

Graphic communication

The 3 P's

Name: Class:..... Teacher:.....

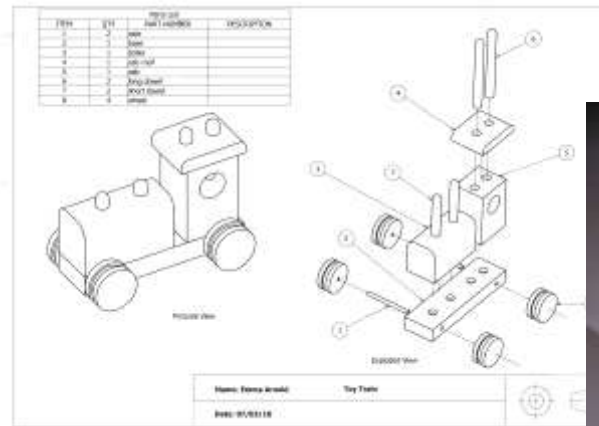
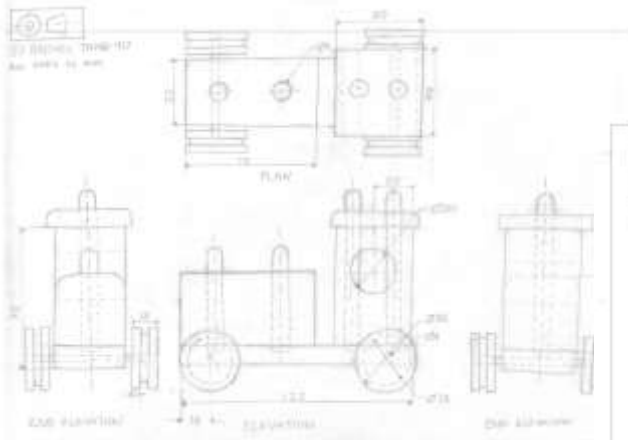
Introduction

Graphic Communication is all about communicating information. This may be in the form of a design idea for a new product, or a building plan for a new house, or a poster for use in a marketing campaign.

In industry, there are three main types of graphic that are used to present this information and these are known as the “three P’s”:

- Preliminary
- Production
- Promotional

You will learn about and produce each type of graphic during your graphic communication course. And you may be examined on the knowledge gained in the SQA exam.



Preliminary Graphics

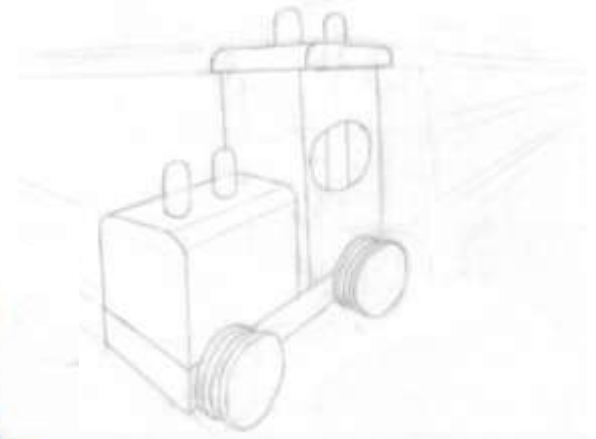
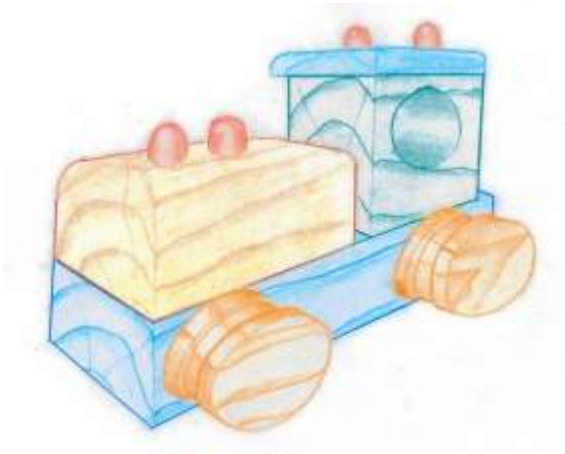
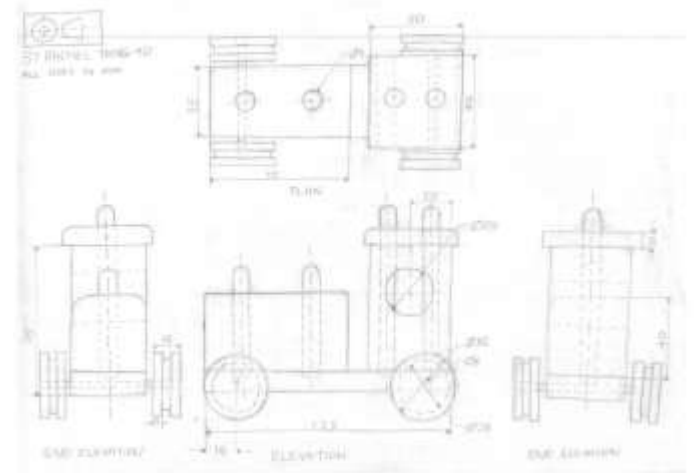
Preliminary graphics are **sketches, illustration, modelling plans** and **thumbnail layouts** used at the design stage of new product, new building and new publications. Skills in sketching, drawing and rendering are important.

Advantages

- They are quick to produce
- They are a good way of recording initial ideas or designs
- They are a good way of developing a design
- They are used to communicate information/design ideas to a client
- They form the basis for production drawings

Disadvantages

- They are not drawn to scale
- They are not normally dimensionally accurate.



Production Drawings

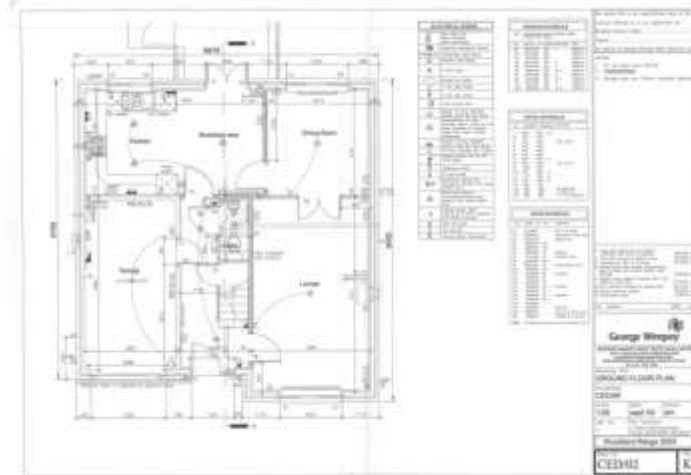
Production Drawings generally provide precise information about the manufacture or construction of a product or project. The graphics are mainly in the form of **orthographic, exploded, assembly, location, construction** or **dimensioned views**. The main purpose of these drawings is to allow a product to manufacture accurately.

Advantages

- They are important when component parts are to be manufactured.
- They show how components are assembled
- They can be easily dimensioned
- The drawing standards used are now worldwide standards
- They are accurate
- They are drawn to scale

Disadvantages

- Training or knowledge is required to produce them: drawing standards have to be learned
- They can be time consuming to produce
- Costly specialist equipment is required: drawing boards and tools or computers and appropriate software.



Promotional Graphics

Promotional graphics are illustrative graphics and written material which will bring peoples attention to or highlight specific features/aspects of a product or project.

These may be used for sales promotion (posters and leaflets), technical promotions/illustrations etc. These illustrations and presentation techniques may be done manually, but will normally be by computer using DTP and 3D modelling software.

Advantages

- They appear less “technical” than production drawings
- They tend to be more easily understood
- They can be made to look more realistic than production drawings
- They can be used in promotional documents or videos
- They can show the customer what the product or building will look like
- They can have materials and lights applied to create visual impact
- They can be made to look attractive in order to help sell the product.

Disadvantages

- They require skill and knowledge to produce
- They can give a false impression of the product
- You can't physically handle a rendered model.

