

# COMMERCIAL AND VISUAL MEDIA

Common Elements

# CREATOR 1: GRAPHIC DESIGNER

## Graphic Types required and their purpose:

Preliminary Thumbnail Sketches – Initial planning, Recording ideas quickly, Client approval.

Document design & Mock ups – Establish document structure, Creative design layouts and visuals, Project development, Client final approval to print.

Camera-ready copy – Pre-press/pre-flight, Check image resolution, Check bleeds & registration marks, Check CMYK or PMS (spot) colours are set correctly, convert to jpeg, Final layout print ready.

## Graphic Technologies required and their purpose:

Preliminary graphics – Sketchbooks, Paper & pencil, Tablet computers with stylus – all to quickly generate and record ideas to discuss and show clients.

Design work – DTP software, Photography – to progress the design to a completed stage.

Production – lithographic plates, Digital file format – to migrate the design to the format required by the client.

# CREATOR 2: ADVERTISING DESIGNER

## Graphic Types required and their purpose:

Preliminary – Thumbnails, Sketching – investigating a range of ideas, investigating fonts, colours, layout using principles and elements. Give a sense of how the layout or concept may look.

Production – produce CAD model, (pictorial and technical detail) and DTP layouts including logos, create websites, gantt chart.

## Graphic Technologies required and their purpose:

Promotional – creating graphics for packaging, posters, websites, interactive user interface, flyers, business cards, displays, animation – should be realistic graphics, CAD/CAM – gather information of scale of production, animation and website software.

Printing and digital technologies – laser printer, inkjet, wide format, screen printing, offset lithography and solid ink systems – depending of the scale of production and client requirements.

# USER 1: RETAILERS

## Graphic Types required and their purpose:

Promotional materials: Advertising, Posters/Billboards, Point of Sale displays, shelf edge Graphics. Web-site to convey information to shoppers, to contact as wide a market as possible, to drive up sales – packaging, posters, websites, interactive user interface, flyers, business cards, displays, animation, TV ads, popup ads to promote and sell the company/product/brand to potential customers.

## Graphic Technologies required and their purpose:

Lithographic printing/Screen-printing – to produce high quality graphic products.

Wide format printing – to produce high-impact (large) banners and signage.

Web design – to display and promote goods and services, to be as user-friendly as possible, to make it easy to browse and order, to gather customer feedback, access to TV's, computers, tablets, compatible software