.</p>	<p>What I did with this effect is that I added an outer glow to each layer. For the arches, I added a yellow glow. For each individual character, I added the flag colours of orange, white and green. I did this so I could create a warm feeling but also adding the India feel in.</p>	5/5	 <p>No glow      With glow</p>
 <p>Prospective</p>	<p>What I did with this tool is that I clicked on the corners and then dragged them in so it creates a pivot effect. I did this so I could get the effect that the wheel is lying down and not standing up strait.</p>	5/5		 <p>This is the stroke effect.</p>	<p>What I did with this tool is add a gradient stroke to the arches. I did this so the logo stands out more to create a bolder effect.</p>	4/5	 <p>No stroke      With stroke</p>
 <p>Hue and saturation tool.</p>	<p>What I did with this effect is that I dropped the saturation to 0 for the layer. I did this because so I could get a black and white effect but also have the ability to add colour later. If I did not take out the colour, there will be many different colours from all building and would look shoddy and cheap.</p>			 <p>This is the glass effect.</p>	<p>What I did with this filter is that I added the glass effect on the flag layers. I also then played around with the bars so I get the right feel. I did this because to create a realistic effect that the flags are made of glass.</p>	5/5	

# Investigating printers, media and resolution

## Printers

There are many types of printers that exist in today's world. Some of the main types of the printers are:

- **Daisy wheel** – oldest type of printer- works like a ball-headed typewriter. It is impact printer.
- **Dot matrix** – similar to daisy wheel by being an impact printer but the pin is small enough to make dots so characters and illustrations can be made.
- **Ink jet** – it is the first non-impact printer. It works by spraying ink on the paper to make high quality images.
- **Laser** – it also is a non-impact printer and it is a complicated processes. It uses a laser beam to produce very high quality images. It uses an electrical charge from the drum to create the beam.
- **LCD & LED** – it is the same as laser but uses liquid crystals or light emitting diodes. It is a new technology.
- **Line printers** – it is an impact printer but prints one line at a time but with many pins. It is a very fast printer but low quality prints.
- **Thermal printers** – it is the first non-ink printer. It works but applying heated pins to heat sensitive paper. It is commonly used for fax machines
- **Plotter** – it is a vectors graphics-printing machine that connects to a computer. There are two types of main plotters which are pen and electrostatic plotters. It is used for huge scale prints.

However I will only need the modern technologies to print out my logo and poster. I will now compare and contrast a laser printer, inkjet printer and a plotter.

## Laser Printers

What this printer does it rays a laser beam on a medium. This printer uses a laser toner, which is made of dry plastic powder combined with carbon black or colouring agents. Time to time the cartridge will finish and need replacing depending on the printing style.

There are many advantages of using a laser printer. One advantage of a laser printers is that it is very accurate with the printing. The average resolution that this printer can print to is 300 dots per inch (DPI) which is highly accurate. The top models could have up 1200 DPI meaning near perfection in printing terms. Another advantage is that it can be cheaper to use if it used for high volume printing. Laser printer ink cartridges generally last longer than an ink jet printer does. Another advantage is that it can print very fast and can handle large volume printing depending on the amount of RAM on the printer. A fairly cheap model will only have little amount of RAM and printing a huge document might take very long or not even print at all. Another advantage is that the prints can be touched straight away as a laser is used and the print will come out dry. Another advantage is that laser printers are normally noiseless. Another advantage is that it can print in colour. Another advantage is that modern printers are built with more functions like including a scanner, fax machine and a photocopier but also run wirelessly meaning the printer could be anywhere in the office not physically connected to anything. Also, laser printers come in all shapes and sizes meaning find the right size is no problem to fit in an office or at home.

There are also a few disadvantages to using a laser printer. One disadvantage is that they very expensive to buy but also to maintain for a colour printer. The start up cost are around £30 to £5000 depending on the type of printer. A home model is a heck of a lot cheaper than for an office using printer at A3 prints in colour. Also ink cartridges are very expensive even at home. Sometimes it could be cheaper to buy a brand new printer with the free ink cartridges that buy a single ink cartridge. Another problem that could arise with a laser printer is that it should be stored in a cool place. When printing, temperatures can rise up to 200 degrees and running the printer in a very hot place can be bad. The problems could be that ink will melt and destroy the printer.

## Inkjet Printers

An inject printer works by throwing in droplets onto a medium, generally normal paper. The ink is compressed in small removable cartridges. If the printer is a colour inkjet, then there will normally be two cartridges, one for black and one for red green blue (RGB) or colour. The ink cartridges can be replaced time to time or be refilled with a special refill kit.

There are a few advantages of using an inkjet printer. One advantage is the cost. Compared to a laser printer, it is very cheap to buy and maintain. A low-end printer is fairly cheap and an ink cartridge is also modestly priced. Another advantage is that it can produced high quality images depending on the model. The very expensive top end printers will give very high quality prints however, this will take very long to print. Another advantage is that most models are generally compact and small so they do not take up a lot of space on a desk.

There are also a few disadvantages of using an inkjet printer. One disadvantage is the costs for ink cartridges. For a top model printer, it can be more expensive to buy an ink cartridge than a laser printer. Another disadvantage is that prints will come out wet and will need time to dry and only then can it be touched. Another disadvantage is the speed for an inkjet printer as it quite slow. Also this type of printer is not intended to be used for high volume printing. Another disadvantage is that is noisy but also quite smelly when it is printing.

## Plotters

A drum plotter works by moving a fixed pen sideways over a medium, generally a piece of paper. It moves the pen by a highly accurate motor from side to side whilst the paper goes forwards and backwards from another motor. To change the colour of pen, an electromagnet is used to lift and drop coloured pens.

There a few advantages of using a plotter. One is that it is highly accurate. Another advantaged is that it can be used on a huge scale. Rather than a basic A4 print, this could do a very big amount depending on the type of the plotter.

There are also a few disadvantages of using a plotter. One disadvantage is that it is very slow to print because the pen has to move as well as the paper but also changing pens. Another disadvantage is that it is very expensive to buy compared to printer. One major disadvantage is that it cannot print a raster image. The printer can only handle a vector based image. Another disadvantage is that it can fill in solid blocks and cannot do gradients because there are not that many coloured pens. Also when it tries to fill in solid blocks, it is not perfect. As the printer can only print lines, it can only colour by hatching or drawing lines closely together.

Taking in all the advantages and disadvantages together, I have decided to use a laser printer for my project. I have chosen this because it is the best printer to print out my logo and poster. It can print on a few mediums like paper, card and even acetate. It can print in A3 which was my intended print size for the poster but also print at a very high quality. It can also print in colour where as a plotter properly cant. I did not choose an inkjet printer because, the quality is not as good, quite slow, noisy and it is quite expensive for ink. I did not choose a plotter because I did not need the huge scale ability it has. Also my poster has a lot of details and lots of colour and plotter cannot print this is it can only print vector images and mines is a raster. Also it cannot print in proper blocks or gradients which my poster has a lot of.



OKI C830CDTN Colour Network A3 Laser Printer with Duplex

£1705.95inc. vat

<http://www.ebuyer.com/product/162588>

I will need to print out the logos and posters them my self's. What I need is a printer. I have searched on ebuyer and found a very suitable model. It is an A3 colour laser printer. It needs to be A3 because the posters need to come out big so that the view can see it clearly and it stands out. It can also print in other sizes like A5 and A4, which can be very useful as well. The maximum resolution this printer has is 1200 dpi, which is high definition in terms of printing. This printer is also quit quick it can do approximately 31 pages per minute for A4 and 17 pages per minute for A3 which for the company is a good speed. Another reason why this is good is the mediums it can print on. It can print on envelopes, transparencies, labels, plain paper, recycled paper and banner paper. The banner paper can be very useful if I tried to print on a huge scale. Another reason why this is a suitable printer is the amount of installed RAM it has inside. It can have between 256MB and 768MB which is fantastic to print out the poster because that is a huge file itself, just under 200MB and it will send to the printer just fine. However it may take time to process the whole image meaning it could take one minute for the print out. The main reason why I chose this printer is because of its value for money. It only costs only about £1700 which is good value for an A3 printer. A3 printers are normally about twice this much. Also, the printer has a low cost per colour page meaning it uses minimal amounts of ink and still produce high quality prints.

### Merchandising

I will need different types of mediums to get the message out about the world cup. I will print on to:

- A T-Shirt – here I will add the logo in the middle and text in the corner. Printed on cotton.
- A Mug – here I will add the logo and text onto one side of the mug. Printed on ceramic materials
- A Steel Pen – here I will add the logo on the surface and engrave the text on the clip. Printed of metal.
- On Paper – here I will print my poster out. Will be printed on paper.
- A Golf ball – here I will add the logo and the text onto one side of the ball. Printed on thermoplastic.
- A Mouse mat – here I will add the logo and the text to cover the whole mat. Printed on rubber.
- A Jigsaw puzzle – here I will the poster and cut-out the pieces. Printed on card.
- A Teddy bear – here I will add the logo and the text to the front of the bear. Printed on cotton.
- A Wine glass – here I will add the logo and the text to side of the glass. Printed on glass.
- A Backpack – here I will add the logo and the text to the front of the bag. Printed on cotton.
- A Wallet – here I will add the logo and the text on the front of the wallet. Printed on leather.
- A Drinks bottle – here I will add the logo and the text to the front of the bottle. Printed on plastic.
- A Hoodie – here I will add the logo and the text to the front of the hoodie. Printed on cotton.
- A Pair of cufflinks – here I will add the logo and the text to each cufflink. Printed on metal.
- A Frisbee – here I will add the logo and the text to the top of the Frisbee. Printed on plastic.

### Resolution

When printing my logos and posters, I will need to think about the resolution of the image. Image resolutions mean the size of the image. If an image is made too small and then is blown up, it becomes pixelated. If an image is too big, it might not be able to print some printer will not have sufficient RAM to cope with the image. It's all about the right amount of compression when finalising the image. The size of my poster is 4961px X 3721px which in terms of printing is the exact size for A3 meaning the perfect resolution to print. Also when I saved the image to a JPG I add no compression what so ever. This means when it comes to printing, I will have pure perfect print. There is another type of resolution I have to take in whilst printing which is the amount of DPI in the printer I am going to print out of. Printers have their own resolution meaning the quality of the print. The bigger the DPI, the more crisp the picture. I will use a printer that has at least 600 DPI because I want the print to come out perfect, not one patch that is blurred slightly or looks pixelated.



This is my poster when it is at the original resolution



This is my poster when the size is compressed to 284px X 186px which is a 95% compression

I now have enough information about resolution to make a decision. I will print the poster at the size I created it at which was 4961px X 3721px with no compression, the exact A3 size in terms of pixels. I will print the logo at the size I created it at which was 1000px X 1000px.

# Merchandising



A bag



A heat sensitive mug



A teddy bear



A mouse mat



A pair of cufflinks



A men's wallet



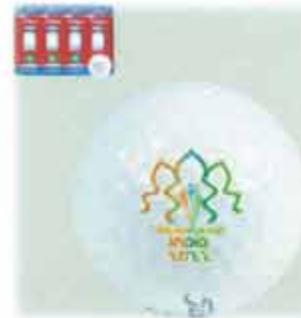
A Frisbee



A wine glass



A drinks bottle



A golf ball



A hoodie



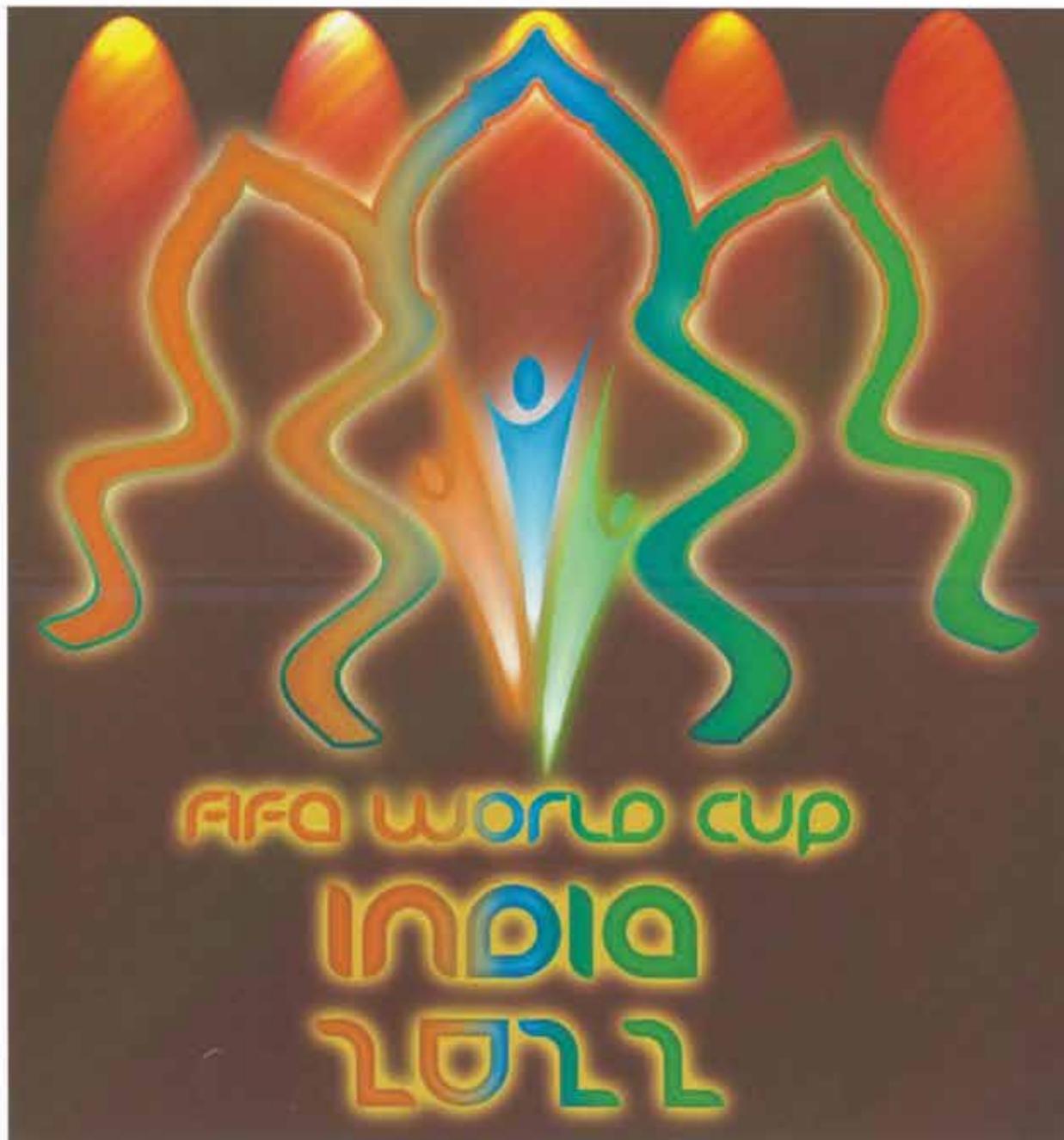
A backpack



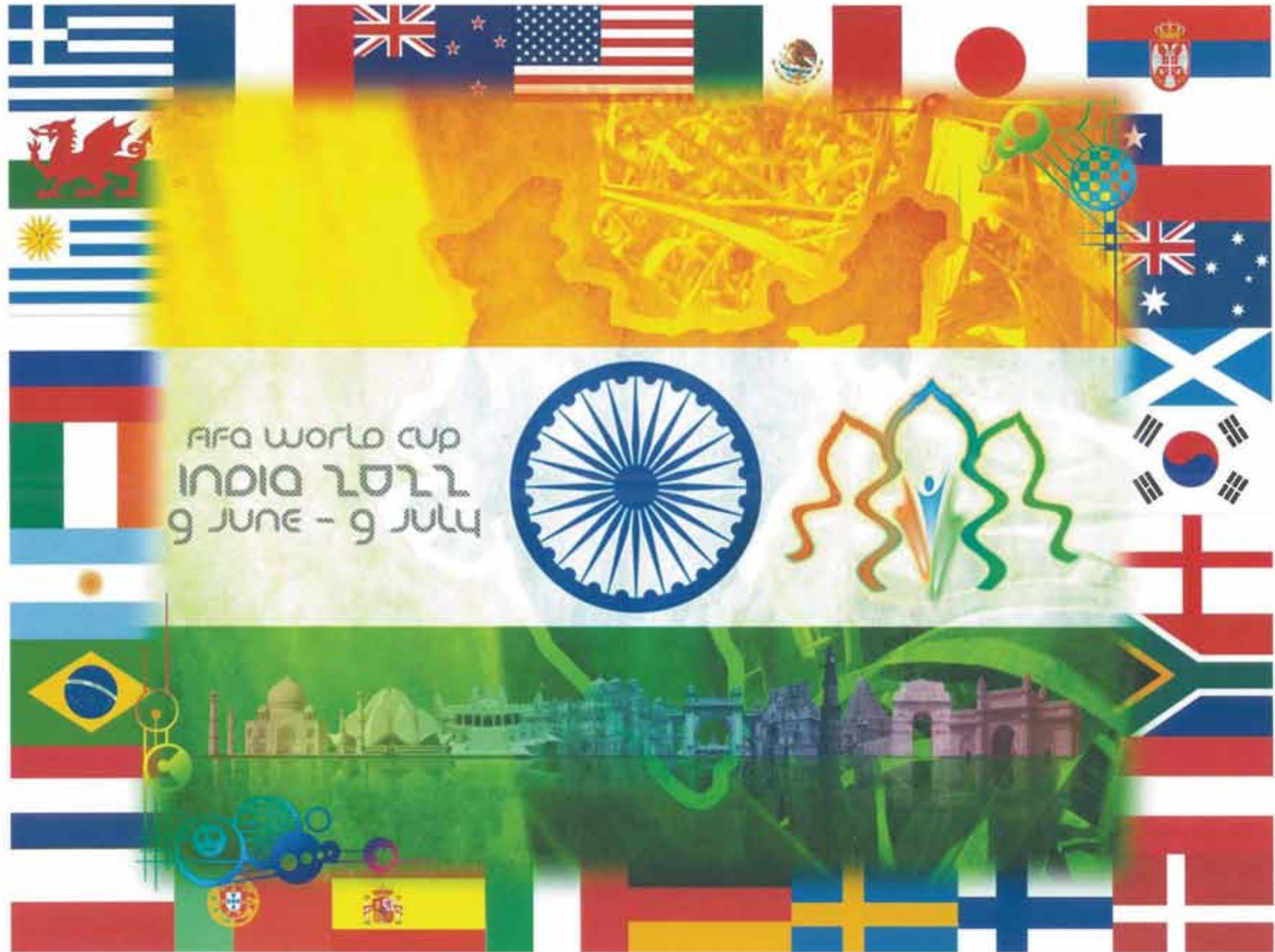
A long sleeve T-shirt



A 96 piece jigsaw puzzle using the poster



This is my final logo for the world cup  
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This is my final poster idea for the world cup  
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# *Fifa World Cup*

Final Logo and Poster Designs

## India 2022

I hereby declare that the logo and poster are ready to be used for the  
Fifa World Cup in India 2022

Date \_\_\_\_\_



\_\_\_\_\_ Name

\_\_\_\_\_ Signature

## Evaluation

This is my final evaluation summing up what I have done in this project. I will talk about the logos and posters that I have made for the Fifa World Cup and be giving a detailed analysis of what I think of my work. I will also talk about my progression to the final designs I have created. Finally, I will talk about my strengths and weaknesses that I had and how I overcame my problems.

The task I was given was to produce a football World cup bid for a chosen country of my choice. I had to produce one logo and one poster that will represent my country. I chose to do India as my country. I also used my final logos and posters on merchandise like t-shirts and jigsaw puzzles.

### Logo

The logo I produced was a curvy outline of the Taj Mahal with the India colours. I think the colour choice for this logo was brilliant. For the logo, I used a gradient from orange to blue to green, which are the India flag colours. Also, the background used a noise gradient of orange to create a nice calm warm feeling. For the jumping characters, I used orange, blue and green which are the India flag colours again. This is the same for the text as well. Throughout my logo, I used warm colours that related to India through the flag. ✓

The size of my logo I produced was 1000px X 1000px, which is a large resolution. When it came to merchandising, the products came out really well as I used a large resolution; there is no distortion. When I want to print on a smaller scale, I can just resize the image. If I want to print on a huge scale, I could have a problem because I would need to increase the image size. However when images are printed on a huge scale they can come out slightly blurred because they needed to be viewed at from a distance so the pixilation is no problem.

The text I had on my logo I thought was brilliant. It gave out a positive message saying that the Fifa World Cup is going to be in India 2022. I added a nice outer glow to create a warm feeling but also make it stand out. The font I used was a nice sharp looking font that stood out. It is a similar font used in the 2006 World Cup in Germany so I know it is a professional font. ✓

I think that the quality of the logo is second to none. This is because I created the logo fully from scratch rather than piecing images from the internet together. I created a vector image so when the image size is being increased, there will be no distortion.

The message given out by the logo is a positive one. The text tells the reader that the World Cup is going to be in India in 2022. More importantly, the logo gives out a message as well. The message that logo gives out is that the recognition of the building. For example when someone looks at the logo, they instantly think Taj Mahal, which means it is part of India. They now know that something is happening in India. The jumping character's sends out a message saying that everyone is invited to the games.

I think there are a few small weaknesses of the logo like that it does not relate to football at all. It shows everything about India and I have forgotten to include the main essence of football. When someone looks at the logo, they do not think of football at all. Another weakness of the logo is in the number 2022. The zero looks like a sideward's 'D', it looks awkward and it does not look like a zero. Another weakness was when I was printed out the logo on paper. The problem was that colours did not come out so well. The outer glow did not look as strong as it did on computer but the colours came out slightly darker and made the logo look dark. Also, the gradient noise came out weak and was not distinctive. ✓

One improvement that I would add to the logo is adding the essence of football. What I would do is maybe change the arcs into a more goal post style and a ball flying into the back of the net. One of the

jumping characters could be trying to save the goal. Another improvement that I would add to the logo is change the font for the number so it is more clear. Another improvement that I would add to the logo is to change the colours around. I would use more printer friendly colours so it comes out well. Also, I would exaggerate the amount of glow so when it comes to printing, it comes out clear.

The overall look I think is brilliant and it is versatile so it can be implemented onto any object for merchandising. It stands out really well and represents India perfectly as the most famous landmark of India is featured in the logo. The glow and the colours add a nice warm feeling. The colour choice was great as the India flag colours were used. ✓

### Poster

The poster I had produced was with the flag borders with grass in the centre that is covered with the India flag and has many famous Indian landmarks at the bottom. I think the colour choice was okay but not brilliant. The centre of the poster was with the grass photo that I took in India. What I did was burn a realistic flag over it to make it stand out. The weakness of the colour was when I added a gradient overlay over the cultural buildings, which made the poster look cheap. The colour of the India cutout really stood out, as it was blue over a green background. I used blue because it is India's national colour. I added a gradient stroke using the India flag colours again and this kept emphasising out the message it is about India.

The size of the poster I produced was 4961px X 3721px, which is the actual size of an A3 print. The reason why I produced the logo on a huge scale was that when it came to printing the poster, I did not want any distortion and wanted a perfect print. When it came to merchandising, because the size was huge, I just had to shrink it down so it could fit on products. When reducing the file size, it does not distort the image but when the image size is increased, it becomes pixelated.

The text I had on my poster I thought was brilliant. It gave out a positive message saying that the Fifa World Cup is going to be in India 2022. The font I used was nice sharp looking font that stood out. It is a similar font used in the 2006 World Cup in Germany so I know it is a professional font. I used only one colour which was black to make it sharp and simple.

I think that the quality of the poster is second to none. This is because when I created the poster, I used the best images I could find on the internet. I took some really good photography shots when I was in India and when I pieced them together it all symbolised all parts of India. The landmarks in a line to make the poster look symmetrical and adding a reflection creates the effect that the builds are floating. However, I also added in my own effects like the burnt India flag, which made the poster look sharp. I added the flag blend, which was a nice calm effect. By adding the logo, it made the poster look professional. ✓

The message give out by the poster is a positive one. The text tells the reader that the World Cup is going to be in India in 2022. More importantly, the poster gives a message out as well. The message that logo gives out is that the recognition of the building. For example when someone looks at the logo, they instantly think Taj Mahal, which means it is part of India. The Taj Mahal is the most famous Indian landmark, the Lotus Temple shows India's culture and art, the Bhuj Temple is the biggest Hindu Temple in the world, the two India gates to make the viewed feel welcome to India, and the other historical buildings, which an Indian may know like Vijay Villas palace and the Minar Tower. The flag border makes the world feel they are welcome to the world cup.

I think there are a few of small weaknesses such as that it does not relate to football at all. It shows everything about India and I have forgotten to include the main essence of football. When someone looks at the logo, they do not think of football at all. Another weakness is that I have added the famous landmark

photos, which I think devalues the poster. Another weakness is that I have added 31 flags including India. There are normally 32 teams in a Fifa World Cup. Also, I cannot say in 12 years time that these exact teams are going to play in the World Cup, it is an educated guess.

One improvement that I would add to the poster is adding an essence of football. What I would do is maybe add the football pitch design to the grass photo. This will create a realistic football pitch design. Another improvement that I would add is changing the images of the landmarks. I think if I added a drawn cartoony sketch of the landmarks in vector, it would be better as it is all computerised and looks professional. Another improvement that I would add is adding one more flag into the poster. This means that I will have all 32 teams for the full World Cup but I am still being a stereotype saying that these are the only teams that are going to play. The poster will be edited before the World Cup showing all new teams that are going to play which will make it fair for the smaller teams.

The overall look I think is brilliant. It stands out really well and represents India perfectly as the most famous landmarks of India are featured in the poster. The border blend and the colours add a nice warm feeling. One thing I think is a weakness is that the 32 flags represent the countries going to play in World Cup. The poster is realised years before the tournament and the teams have not even been decided yet. It is not even an accurate guess of who is going to play and this make other countries feel that they are left out. The colour choice was great as the India flag colours were used in many places.

### Meeting the Requirements

Whilst I was producing the logo and poster designs, I had regular meetings with a Fifa delegate to talk about my designs. I was given a brief to follow at the start, which I think I followed fully. I had to create a football World Cup bid in the year 2022 of a country of my choice; I chose to produce a bid for India. I had to produce a logo and a poster and I have met these criteria. The logo had to be versatile and appealing. I have created a logo that is versatile and makes feel everyone is welcome. The poster had to be A3 and has the essence of the country I am representing and I have created a poster that is in A3 and captured all parts of India with the landmark images.

There were also finer detail requirements for the logo. The first requirement was that it was colourful and friendly. I have met this requirement because I added lots of colour in and having the jumping characters makes everyone feel they are welcome which is a friendly feeling. It is not biased in anyway. The second requirement was that it should be versatile so that if can be added onto different media. I have met this requirement because when it came to merchandising, there was not one product it did not look good on or was hard to implement onto. For example if I added the logo onto a pen, which has a small surface area, it is good logo because it can around it and still not look squashed. The third requirement was that it should look modern. I think I have partially met this. It looks modern because it stylish and unique but it looks old because the history of the Taj Mahal is included. The forth requirement was it should not be square. I have met this requirement because my logo is a unique shaped logo and not square one. Meeting all the requirements means that I have a suitable logo to use in the World Cup. ✓

There were also finer detail requirements for the poster. The first requirement was that it must appeal to football fans. I have not met this requirement because I have no direct connection to football in my poster nor my logo. I could just change the text saying 'Fifa World Cup' to 'Olympics' and it would still work. The second requirement was that it should show the culture and attractions of the country of my choice and still appeal to those who do not like football. I have met this requirement because I added lots of culture and attractions into my poster by adding famous landmarks like the Taj Mahal but also cultural places like the temples. My logo also contains the Taj Mahal, which makes it cultural. My poster is also appealing to those

who do not like football because football is not the centre point of the poster; the centre point is India. I think that culture and art in the poster attracts anyone rather just a footballer. The third requirement is that it should be welcoming. I have met this requirement because I have added flags from all over the world as a border and this makes them feel welcome. However, I think it is a weakness as it has never been done before and for the countries not featured feel they are left out and are not welcome. Any 32 teams can play in the World Cup but it is mostly likely that these 31 teams are not all going to play. I think that my poster has not met its requirement and is not ready for the World Cup even though the Fifa delegate has approved it.

### Client Meetings Summary

With the first client meeting, we discussed about what job I had been given and what I am to do for this project. We also talked about my initial sketches I had produced to see if they were satisfactory to make. He rejected my initial plan and allowed me to start again. Then I produced three logo ideas and poster ideas, which he approved that I could make. He said it was perfectly fine for me to use Adobe Photoshop CS4 as my software package to create the logo. When it came to discussing the hardware available and what I needed, I had over a come a few problems. I had brilliant a computer for the project in hand but did not have a few other important pieces of hardware like a graphics tablet and a scanner. However, I was able to use an A3 printer that was provided after. After I went on to produce three logos and posters, which were my initial ideas on computer. Then I had another client meeting discussing these six ideas. We talked about the good and bad points of each idea and the two ideas he suggested I take forward. The problems with my initial ideas were that it was too basic and there was no real relation to football nor the country I have chosen. I could have changed the text on all of them and it would have worked for another country. I took on the Fifa delegate's feedback, as he knows what sort of things should be in a logo and poster. He suggested that I add in more colour to make it more vibrant, add lots of Indian culture to make it inviting. After I went on to develop three ideas of the chosen logo and poster. Then I had another client meeting discussing these six ideas. The problem with my developed ideas is that they were a bit too simple. Cold colours were used and some effects did not stand out well as indented. We talked about the good and bad points of each idea and then suggested which logo and poster I should use for the end product. He also asked to me to make a couple changes like with the logo make it feel warmer and with the poster, merge idea two and idea three together. I went on to make the final logo and final poster. I put the final logo on the final poster to finish it off. Then with the last client meeting, he signed off the certificate to declare that the logo and poster are ready for the World Cup in 2022. He was happy with the final logos and posters I had produced and said that it is perfectly fine to represent my country for the World Cup bid.

When I produced my logo and poster, I had to cater it for India. What I did with the logo is create the Taj Mahal outline to symbolise India. I also used the India colours in many places like jumping characters. What I did with the poster is that I added many famous landmarks of India. Also, I added a picture of some sweet corn grass growing in India.

### Strengths and Weaknesses of the Project

Whilst I was producing my ideas, I had a few a strengths and weakness in different parts of the project. When it came to my subject knowledge, it was broken down into two parts, which are the software and my creative insight. When I was using Photoshop, I really had no problems what so ever and if I did not know how to use a feature, I would look it up on the internet and learn it. I know how to do most things in Photoshop and can create pretty much anything from scratch. Photoshop to me is a strength and I have hardly any if any weaknesses using Photoshop. For my creative insight, I had big problems. I am person

who is generally not good at art and creating images on Photoshop was hard; I did not know where to begin. After I come up with an idea, I make it with the best of my ability. I had a problem brainstorming ideas, it took a week for my few sketches, and they were poor ideas. I could not improve on this one issue. After I made my initial idea, I received some feedback and this helped to improve my design.

Another strength I had was time management. This was because of my strength of using Photoshop. I have extremely powerful computer which help because all the calculations were done in seconds rather than minutes. Also, because I was good with using Photoshop, I could quickly do an effect without taking hours learning how to use it. It took me an average time of 10 minutes to make each logo and 20 minutes for each poster including the developed ideas. This means I was done in a couple days because I worked very hard on these ideas. The only weakness with my time management was creating the initial ideas, which took a week to make.

Another strength I had was the quality of work. The standard that I produced the logos and posters were second to none and are at professional quality. This was because of my Photoshop ability. The weakness I had was my effort because I hardly put any in this project. I worked for a few hours and I was finished but when I did work, it really put a lot hard work in. An improvement might be to spend more time working on improving ideas that I created to make them even better and experiment more with Photoshop tools.

A weakness I had was being able to express my ideas. I found it hard to portray what I think of India in one logo and one poster. I wanted to show the elegance and arts of India through the logo and the history and culture in the poster and I failed to do this. My logos were not creative nor elegant to look at, they were basic ideas that had no real meaning. The posters did not show India's culture and history well because it was showing the image of them only and not doing much else.

A strength I had was using my initiative time to time. When I did not know how to use a feature in Photoshop, I would look it up on the internet and learn it by using a tutorial. After I had learnt how use the feature, I would implement it on my idea. The weakness with my initiative is that I did try to improve my ideas when I created them. When I made up an idea and sketched it, I stuck to it and did not change it all by experimenting other things in Photoshop. A strength was getting hold of resources for research. I need to find out the famous appealing landmarks from India that I could implement into my poster. I came up with a list and then found the best photo I could find on the internet and add it into my poster.

### A Similar Task in the Future

If I were to attempt a similar task in the future, I would do it similar to how I did this project. The problem with this project was coming up with the ideas. This is because I could not think of anything to draw and came up with rubbish with my initial ideas. However, my Photoshop skills helped me a lot and allowed me to make a few great ideas. After every client meeting, I had feedback on what to improve which helped me because I would not know how to improve my own ideas. Therefore, in a future project, I would spend a day with a sketchpad making ideas. Then I would look for the best sketch and make them. Also, I would look at professional work to give me a few ideas of what I could do and some inspiration. In terms of time management, I would plan out what I am going to do when and how long I should spend on a task. This way I know what I have done and what needs to be done. Also, I would constantly email and talk to the client so I know I am on the right track rather than wasting time on something that is unnecessary. This way I can get regular feedback and positive motivation to do better.