Rosa Rawlings
BTEC Level 2 Extended Certificate in Information and Creative Technology
Unit 6: Creating Digital Graphics
Assignment 3: Build, Test and Review Digital Graphic Products

My original assets
Vector images that I have created:

- Panda image used for the Essex pet rescue template, using Adobe Illustrator.
- Cat image used for the Essex pet rescue template, using Adobe Illustrator.
- Rabbit image used for the Essex pet rescue template, using Adobe Illustrator.
- Ladybird image used for the Essex pet rescue template, using Adobe Illustrator.
- Apple Logo used for the apple butter front and back covers, using Adobe Photoshop.
- Apple Butter Logo used for the apple butter front cover, using Adobe Photoshop. Later to be edited by Adobe Photoshop.
The purpose of creating my original assets is to provide for creating my template and front and back covers for the apple butter jar. The last stage of developing the template and label after my final designs. The main purpose to create a label for jars of the Green&Co, to be viewed online and on printed paper that has images and shapes. Essex pet rescue requested a template for primary school children which requires a logo and colourful images.

**Prepared assets**

*Prepared, gathered and edited ready-made vector and bitmap assets:*

<table>
<thead>
<tr>
<th>Description</th>
<th>File Name:</th>
<th>Source:</th>
<th>File Path:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2D image of bold italic 3 words around the black paw.</td>
<td>Essex Pet Rescue Logo</td>
<td>Collection Box Template</td>
<td></td>
</tr>
<tr>
<td>2D cartoon black and white, using only 5 tiny shapes and a curve to create.</td>
<td>Panda</td>
<td>Collection Box Template</td>
<td></td>
</tr>
<tr>
<td>2D cartoon purple, using only 9 tiny shapes, 6 lines and 8 curves.</td>
<td>Cat</td>
<td>Collection Box Template</td>
<td></td>
</tr>
</tbody>
</table>

Photograph image of butter, later to be used by Adobe Photoshop.
<table>
<thead>
<tr>
<th>2D cartoon white black and pink using only 10 shapes and one curve.</th>
<th>Bunny</th>
<th>Collection Box Template</th>
</tr>
</thead>
<tbody>
<tr>
<td>2D cartoon black and red using only 8 shapes and 4 curves.</td>
<td>Ladybird</td>
<td>Collection Box Template</td>
</tr>
<tr>
<td>2D Yellow butter coloured apple with a little green leaf stem.</td>
<td>Apple Logo</td>
<td>Apple Butter Jar Label Front Cover and Back Cover</td>
</tr>
<tr>
<td>3D ‘Apple Butter’ dark red outlined squished together lighter red capitals inside a bigger dark red outline.</td>
<td>Apple utter Logo</td>
<td>Apple Butter Jar Label Front Cover</td>
</tr>
<tr>
<td>2D italic average sized, golden coloured.</td>
<td>Organic Spread Unsweetened</td>
<td>Apple Butter Jar Label Front Cover</td>
</tr>
<tr>
<td>Liquid/solid butter.</td>
<td>Butter</td>
<td>Apple Butter Jar Label Front Cover</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Small bar code</th>
<th>QCR 1</th>
<th>Apple Butter Jar Label Front Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>QCR 2</td>
<td></td>
<td>Apple Butter Jar Label Back Cover</td>
</tr>
</tbody>
</table>

**Before And After:**

![Apple Butter Logo Before and After](image)

I have edited the apple butter logo so it is darker for the front cover of the apple butter label. I wanted the plain coloured original to look more professional for the label by adjusting the darker settings.

![Butter Image Before and After](image)

I have edited the butter image as the background of the front cover of the apple butter label, changing the picture into a brighter, yellow and more textured image. The yellow colour to fit into the theme of the apple butter label.
Apple Butter Label

Front cover made out of the final design in Adobe Illustrator.

Front cover saved in suitable resolution (72dpi) so that they can be used on a screen or on a printed page.

Back cover made out of the final design in Adobe Illustrator.

Back cover saved in suitable resolution (72dpi) so that they can be used on a screen or on a printed page.
Collection box

Template made out of the final design in Microsoft Visio. I have drawn this to scale.
Detailed Design For The Collection Box Template

Final design of the template.

Accurate representation of the final product
Sources table
There weren’t any new ready-made assets to my existing assets table, as I used up all of my assets to finish my label covers and template that there weren’t any need to add any more assets on. The fully referenced table underneath is identical to the prepared assets above.

**Fully Referenced Table Of All Of The Assets:**

<table>
<thead>
<tr>
<th>Description</th>
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</tr>
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<table>
<thead>
<tr>
<th>Description</th>
<th>Image</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>apple with a little green leaf stem.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3D ‘Apple Butter’ dark red outlined squished together lighter red capitals inside a bigger dark red outline.</td>
<td><img src="image" alt="Appleutter Logo" /></td>
<td>Apple Butter Jar Label Front Cover</td>
</tr>
<tr>
<td>2D italic average sized, golden coloured.</td>
<td><img src="image" alt="Organic Spread Unsweetened" /></td>
<td>Apple Butter Jar Label Front Cover</td>
</tr>
<tr>
<td>Waved of solid butter.</td>
<td><img src="image" alt="Butter" /></td>
<td>Apple Butter Jar Label Front Cover</td>
</tr>
<tr>
<td>In large squares in a small picture.</td>
<td><img src="image" alt="qcr" /></td>
<td>Apple Butter Jar Label Front Cover</td>
</tr>
<tr>
<td>Small squares in a large picture.</td>
<td><img src="image" alt="QCR%20Code%20BOU T" /></td>
<td>Apple Butter Jar Label Back Cover</td>
</tr>
</tbody>
</table>
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## Testing

<table>
<thead>
<tr>
<th>Test</th>
<th>Method Of Testing</th>
<th>Expected Outcome:</th>
<th>Actual Outcome:</th>
<th>Corrective Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are all of the vector lines joined together</td>
<td>Zoomed in on closely on the vector lines</td>
<td>That all of the vector lines are joined together at such a close range.</td>
<td>All of the vector lines on the label covers and templates are joined together at close range.</td>
<td>N/A</td>
</tr>
<tr>
<td>Any backgrounds that should be appropriately removed from images</td>
<td>Looking closely at the bitmap labels and template</td>
<td>No backgrounds is needed to be removed from images</td>
<td>No unnecessary backgrounds are required to be removed.</td>
<td>N/A</td>
</tr>
<tr>
<td>If the labels and template are at good quality at window size.</td>
<td>Zoom in on window full scale display</td>
<td>Quality is good</td>
<td>An outline shape on the back cover of label is out of placed.</td>
<td>Created a new outlined shape to fit in place.</td>
</tr>
<tr>
<td>Resolution size is at 72dpi for the apple butter jar labels</td>
<td>Going in image size settings</td>
<td>The 72dpi setting is there</td>
<td>72dpi setting is still there.</td>
<td>N/A</td>
</tr>
<tr>
<td>The template created to scale</td>
<td>Checking if it fills out a whole page</td>
<td>The template fills out the whole page</td>
<td>The template is created to scale that fills the whole page.</td>
<td>N/A</td>
</tr>
<tr>
<td>That the text is readable on the labels and the template</td>
<td>Zooming in or out to window size display and look from a short distance away from the desktop.</td>
<td>The text is readable at a short distance away from the desktop in window size.</td>
<td>The labels are readable at window size and the template is viewable in print preview.</td>
<td>N/A</td>
</tr>
<tr>
<td>That the label covers fits on a jar.</td>
<td>Sticking/blue tacking down a copy onto a jar.</td>
<td>It fits to scale.</td>
<td>It fits to scale on a small jar at first.</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**How It Meets The Intended Audience & Purpose That I Was Originally Trying To Achieve:**

The apple butter front cover and back cover label meets the intended audience that I was originally trying to achieve as it has images, text and shapes that it has been asked for. It has the size settings in the adobe program to set the settings for the label covers to be either in small, medium or large size for different sizes jars. The graphics after printing out for testing shows good graphics without any pixelated problems for the
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purpose to be viewed printed for customers. The Green&Co’s has asked the label to contain specific ingredients that are organic and from fair trade producers which I provided on the back cover label. The back cover label contains organic apples and sodium bicarbonates ingredients plus the amount that is in the food product and that it is from fair trade producers reflected on the back cover label.

The template of the collection box of the Essex pet rescue is a simple un-complicated small 3D shape of a cube that would be easier to build for primary school children fit for purpose. The template contains information to fit the intended audience as an inclusion in their primary schools’ information pack. It is graphically appealing for children and teachers to download and print the template, as I tested the template with a print out of the template with good graphics. After the print out came out successfully on an A4 piece of paper as the Essex pet rescue has asked for. As you see above the collection box background is white which was the Essex pet rescue has asked for. The template contains colourful shaped cartooned animals for child appropriate, with text and with the Essex pet rescue logo and a coin slot that I have created which is a paw with three words around the black paw on the top of the cubed template. The paw is both the logo and the coin slot as it is black coloured as the base (not the toes) is meant to be cut out. Finally it contains only brief instructions for young children to understand. All of the objects placed on the template fit for the purpose that has been asked for by the Essex pet rescue.

The purpose of the apple butter front cover and back cover label is to persuade the targeted audience to try out the product using persuasive food background with the stylish heading.

The purpose of the template is to educate young people about the Essex pet rescue, school pupils developing their hand skills and beneficial for maths as the much younger school pupils are learning their shapes.

*How It Meet The Requirements That Have Been Set Out In The Scenario:*
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### Feedback

1. **Were there any adjustments that should be made to the front cover label of the apple butter jar?**
   
   No, the label is a good size and overall a good design, maybe you could make the writing bigger so it is easier to read, but apart from that it’s good.

2. **Were there any adjustments that should be made to the back cover label of the apple butter jar?**
   
   Yes, the writing is quite small so it is hard to read, but apart from that it is good.

3. **Were there any adjustments that should be made to the template of the Essex pet rescue?**

   Yes, the writing is a bit blurred and the size is quite small, you might find a bigger box would greatly help the writing and overall design.

4. **Was it easy to create the collection box?**

   Yes, it is a simple cube which is easy to fold and create.
5. Was the template attentive, colourful and bright to bring attention?

Yes, although it is somewhat plain of colour, the overall look of the box is eye-catching and well designed.

6. Is the front cover label attentive to catch your eye?

Yes, it is quite simple but eye-catching enough to get attention. It could do with possibly adding a bit more colour or images but it is good as it is.

7. Does the information on the back cover label meet your needs and requirements?

Mostly, you have all of the necessary information on the back apart from the recycling symbol which is needed, but apart from that all of the requirements are met.

**Improvements**

Before:

I have improved on the size of the text of the back cover label, making it slightly bigger as suggested from the feedback. I then inserted a recycling symbol as also requested from the feedback.
I have accepted the suggestion of adding more colours to the template. I added more colours to the shapes on the Essex Animal Rescue surface.

**One New Asset:**

<table>
<thead>
<tr>
<th>Description: Blue, black and yellow/green circle with white text.</th>
<th>File Name: Fair Trade Symbol</th>
<th>Source: Back Cover Apple Butter Jar Label</th>
</tr>
</thead>
</table>

The reasons I acted on the feedback is from a different point of view as he said the label text could be bigger as a couple of people wouldn’t be able to read the cover of the label; acted on from the feedback saying a recycling circle is required and needed on the label. The recycling is one of the missing requirements needed somewhere on the label.

I have acted on the colour suggestion for the template because it could use some more colour. The requirement of the template is to have a white background, all of the surfaces apart from the Essex Animal Rescue surface has colours, so I accepted this suggestion as there’s no colour on the bottom surface, not to just to have everything white on the surface.

I have rejected the more pictures suggestion on the template because I feel that the template should have a primary pattern, when there would be only one cartoon animal.
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on nearly all the surfaces for the much younger primary pupils who can understand the cartoon surfaces.

The improvements of the label back cover will meet the audience as the text has improved to a larger scale for people who have less eyesight to see the labels on both of the small, medium and large sized jars. For all audiences to also see the product on supermarket online shopping websites and on printed paper. The recycling symbol as it was one of the requirements to have on the label with the organic and fair trade producers which I already put on the back label, to meet the audience’s need to know whenever or not the product is recyclable reflected on the back label.

The improvements of the template will meet the audience as there are added feature colours to the bottom surface of the template which would be more decently viewed when downloading and printing online. To be more colourful, to have a featured colour on every surface for young people, as it would be eye catching. With the improvement made the template would be more attractive for children.

The improvements of the label back cover will meet the purpose for the product to be showcased on supermarket online shopping websites for the then small text and now bigger text to be easily viewed both in the zoom in interactive feature and the picture itself. Also to able to view the product on printed paper as I adjusted the text to a more reasonable size.

The improvements of the template will meet the purpose as it now has colours on all of the surfaces to fit the purpose of primary school children to be involved in building the collection box for inclusion in their primary schools’ information pack. For children and teachers to be encouraged to download and print the information pack online along with the A4 sized template. Having the template more colourful for it to be more attractive for children to study it more easily with the process for the children to build the easy shaped template with simple instructions and a coin slot also included on the template.

**Feedback on the Suitability of the Products:**

1. **Is the graphics of the template good?**
   
   Yes the images are bright and attractive to children and easy to see, although the charity information is slightly hard to see.

2. **Is cutting out the template easy and straightforward to do?**
   
   Yes the lines are clear and the instructions are very thorough but easy for children to understand

3. **Can you easily cut out the base of the paw picture to make it into a coin slot?**

   The paw is slightly difficult to cut out.

4. **Can you build and stick the template together? Do the flaps fit in nicely?**

   Yes, the template came together nicely.
5. What is your impression of the collection box?
   - The collection box is attractive and looks professional and the drawings look good.

6. Did this template in the beginning attract your attention?
   - Yes the bright colours caught my eye and the drawings are unique.

7. Do you find the collection box informative?
   - Yes the box tells you who the money is going to and why they need it, although it is difficult to read.

8. Any improvements you suggest to change?
   - To make the information on the box clearer as it is a little blurry

9. Does the label front and back covers have good quality graphics?
   - Yes the graphics are very clear and easy to see

10. Does the front cover label attract your attention?
    - Yes the colours work well together and are really eye catching

11. Do you find the apple butter jar labels persuasive?
    - Yes they contain lots of information and use persuasive language

12. Any improvements you suggest to change?
    - Some of the writing could be a bit larger as those with bad eyesight might not be able to see it

**Legal & Ethical:**
The legal constraints that I have encountered during the creation of both of the products is the QCR codes, butter background image and the fair trade logo that I got from online. The butter background that I have edited through Photoshop, so it would decrease the copyrighted and legal attachment to it. The ethical constraints is creating the recycling logo in Photoshop and transferring over in illustrator onto the back cover jar label, I would need a look on the range of recycling logos on products to follow the logo. The ethical fair trade logo and the QCR codes I had to get from online. There haven’t been any issues of the use of appropriate content for the audience, as I followed along with using appropriate content as I was developing my products from design work.
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**My Refined Graphics Products:**

I have refined all of the assets on both of the covers with two new assets which are the recycle and the fair trade logos onto my back cover label.

Refined the animal assets and the paw logo and coin slot.

**Evaluation & Justification**

The final apple butter product against the initial designs in terms of audience and purpose is that the design is more stretched across while the final design is in an exterior square, QCR in the centre and the two extra logos added to the final design. These differences improve the product for the intended audience and purpose as with the final product against the design provides colour and digital graphics by using software, as the software makes the product more attractive with the edited background image and the organised position of objects. The original requirements have been changed to two more logos added on the back cover label, the fair trade logo and the recycling logo.

The final template product against the initial designs in terms of audience and purpose is that the colours have been added to the information boxes on the bottom surface to improve the audience performance, adding the colours to make the
surface more attractive for school children as well as the purpose to entertain and educate.

The changes that have been made to both of the products are two extra logos, making the text bigger and cleared to see as it was a bit blurred. The two extra logos needed to fit to the user requirements and that the text improved for people who haven’t had so much good vision. I have made the products’ resolution higher, size smaller on the software because beforehand the labels did not fit on the jars. There wasn’t any need for compression as I had a limited number of small data JPEG images. The products are fit for purpose as they allow the audience to be able to see the content better and more attractive for the audience.

The three improvements I would make is to add background colours to the template, improve the apple butter logo by adding more complex colours on the front cover label and to add more cartoon animal pictures on the template.