

Unit 3 – Range of Graphics from Two Different Sources

The Internet

Original Artist
production rights obtainable from
w.CartoonStock.com



ARLY DIDN'T MAKE IT...I INSTINCTIVELY SET THE SAT NAV FOR CARDIFF!

www.cartoonstock.com

This image is stating the fact that all the English football cup finals are no longer taking place at The Millennium Stadium in Cardiff but at Wembley Stadium. It is also showing that it is always Manchester United or Chelsea (or one of the 'big four') that are in the final of the cups.

I think that this picture is quite suitable because I think that the artist is trying to be quite comical. I also think it is quite suitable because many people do find it confusing that the cup final has been moved to a new stadium and it is true that it is always one of the big four that win the cup. I believe the artist used Manchester United and Chelsea fans because these are the two teams that battled it out to win the FA Cup in 2007. This was also the first cup final at Wembley.

The audience for this picture would be football fans who know about the changes to the cup final's stadium.

This image is off a poster that was used to attract young men to become soldiers for the Second World War.

It is very effective because it seems as if the man in the poster is pointing at you and is saying 'Join your country's army'.

Also it was very effective because around the war time many people were religious. At the bottom of the poster it says 'God save the King' which many religious people would have liked to see.

It was successful because many people did end up joining The British Army.

The audience for this graphic was the middle aged people who lived when the war was going on.



www.hmshampshire.co.uk



The average smoker needs over five thousand cigarettes a year.

Get unhooked. Call 0800 169 0 169 or visit getunhooked.co.uk

SMOKERFREE

www.dailymail.co.uk

*different
sources*

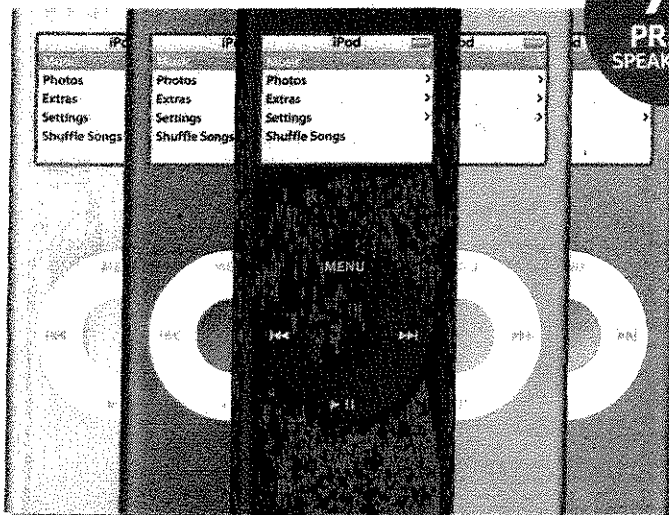
This picture comes from a nationwide campaign to stop people from smoking Tobacco. It is using the phrase 'being hooked' in a different way to what you would have thought. Instead of 'being hooked' on cigarettes it shows a man with a fishing hook through his cheek. The graphic also has a true fact on it which astonished me when I first saw it.

I think that this picture is very effective because if I smoked then this advert would make me give it up because it is not a very nice picture.

The audience for this picture is definitely people who smoke.

A Scanner

MP3 Players



Apple iPod

iPod Nano 2Gb (Silver)
2nd Generation
Colour LCD display, 24 hours
playback. Stores up to 500 songs
Rechargeable lithium ion batt
Flash memory.

100-4813 **£98.97**

iPod Nano 4 Gb
2nd Generation
Colour LCD display. Stores up
to 1000 songs*. Rechargeable lit
ion battery. Flash memory. 4
options available.

Blue 100-6796 **£128.97**

Pink 100-3657 **£128.97**

Green 100-3769 **£128.97**

Silver 100-4205 **£128.97**

Tesco Electrical Cover for 3 years
(including manufacturers guarantee)
cat no 111-2605 £25.97

A01a-c x1
8

This is an image that I gained from the Argos product catalogue. It is advertising the new 'Ipod Nano 2Gb'. I think this graphic is very effective because it is clearly showing all five different colours that are available when purchasing an 'Ipod Nano'. A lot of information on the product is at the side of the graphic. There is also an offer on half price speakers that a customer may be interested in that is clearly shown on the graphic.

I think that this advertisement is directed at teenagers/younger people. They are the type of people who want an Ipod nowadays and I am sure that they sell very well to these types of people.

4 Mobile phone
4. Motorola Z3 O2 mobile phone £135
Black.
PF 4121K 20 wks £6.75, 52 wks £11.12
Phonocare 1 yr £58.00

- 2 megapixel camera
- MP3 player
- Record and playback video clips
- External memory card slot
- Bluetooth®
- 262k colour screen

O2 helpline 08705 214 000

NOW £135

0% APR typical 20/52 wks 0% APR

This is an image I gained from the 'Argos' catalogue. It is advertising the Motorola Z3 O2 mobile phone. I think that this is a very good graphic because it gives two images of the mobile phone. The largest one shows the phone when it is slid up and the second one shows it when it is slid down. This is very clever because the customer can see what it looks like in both positions.

To the side of the pictures it gives the customers lots of information about the mobile phone therefore the customer can compare it to another phone of their choice.

I think that this picture is effective because it advertises the product well. The customer can clearly see what the phone looks like and they can clearly see what the phone's features are.

Because this is quite a new model I think that this product is targeted at young adults.

2

3

Gifts & Toys

XBOX 360 packages from only £219.98

Save up to £30*
when you buy any
XBOX 360 console
PLUS choose ONE game
(from a choice
of 3 games)**

All this
from only
£219.98

Core system

Full system

PLUS choose
ONE of these games

GEARS OF WAR

PES

HD ready

XBOX 360

*Savings compared to catalogue published price

**See Argos for details

This is a graphic that I gained from an 'Argos' catalogue. It is advertising the new 'Xbox 360'. I think that it is a suitable advert because it gives the customer a chance at seeing both consoles (Core System and Full System.) It also clearly states the deal that they are offering and it also shows the pictures of the three games that you are offered. The price is clearly stated at the top of the graphic. The graphic also shows the type of controller that the customer will be gaining with each console.

The purpose of this graphic is to advertise the two consoles that 'Argos' have on offer. I think that it is effective because all the vital information for a purchase is on the advertisement.

I think that this graphic is targeted at teenagers/younger adults because these are the type of people that are likely to want to play on an Xbox 360.

Digital Camera



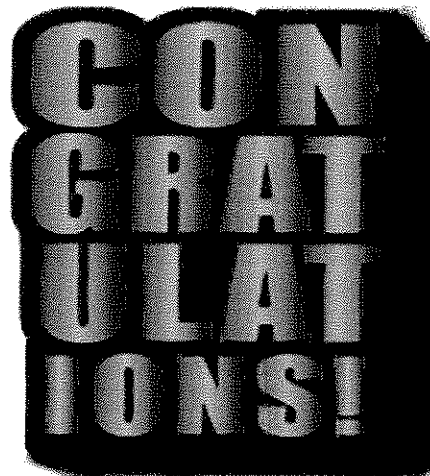
I also took this picture with advertisement purposes. If advertisement, I will have instance, I could black out in the graphic.

Clip-Art



This graphic will be used to wish people/customers/clients a happy new year. It could be use don a newsletter that can be sent out to customers to wish them a happy new year. It is a nicer way to wish people a happy new year because it is nice and colourful.

This graphic can be used to congratulate a customer/client/employee on a celebrative event. It is a nicer way to congratulate someone on an event because it is colourful and bright instead of just normal font.



5

Internet



I gained this graphic from the internet. It is advertising the new Chelsea FC jersey that the team will be wearing when they play in the Carling Cup final. I think that this is a great graphic because it is showing the Carling Cup final logo, the date and time of the match, the logo of Chelsea FC and the shirt that they will be wearing. It also shows the website where you can get the shirt from and also shows a picture of some of the players that will be playing in the match.

A01 9-c x2 P

http://www.chelseamegastore.com/stores/chelsea/products/product_search.aspx?search=carling+cup

A01 x2



http://www.chelseamegastore.com/stores/chelsea/products/product_search.aspx?search=anelka

I gained this image from the internet. It is advertising the new shirt that Chelsea's new signing Nicholas Anelka will be wearing when he plays for the team. I think that it is a good advertisement because it shows the shirt that is on offer, the player that wears it and where the customers can purchase the product from.

6

Chelsea 1965 Retro Shirt - Royal - Long Sleeved



Price: £29.99
Price: £29.99
Price: £29.99
Price: £29.99

The Famous CFC, this shirt was worn in 1965 and is simply embroidered with the Chelsea Football Club initials. Worn by Peter Osgood, Ron Harris, Eddie McCreadie & Bobby Tambling.

Tommy Docherty, the then manager created the design of royal blue shirt and shorts with white socks. The classic Chelsea look was born.

Fabric - 100% Cotton

ZOOM

Select Size	Out of stock in this size Click here for alternatives
In Stock Now In Stock Now In Stock Now In Stock Now	ADD TO BASKET

A01a-c x 2 P

I gained this graphic from the internet. It is advertising the retro Chelsea FC jersey that was worn in 1965. It will appeal to collectors of Chelsea kit and other items the image displays the shirt so all details can be seen.

A01 x 2

Describing the Purpose of Graphics That are to be Created.

The purpose of the graphic that I will be creating is to advertise products that will be on the graphic. I will be attempting to sell:

- a signed framed picture of John Terry. It is £99.99
- FA final cup picture
- Chelsea players shirt on special offer
- English team away shirt
- Have your own name on a shirt

These products are mainly aimed at Chelsea fans. Also some will be John Terry fans.

The FA final picture is specially for a Chelsea FC fan because this has their club badge on it. I want to edit this graphic so that the customers would have to pre-order it before that could see it in 'its true colours' as the picture advertised will be in black and white

The players shirt will have the players name blurred so again it will be pre ordered before the name is seen.

The new England red shirt will appeal to all England supporters and I want to make a slogan that will appeal to patriotic England supporters.

The have your name on a shirt is for all Chelsea supporters who want a unique personalised shirt.

I want to put all these graphics together in one graphic that will appeal to all Chelsea fans and particularly them that collect Chelsea memorabilia and England fans who want the new away strip.

A02 a

A02 a, b p

A02 b

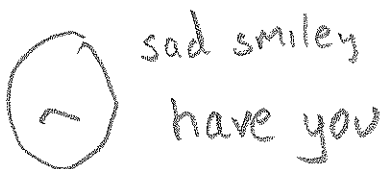
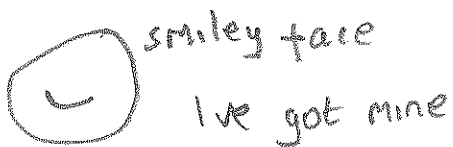
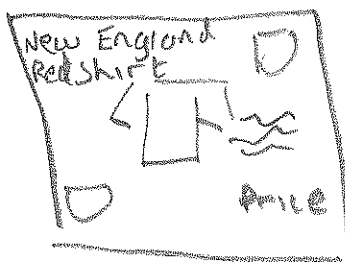
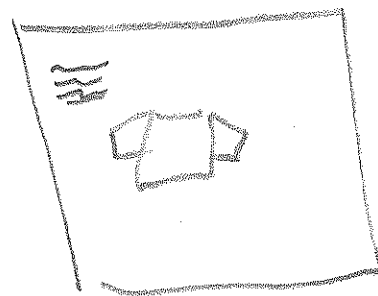
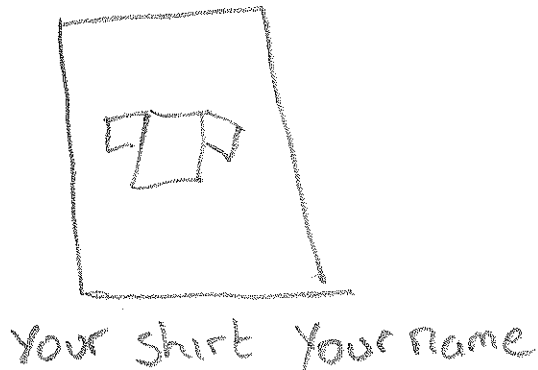
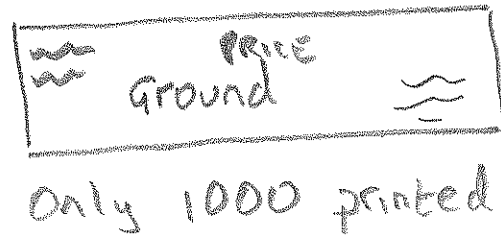
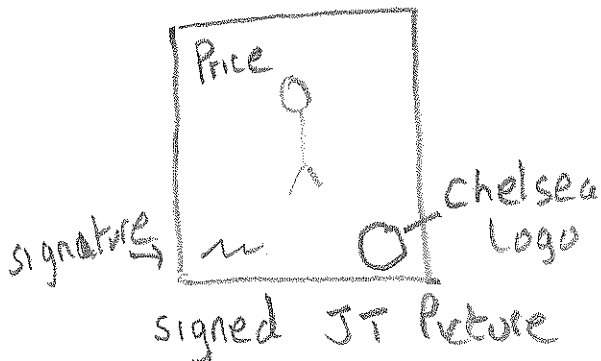
7

Chelsea Collectors Corner

Limited Editions

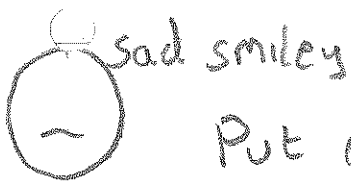
(1)

A02h P



Click on pic to buy

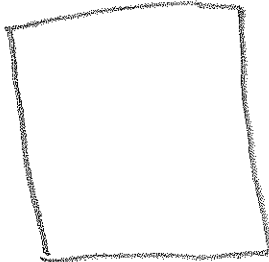
background Chelsea blue



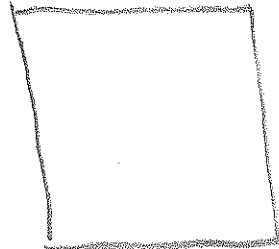
sad smiley

Put a smile on your face

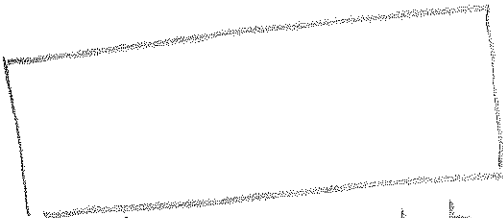
Special and Limited offers



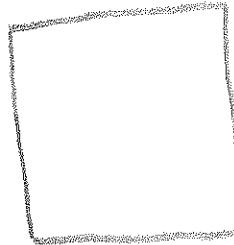
Your own Personal
shirt



collect a players
shirt monthly



proud of your club
(only 1000 available)



Be 1st for England



smiley face

the fan who has everything

Click on Pic to buy

background Chelsea blue ¹⁰



From the shirt

to the Player

to the club



Who scored 1st?



sad



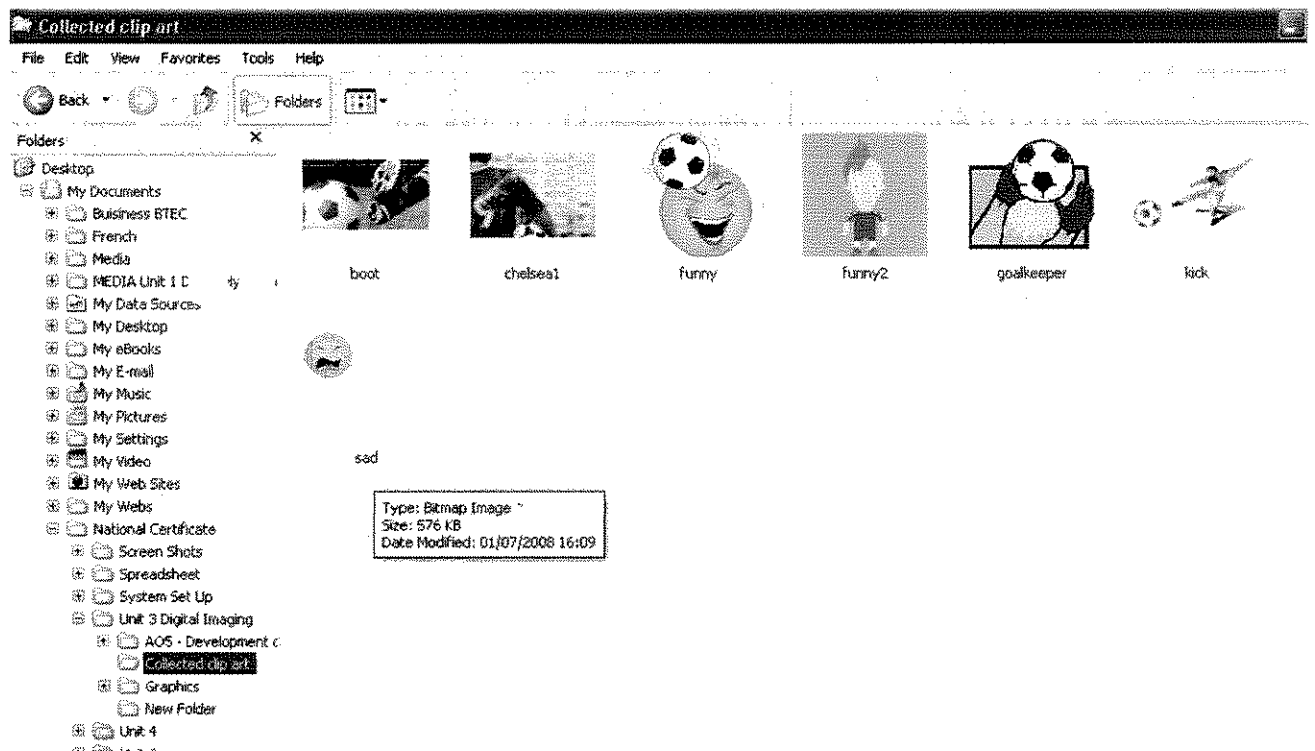
smile


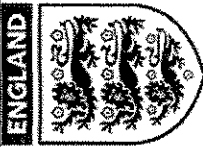

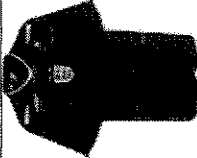


Chelsea Collectors Corner
for those with taste and style

Click a Pic to buy

//






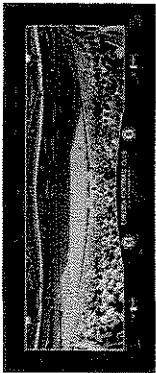
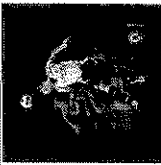

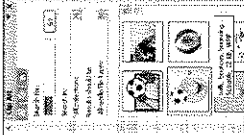


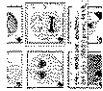
	http://www.chelseamegastore.com/stores/chelsea/products/product_details.aspx?pid=25420&cid=3355&tid=&bid=0&nav=
	http://www.footy-boots.com/wp-content/uploads/2007/09/engalnd-badge.jpg
	http://www.subsidesports.com/uk/store/product_details.jsp?pid=72057594037949637&cid=27&brc=&red=product_list.jsp?id=27,portal=aw,
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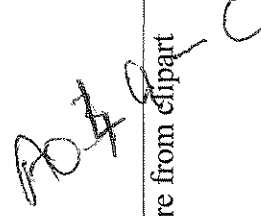
879-b

x

8

13

	http://www.chelseamegastore.com/stores/chelsea/products/product_search.aspx?search=carling+cup
	http://www.chelseamegastore.com/stores/chelsea/products/product_details.aspx?pid=38015&cid=2262&tid=&bid=0&nav=
	http://www.jamd.com/search?assettype=g&assetid=75458202&text=john+terry+heading
	
	<p>The last 3 graphics were from clipart</p>
	

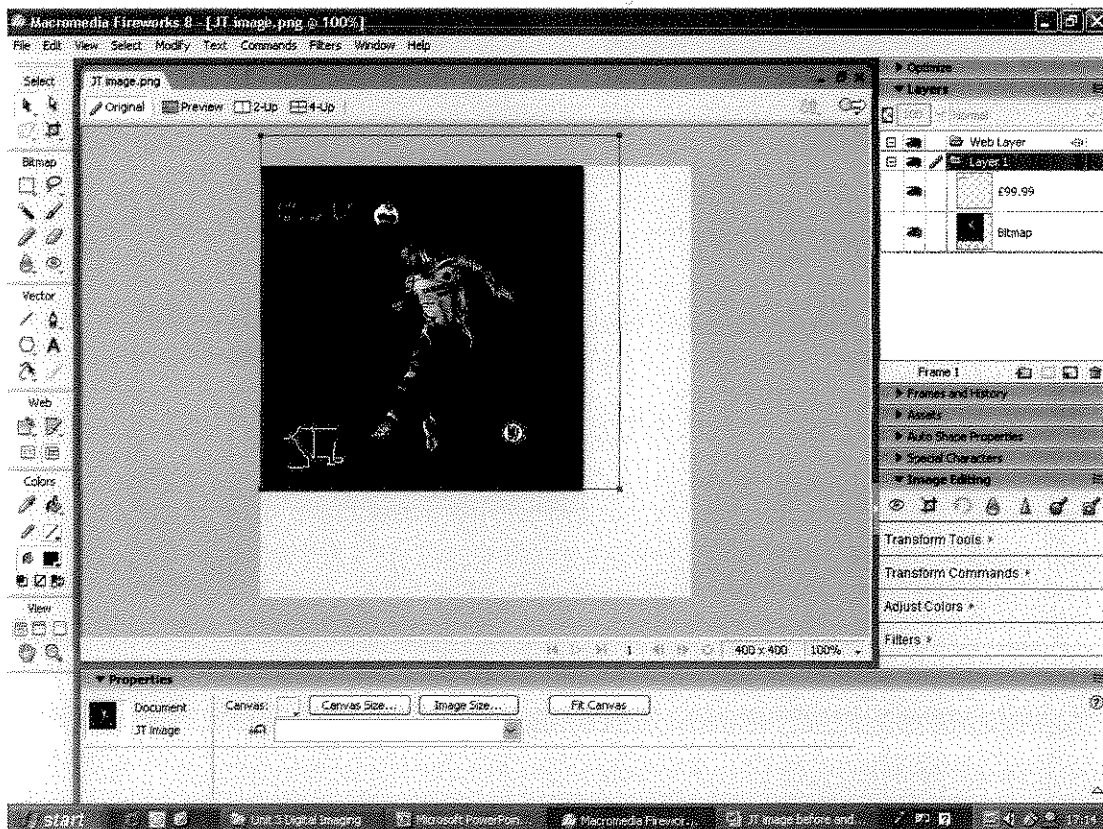
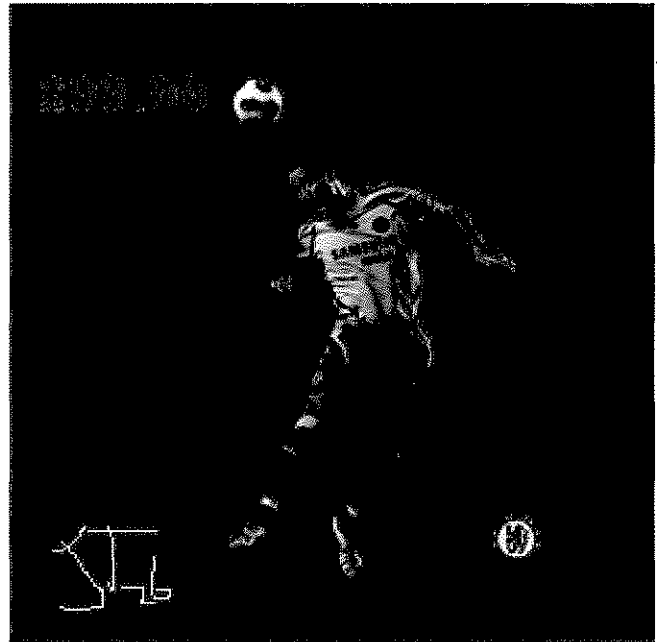
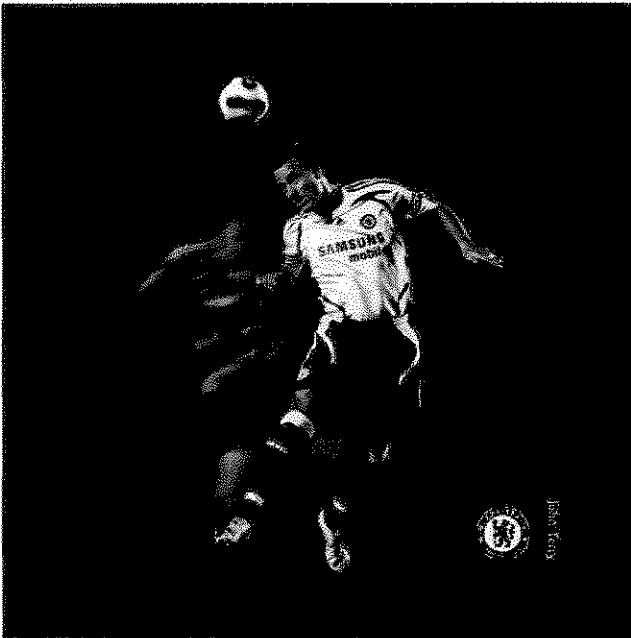


 c + 2



I will be attempting to sell a signed framed picture of John Terry. It is £99.99 and I have clearly showed this in the image. I created this image on Fireworks. The first image is on the left hand side and the actual image that I will using to advertise the product is on the right hand side.

105 b c P



15

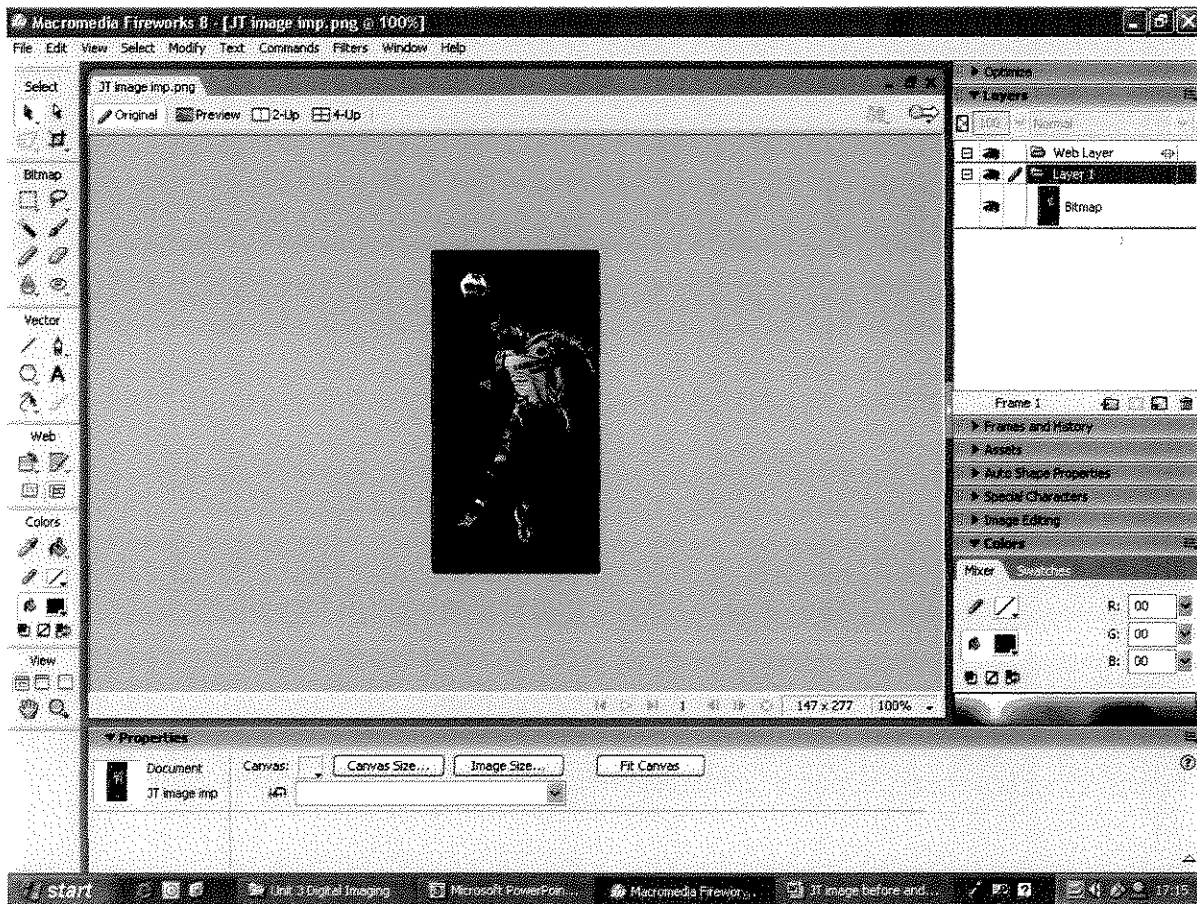
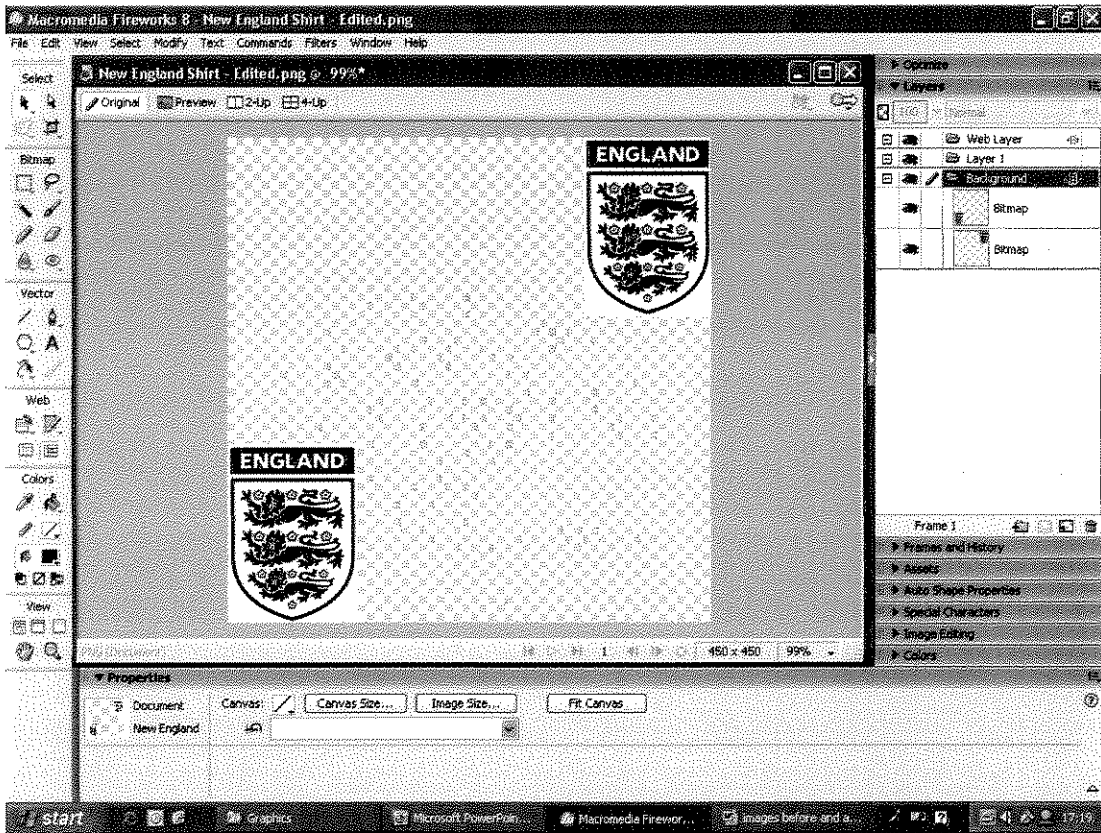


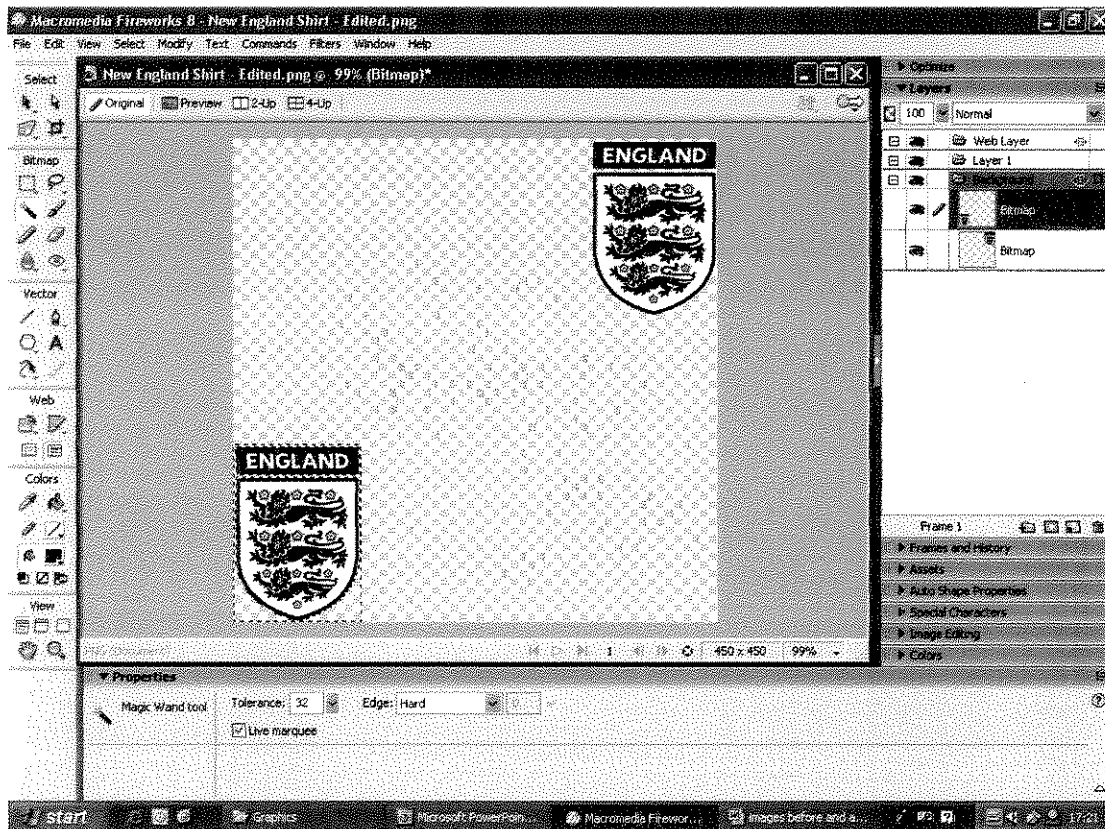
Image improved





AOSC P





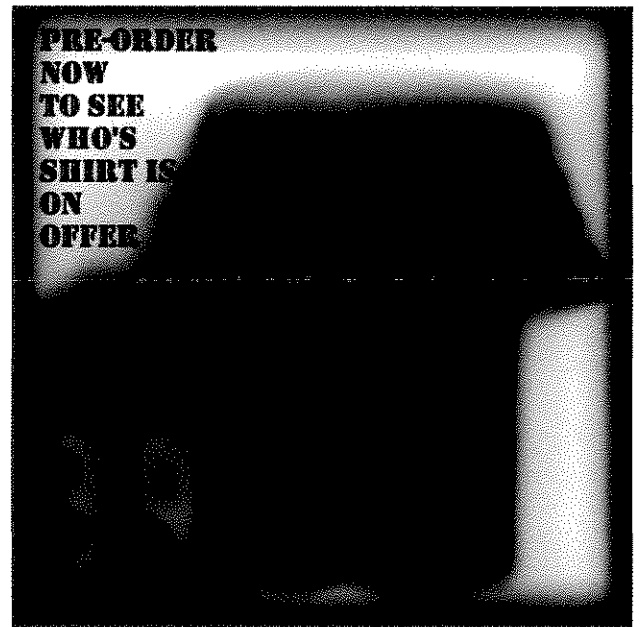
I have taken the white background of both badges

AO5 – Development of Graphics

AO5b P



AO5c P





**BE PASSIONATE
BE PATRIOTIC
PRE-ORDER IT
NOW
R.R.P - £39.99**



01.03.2008

AOS bc P



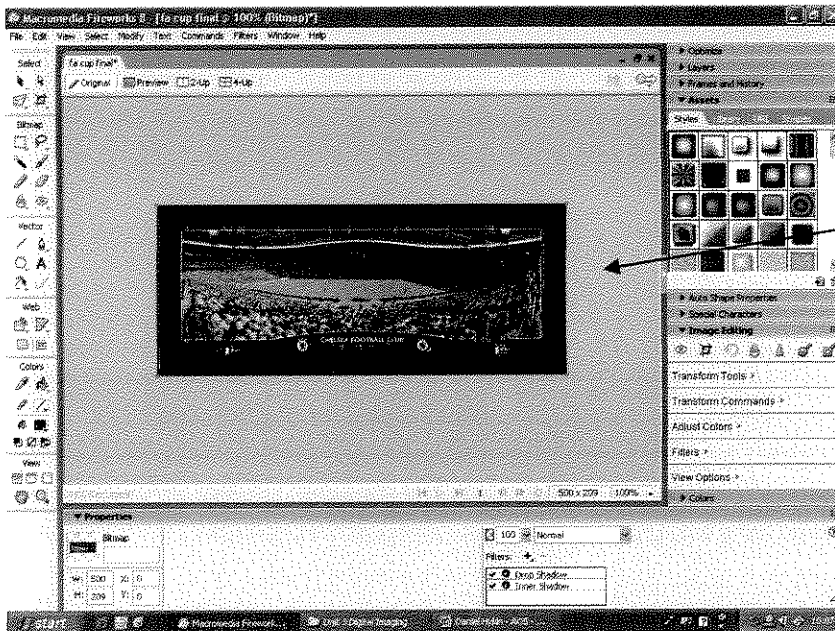
**MAKE YOUR
JERSEY PERSONAL**



**FOR ONLY £9.99
EXTRA**

20

Image 1



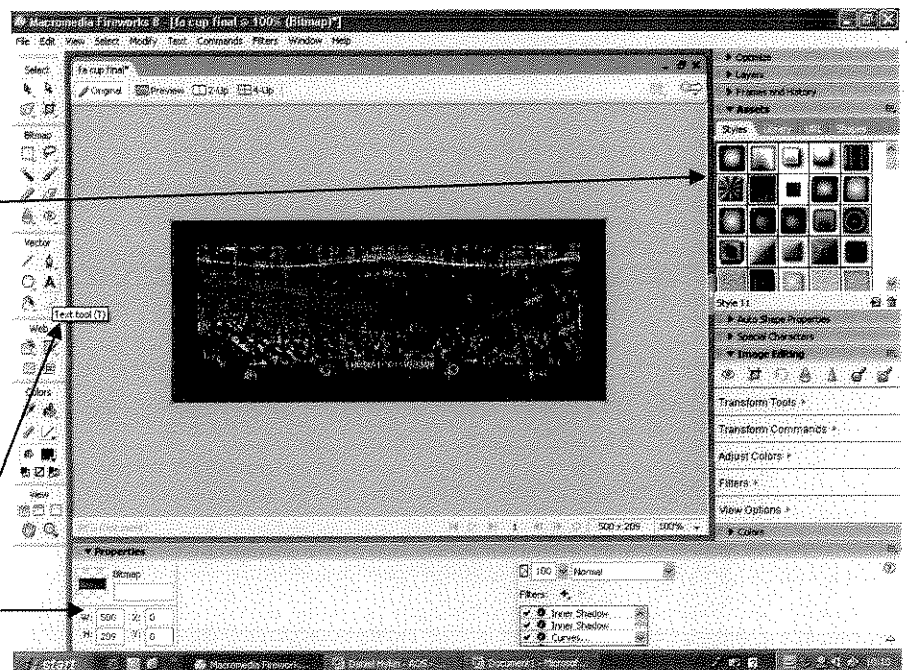
Here is the 'FA Cup Final' print that I edited. Here it is in 'Microsoft Fireworks'

AO5 b P

I used the 'Black and White' feature from the 'Assets' section.

This resulted in my image gaining a 'Black and White' effect.

I then decided to add text to my image and to do this I had to select the 'Text tool' and then to change the font/size/colour, I used the options at the bottom.



21

This is the original and edited image.

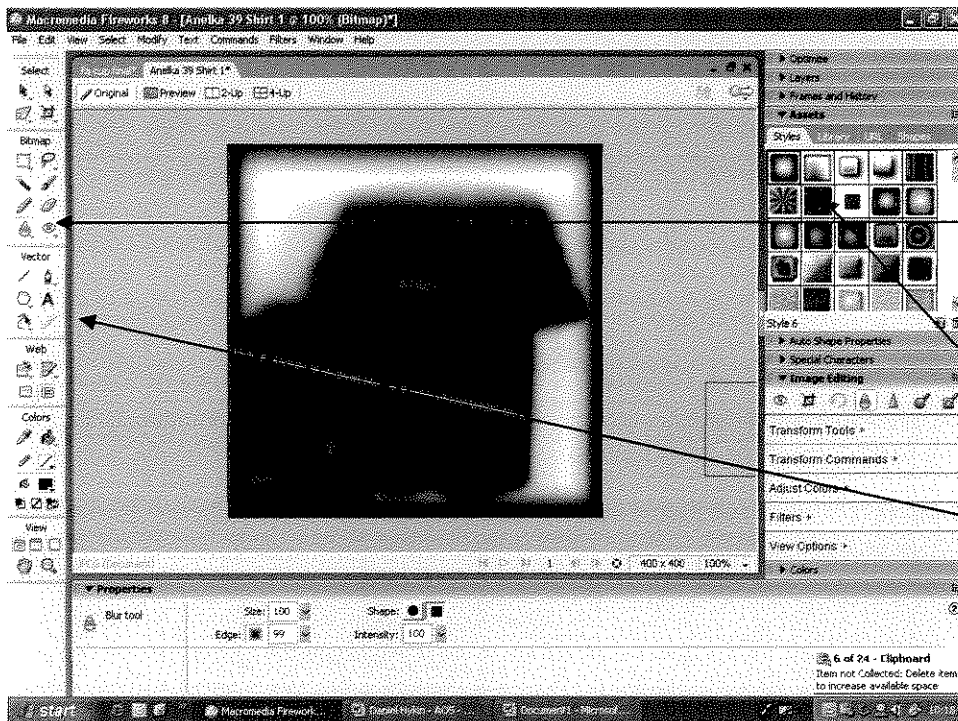


AOSDC P

Image 2



Here is the 'Chelsea shirt offer' image that I edited. I also edited this image in 'Microsoft Fireworks. Here it is before I started to edit it.

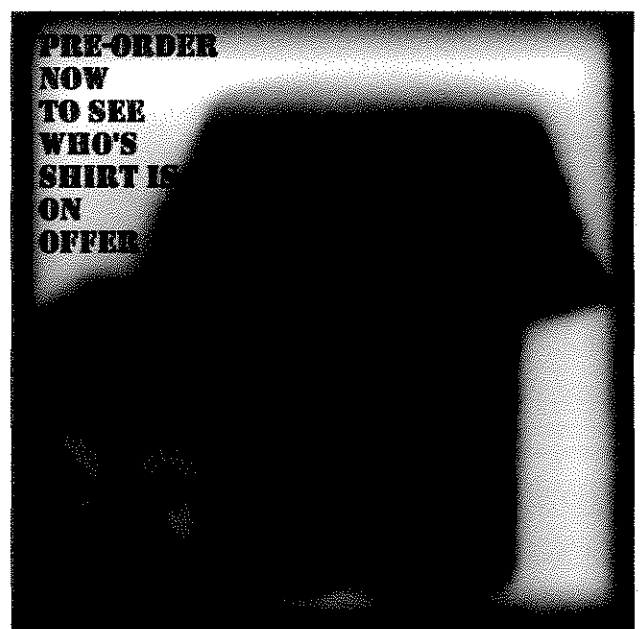
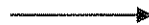


AO 5b P

I used the blur tool on the menu on the left hand side to blur out the identity of the player's shirt. I then added the black border by using one of the 'assets' on the right hand side. I will then use the 'text tool' to add text to my image.

AO 5b.c P

Here is my original and edited image.



23

AOB b, c P





view  2-Up  4-Up



AO6 a, b P



27

It's the only place you can see the match in its true colours

Linked Editions

GOALKEEPER
GOALKEEPER

COMING
SOON
FA CUP
FINAL
PRINT

£49.95

PRE-ORDER
TO SEE IT
IN ITS TRUE
COLOURS

YOUR VERY OWN GOAL

GOALKEEPER
GOALKEEPER

GOALKEEPER
GOALKEEPER

GOALKEEPER
GOALKEEPER

GOALKEEPER
GOALKEEPER

CLICK ON THE PIC TO BUY

www.chelseafc.com

27





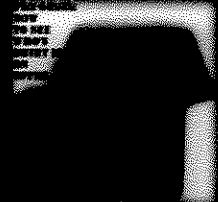

Saved as a JPEG 162 kb

er

United Nations

COMING
SOON
FA CUP
FINAL
PRINT £49.95

PRE-ORDER
TO SEE IT
IN ITS TRUE
COLOURS



CLICK ON THE PICTURE

Saved as a JPEG 57kb

