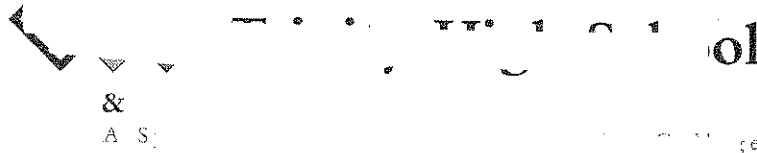


(1)

## Unit 21 Candidate SI

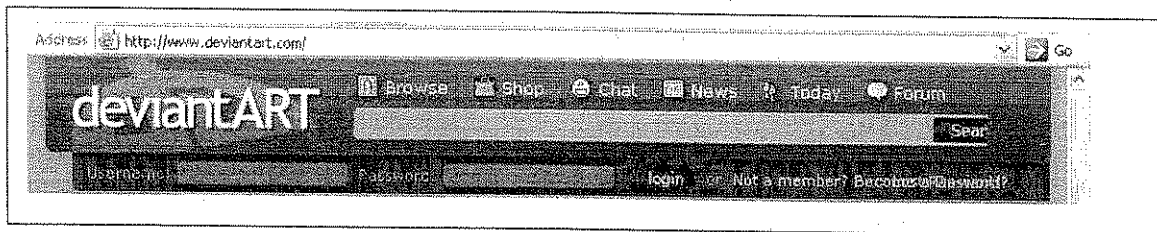
S In



## RESEARCH, COLLECT AND DESCRIBE A RANGE OF EXISTING GRAPHICS/IMAGES FOR USE IN WEBPAGES

Website Name	Deviant Art
Web address (url)	http://www.deviantart.com/
Purpose of website	Allows users to browse other people's posted art.

Image or screenshot of image



Purpose of the Graphic (P/M/D)	To help users navigate themselves around the website itself and its text and images.
Target audience (age/ gender etc) (P/M/D)	People into art, not that famous but passionate about their art, male or female.
What is the purpose of the graphic?	To guide people around on to different areas of the website. It uses both images and text so users can easily recognise what page the graphic is hyperlinked to.
Is the graphic suitable for the purpose and effective?	It helps the person to surf around; it's the first thing you look at and its text and images make its purpose and effectiveness greater and the user can easily navigate using the navigation bar.
Positive aspects	It has images next to the different headings, which is not seen on other graphics I have discussed. The simple clipart and text used for the buttons, allows easy navigation to different hyperlinked pages.
Negative aspects	The navigation bar and the text is a quite small, and can be difficult to notice. Plus is a bit boring, a person may fail to notice the buttons. Also for a professional website, with professional art being posted on it, the clipart used for the buttons is too simple and so is the text. They could've used professional art work for the buttons to give them a more artistic and attractive look.
What is the size of the graphic?	32604 bytes

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## RESEARCH, COLLECT AND DESCRIBE A RANGE OF EXISTING GRAPHICS/IMAGES FOR USE IN WEBPAGES

Website Name	Drayton Manor Homepage
Web address (url)	<a href="http://www.draytonmanor.co.uk/">http://www.draytonmanor.co.uk/</a>
Purpose of website	Promote their Theme Park and attract families, children, thrill seekers to come and have a great day out

Image or screenshot of image



Purpose of the	To persuade users to surf the site, its informational content and images.
Target audience	Adults- thrill seekers. Plus adults who to bring their children with them to have fun.
What is the purpose of the graphic?	Different button are used in the graphic to promote their different products and services.
Is the graphic suitable for the purpose and effective?	It's very clear; the hyperlinked button are labelled clearly, allowing the user to navigate themselves to what page they would like to go on. Plus it's attractive and uses simple English.
Positive aspects	Carries the same fashion in all the buttons, contains attractive images, and clear capital letters. The differentiation is of the images which are changed, to clearly separate the different sections of the website.
Negative aspects (what is not so good) (P/M/D)	The images are quite dull; there could be some more high tech, thrilling images to grab the users attention. The picture of the guy for 'family fun' restricts the target audiences to maybe just the younger generation of small children. They should use images, which are more general and attractive to a wider audience.
What is the size of the graphic? (Physical size and file size) (M/D)	52267 bytes

3

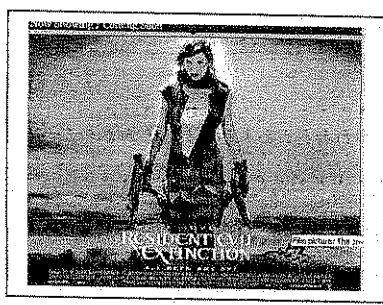
High School

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RESEARCH, COLLECT AND DESCRIBE A RANGE OF EXISTING  
GRAPHICS/IMAGES FOR USE IN WEBPAGES

Website Name	Empire Cinemas
Web address (url)	<a href="http://www.empirecinemas.co.uk/?gclid=CLSs156lkY8CFRaYQAod7RKvHw">http://www.empirecinemas.co.uk/?gclid=CLSs156lkY8CFRaYQAod7RKvHw</a>
Purpose of website	Promoting new Hollywood film releases.

Image or screenshot of image



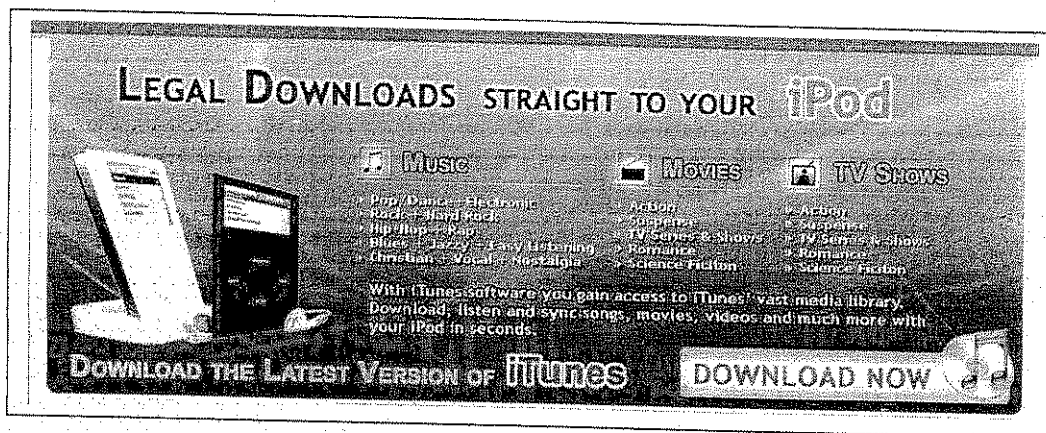
Now complete the following information about the graphic

Purpose of the Graphic (P/M/D)	Promoting a new Hollywood film, Resident Evil Extinction
Target audience	The younger generation, more likely to be a male, people into quick, fast paced, action films.
What is the purpose of the graphic?	The purpose of the graphic is to persuade people to come and watch the new action film.
Is the graphic suitable for the purpose and effective?	Yes it is suitable for its purpose and effective. The colours speak for themselves; they give a mystical picture to the film. The way she's portrayed, with the guns and the pose, shows the fast action paced side of it.
Positive aspects	They've made good use of the front picture, the image of a woman is attractive and the use of similar dull colours is very effective. The image of having just her on the picture just puts your attention on her.
Negative aspects	The image depicts a very violent image, which the parent might not approve of. So the older teenager that maybe the target audience for this film may not be allowed as of the parent's opinions made from this image.
What is the size of the graphic?	26046 bytes

## RESEARCH, COLLECT AND DESCRIBE A RANGE OF EXISTING GRAPHICS/IMAGES FOR USE IN WEBPAGES

Website Name	iTunes Download
Web address (url)	<a href="http://itunes.ipod-download.net/">http://itunes.ipod-download.net/</a>
Purpose of website	Promotes downloading iTunes.

Image or screenshot of image



Now complete the following information about the graphic

Purpose of the Graphic (P/M/D)	Aware people of legal downloading and what they have to offer.
Target audience (age/ gender etc) (P/M/D)	This is aimed at the male or female population, of the younger generation, interested in watching movies, music, TV shows whilst on the move.
What is the purpose of the graphic? (persuade/inform) (P/M/D)	The purpose of the graphic is to inform that you shouldn't download is illegal. Plus it's persuasive, persuading people to download their tunes.
Is the graphic suitable for the purpose and effective? (Does it persuade/inform) (M/D)	Yes it is, it has the informative information or the main points in large and bold. It's also has some 3d images of iPods, which can be appealing to the eye. It is well structured, like the songs in one category, movies in one and TV shows in one. Then a large link in the bottom left hand corner reading, 'DOWNLOAD NOW', very tempting/persuasive.
Positive aspects (what is good about it) (P/M/D)	Bright colourful, large graphic covering the entire screen, loads fairly quickly, stands out from the rest of the web page.
Negative aspects (what is not so)	The fonts are a bit unprofessional, using the wrong effects for the text. This can be bad as people don't have

(5)

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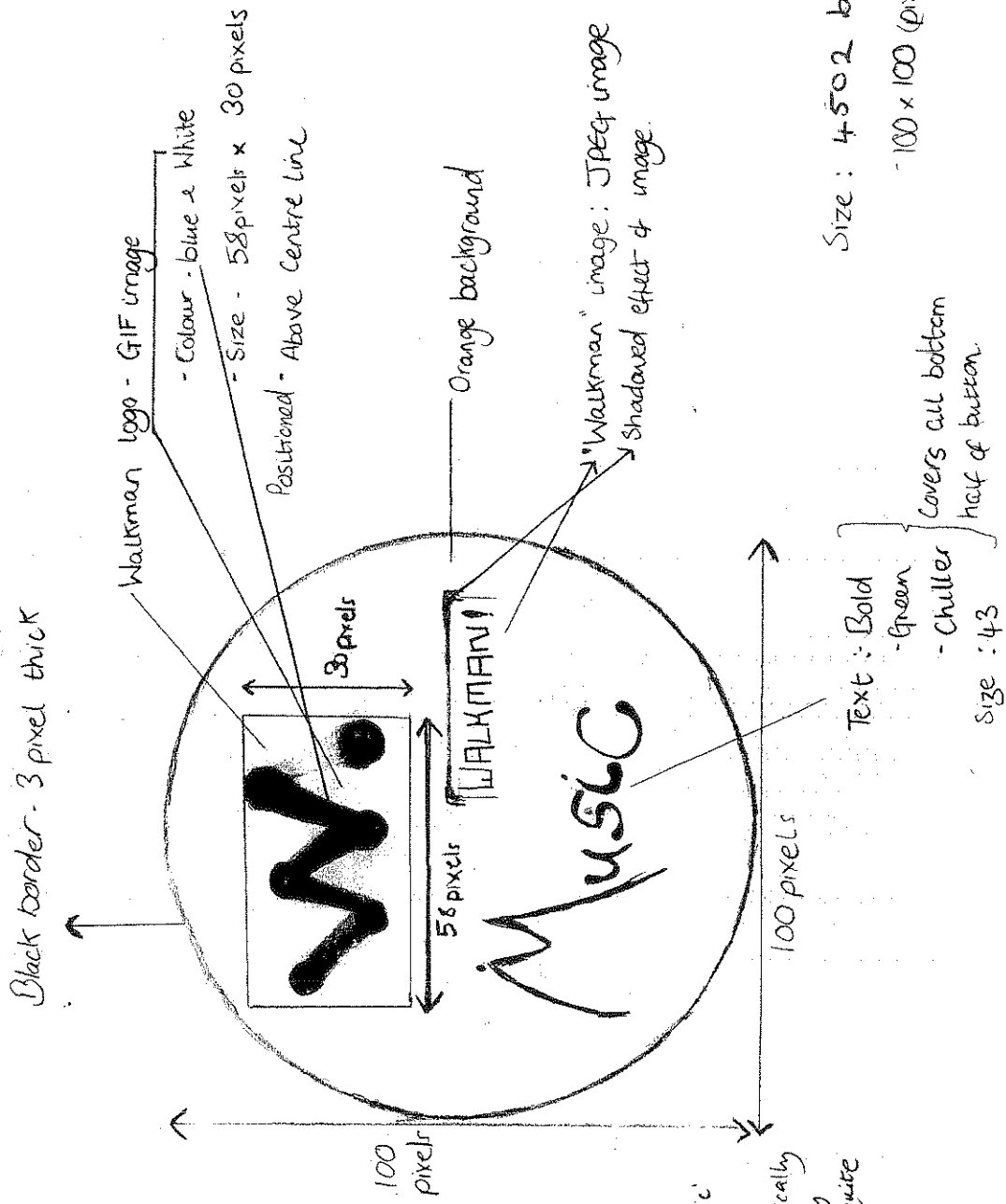
1

good) (P/M/D)	trust in unprofessional sites.
What is the size of the graphic? (Physical size and file size) (M/D)	6688 bytes
Any other comments	The website could have had there logo on the graphic.

of 100 pixels by a 100 pixels, with a border which is interactive on all of them. I also have situated the images all in and around the central area or above.

7

## Handrawn Designs



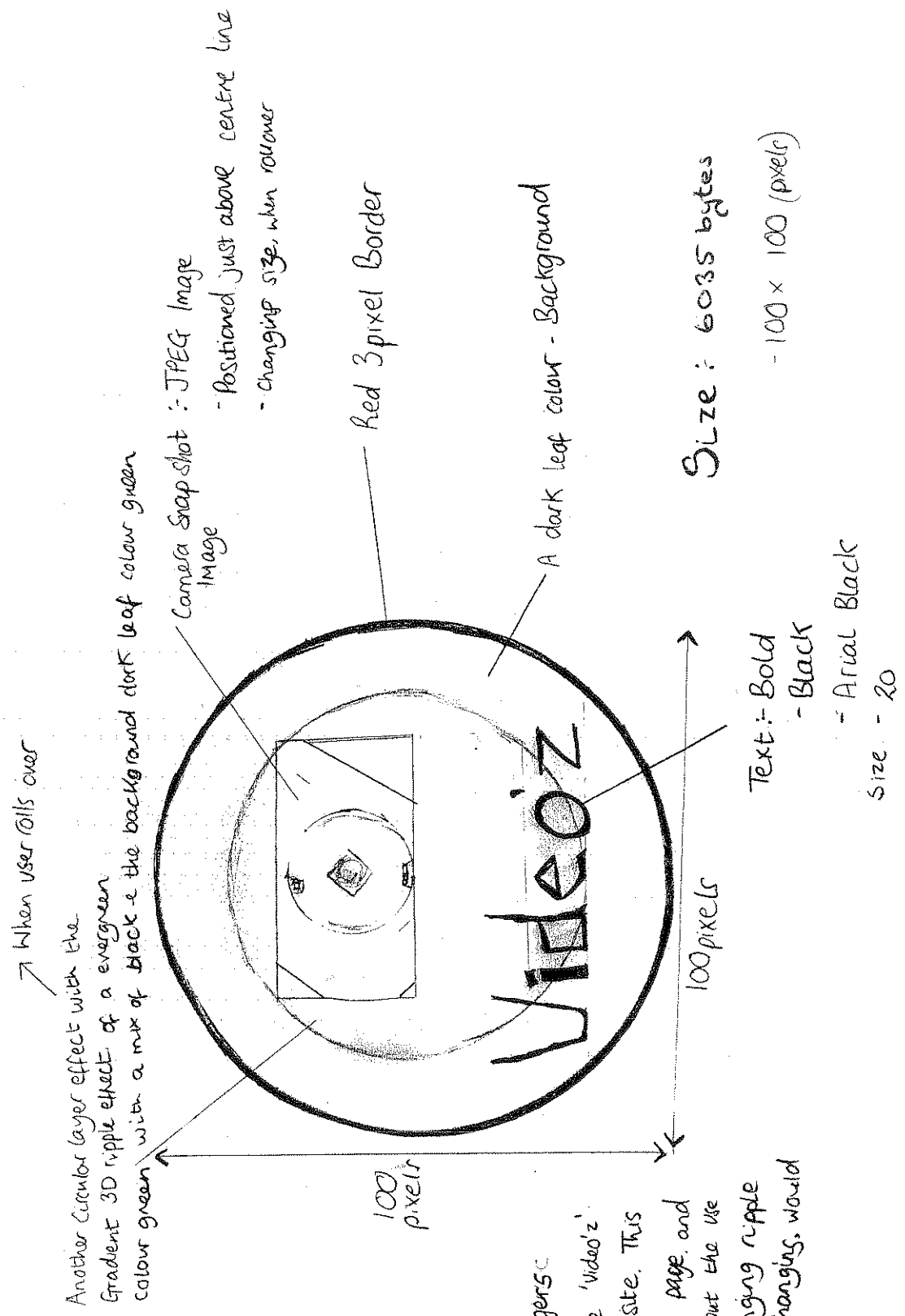
Target Audience: Young Teenagers

Purpose: To navigate the user to the 'Music' section on the social networking website, via the use of this navigation button hyperlinked to the 'Music' page. This will allow the user to navigate to the page without the use of the navigation bar. I specifically used the Chiller font and the 'Walkman' images as they look funny and attractive, plus teenagers would be quite familiar with them.

a 100 pixels by 100 pixels, with a border, which on all of them is interactive. I also situated the images all in and around the central area or above.

## Hand drawn designs

(8)



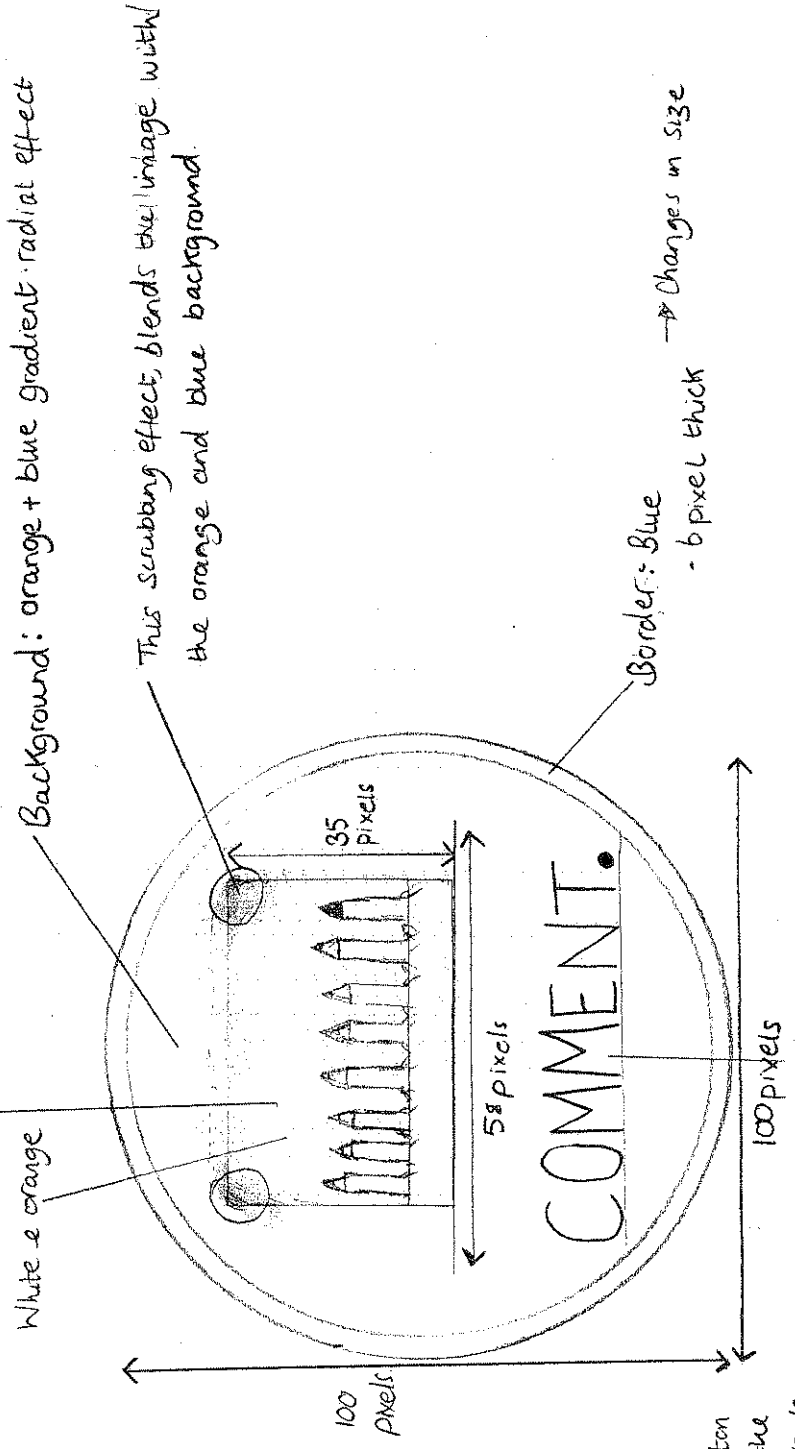
Target audience: Young Teenagers

Purpose: To navigate the user to the 'Videoz' page on the social networking website. This button would be hyperlinked on the page and will allow the user to navigate without the use of the navigation bar. The colour changing ripple effect and the image and its size changing, would be appealing to a typical teenager.

a 100 pixels by 100 pixels, with a interactive border on all of them  
 I also situated the images all in and around the central area or above.

# Handrawn Designs

Image of Pencils: JPEF Image



White to orange

Background: orange + blue gradient radiat effect

This scrubbing effect, blends the image with the orange and blue background.

Border: Blue

- 6 pixel thick

→ Changes in size

Text: Bold

- Black

- Arial Black

Size - 16

- UPPER CASE

Size: 5969 bytes

- 100 pixels by 100 pixels

Target Audience: Young Teenager

Purpose: To navigate the user to the 'comment' page on the social networking website. This button would be hyperlinked on the page, elsewhere from the navigation bar. So, the button allows you to navigate without the use of the navigation bar. The different effects used will all culminate to attract the typical young teenager, for example the scrubbing effect, the memorable image etcetera.



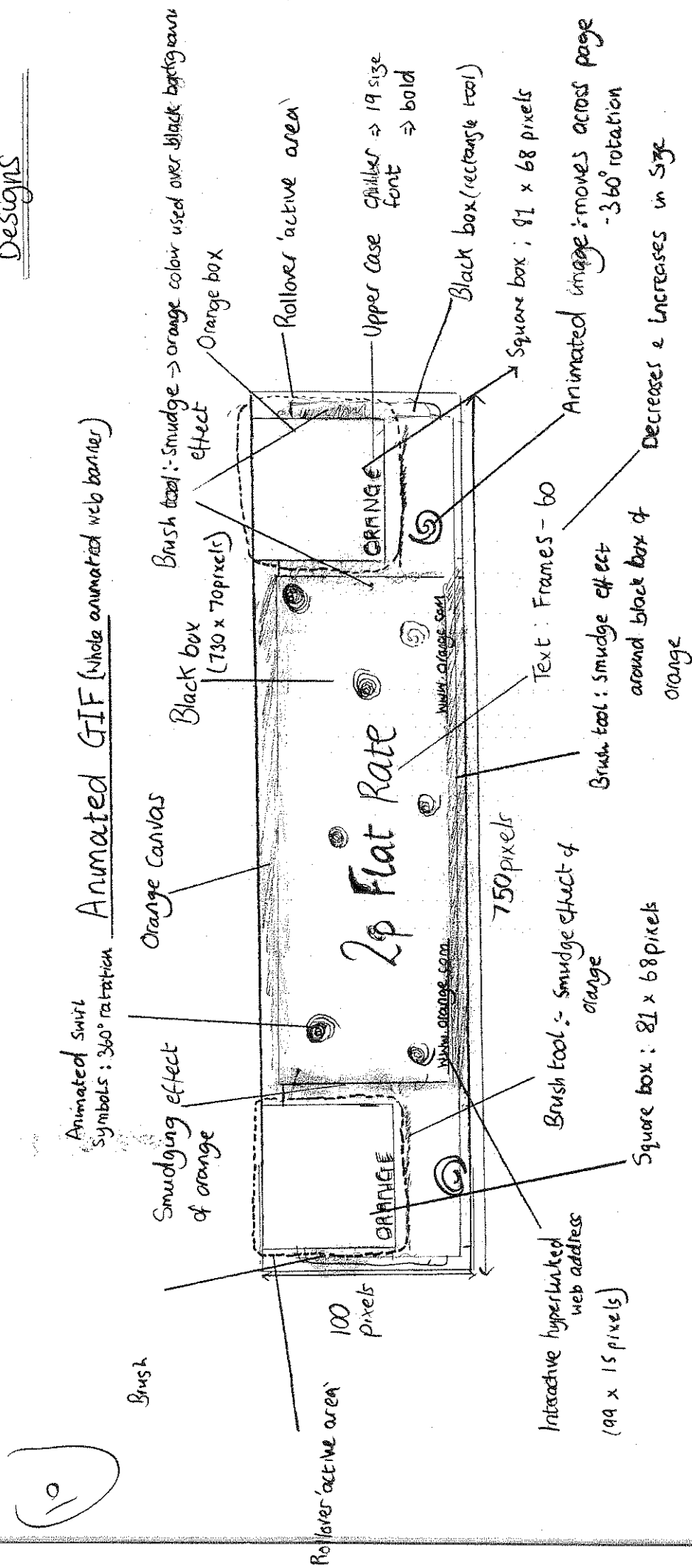
Target Audience - Boy as You Go interested audience. - All ages interested in the new orange bariff

Purpose - To promote the orange 2p flat rate' promotion on various associated websites.

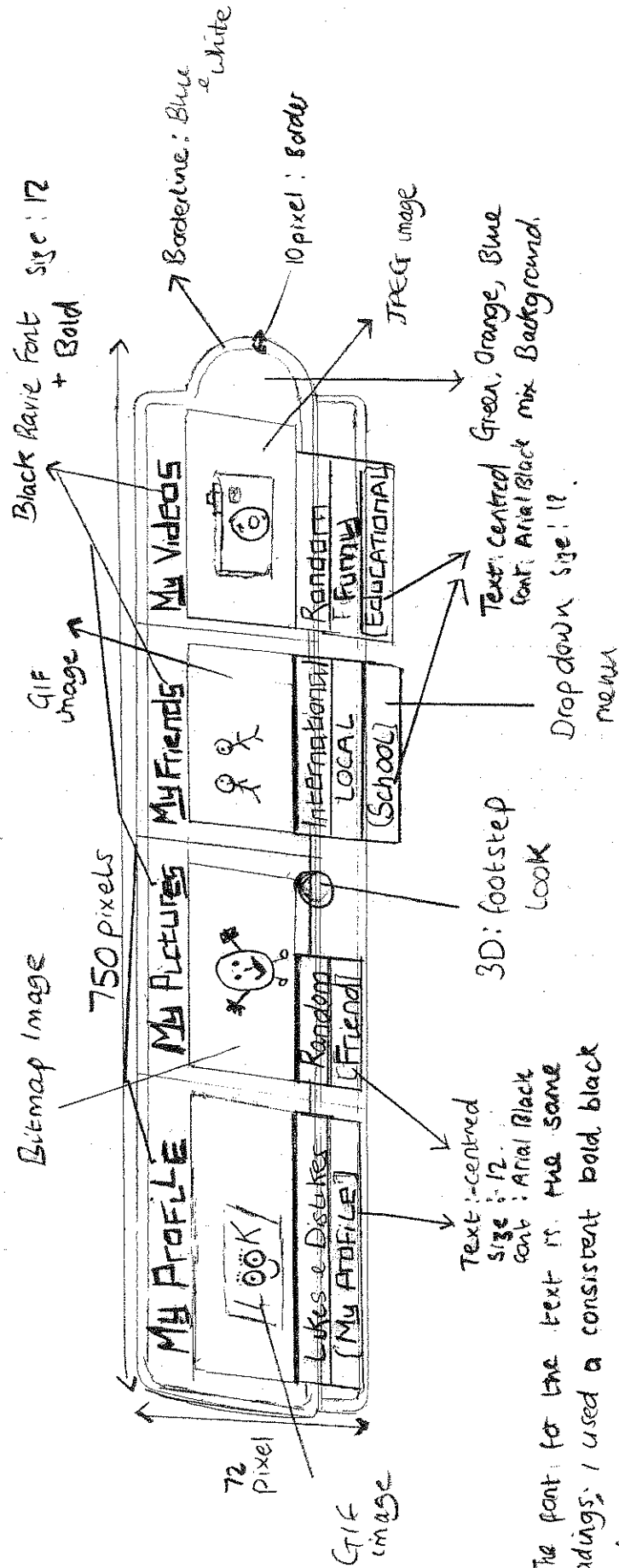
Size: 243,758 bytes

# Web banner - Handrawn Designs

# Designs



## Hand-drawn Design - Navigation Bar



**House style:** The font for the text is the same for all the headings; I used a consistent bold black size and Ravie font.

**Target Audience:** Young Teenagers

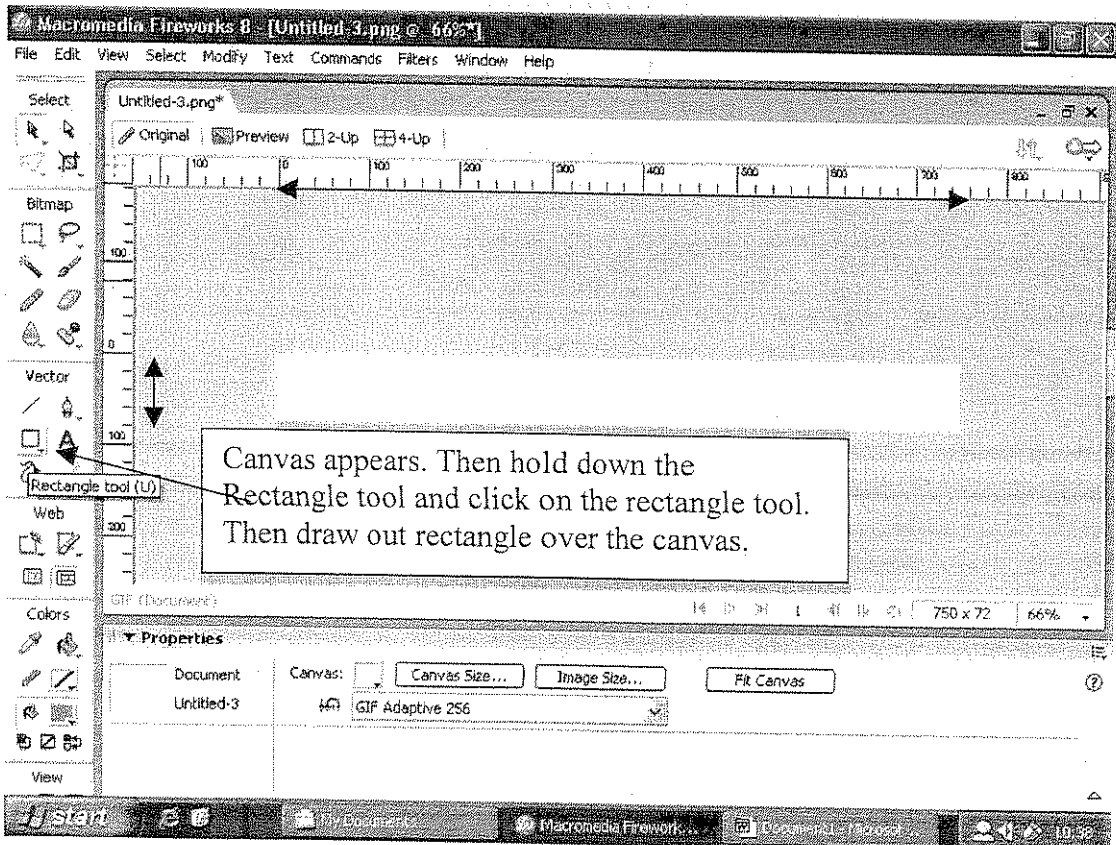
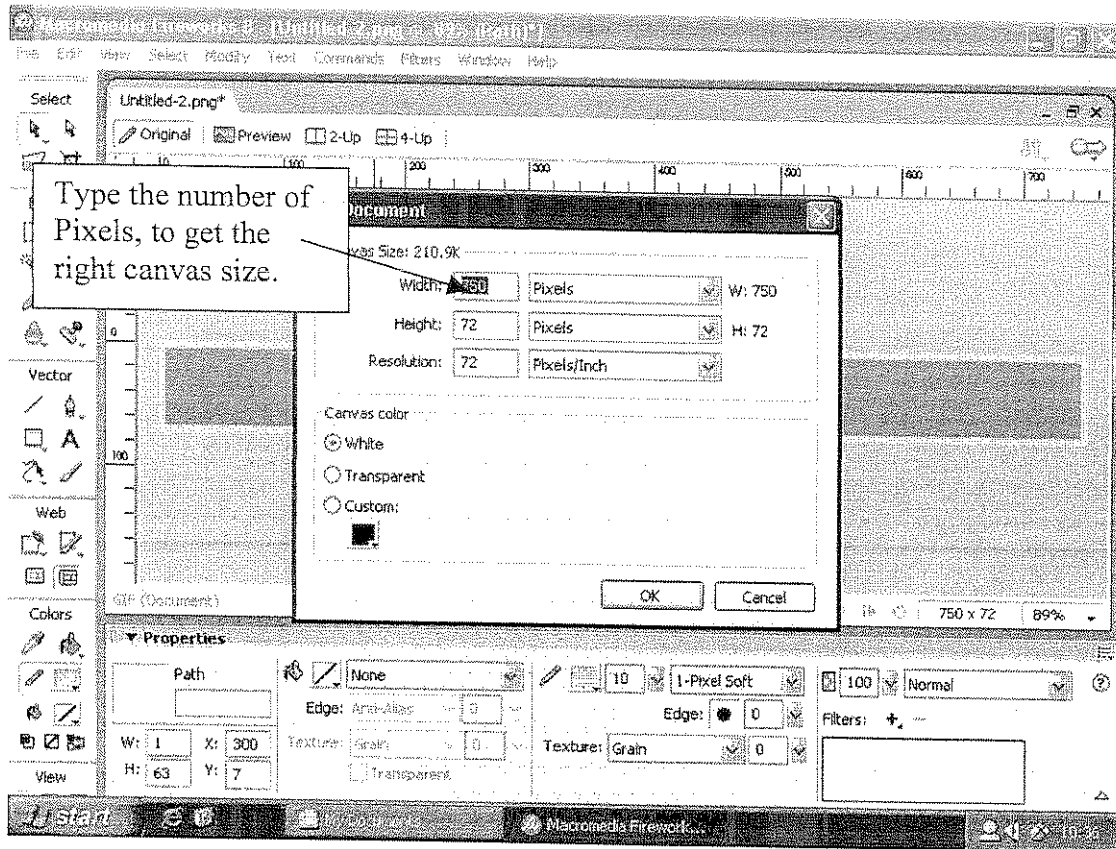
**Purpose:** The navigation bar will provide fast and efficient navigation on Dxm promotion.

**File Size:** 8836 bytes

**House Style:** There is consistent use of the same colours (green, blue, orange) for instance the background which contrasts all the colours from the navigation buttons. The image size is also the same in all the graphics, including the buttons.

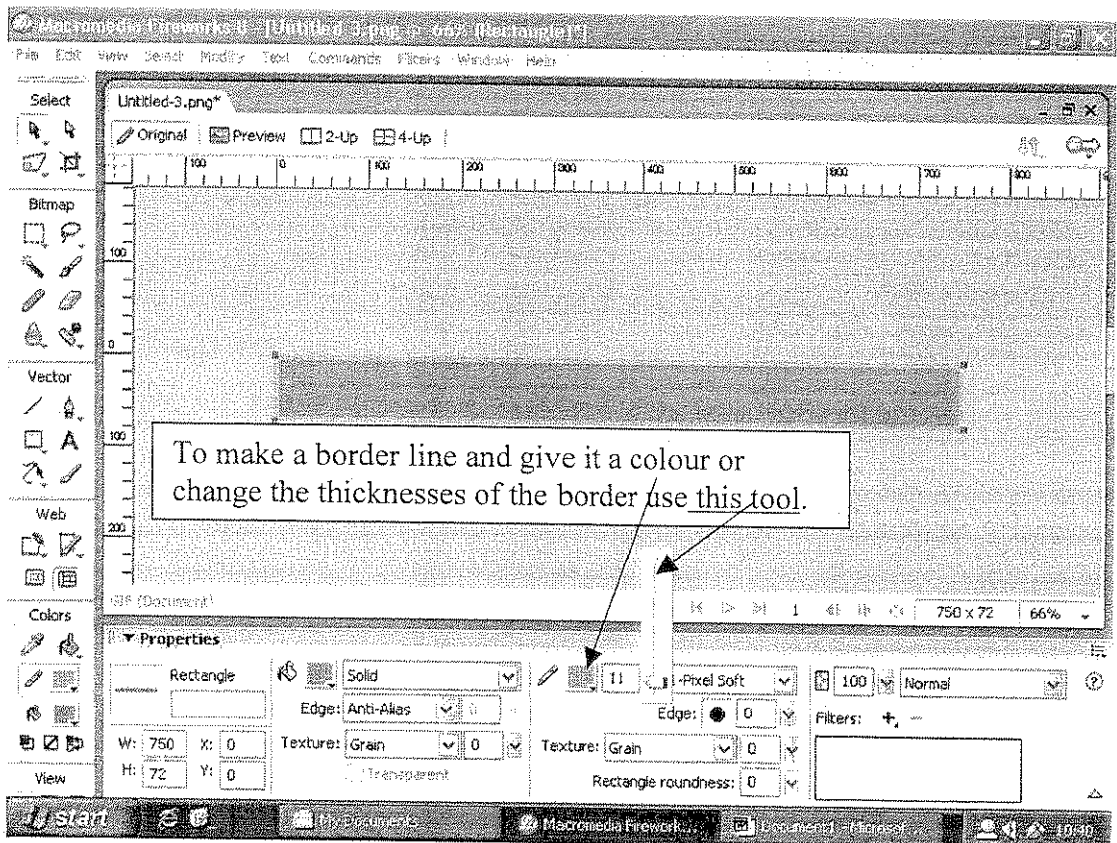
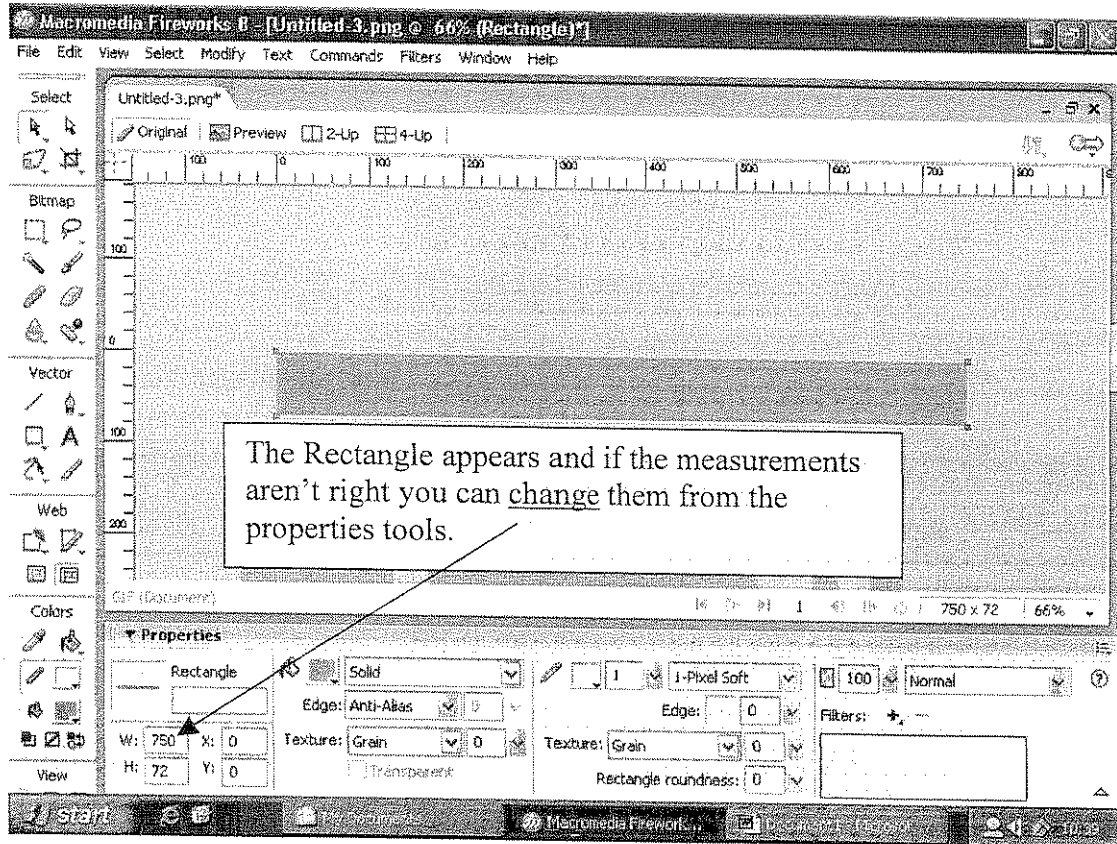
## Macromedia Fireworks 8

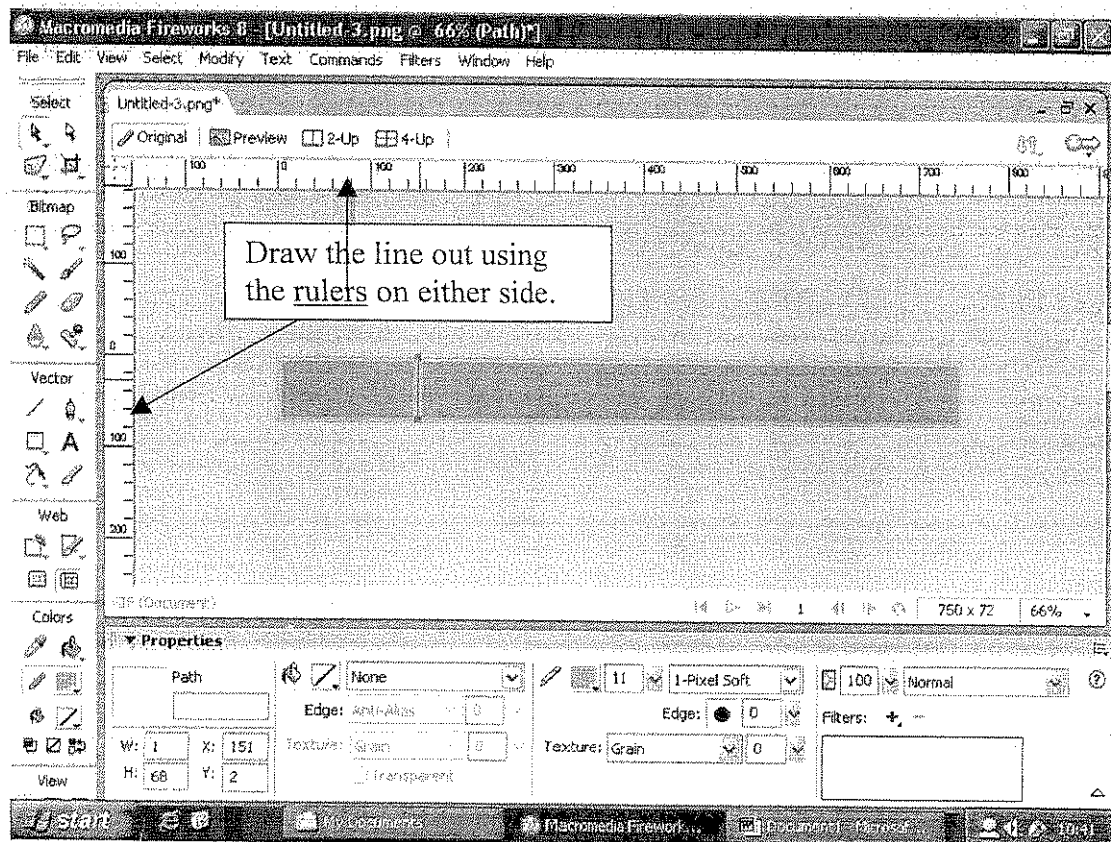
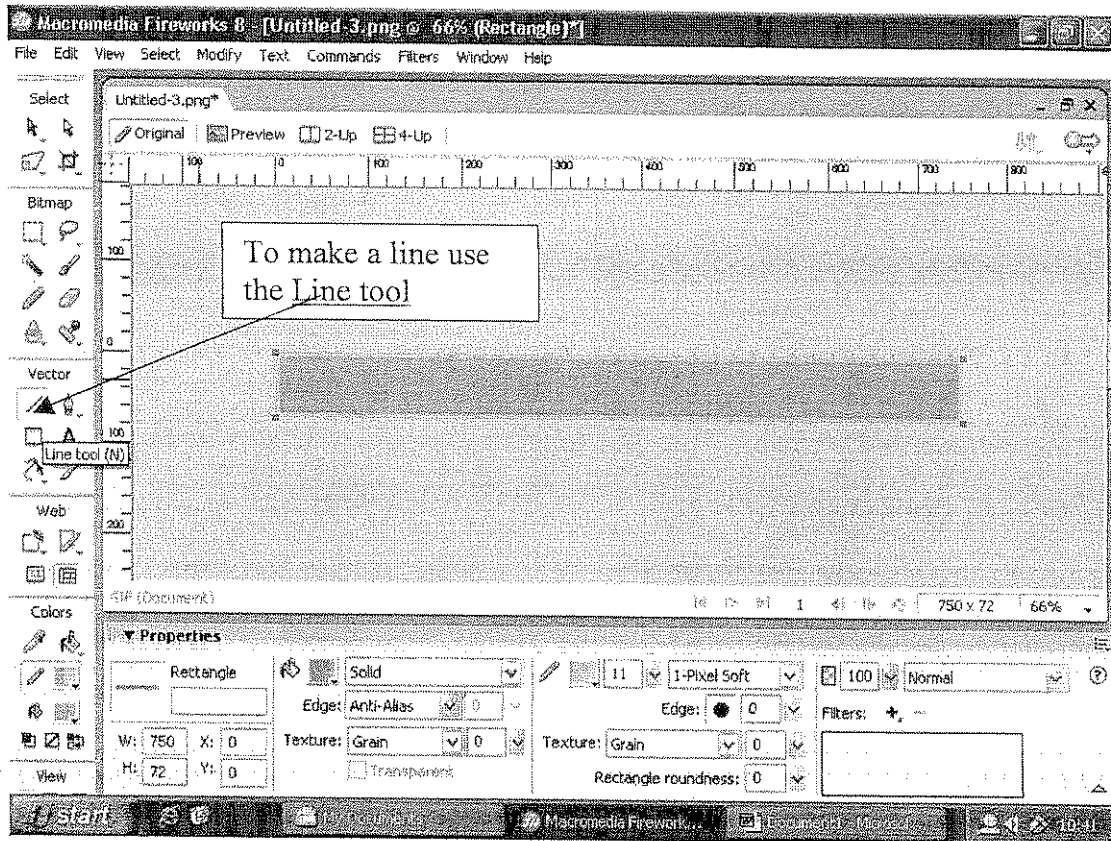
### Creating a Navigation Bar:

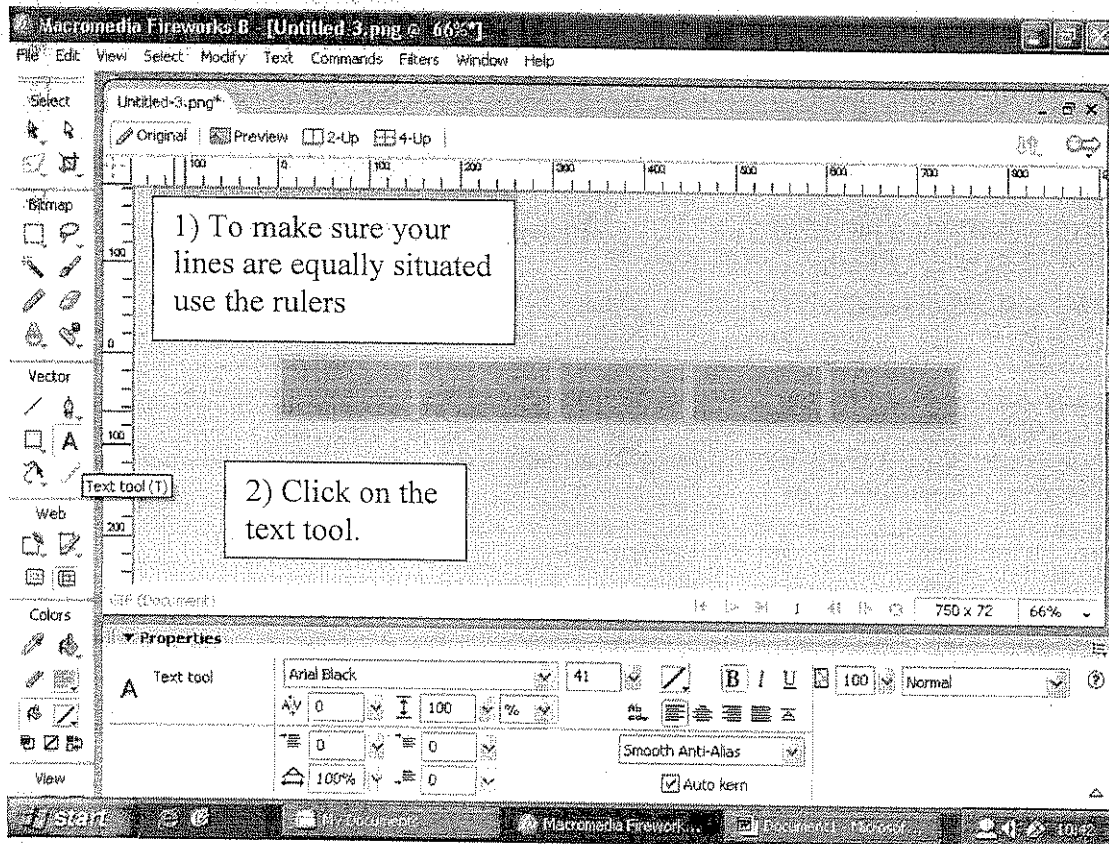
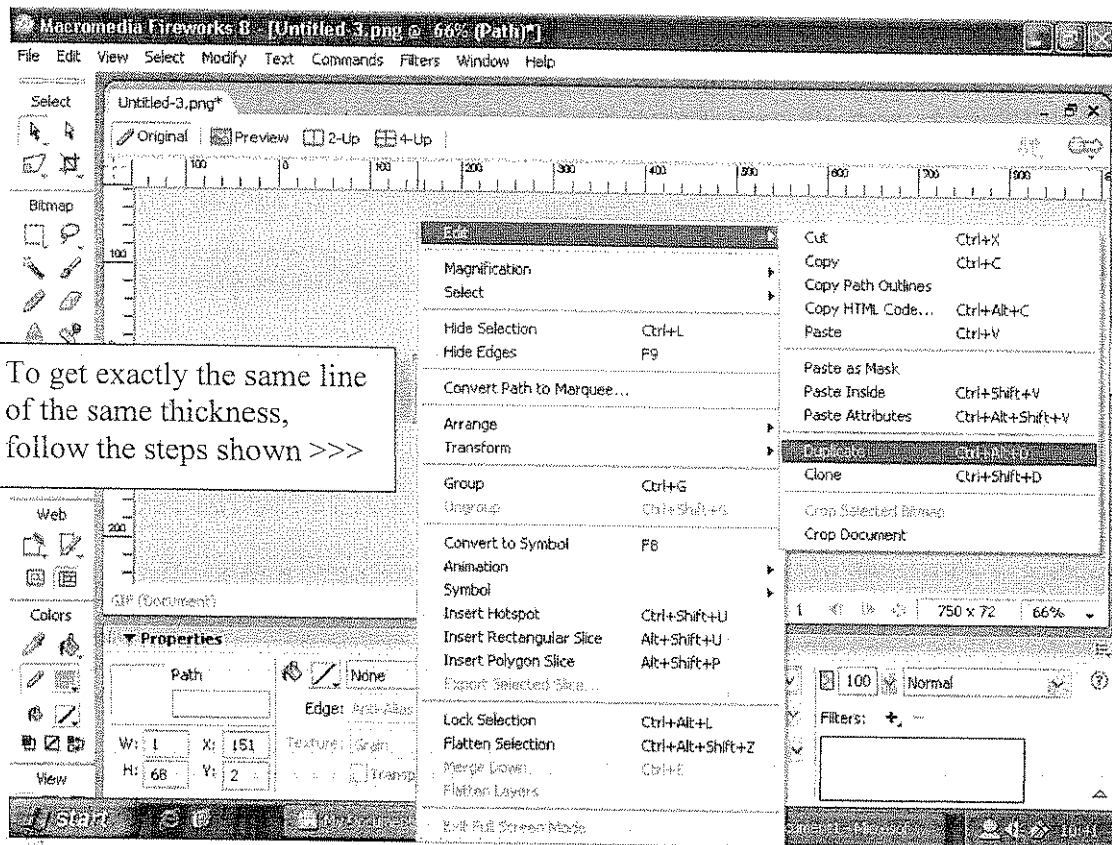


62

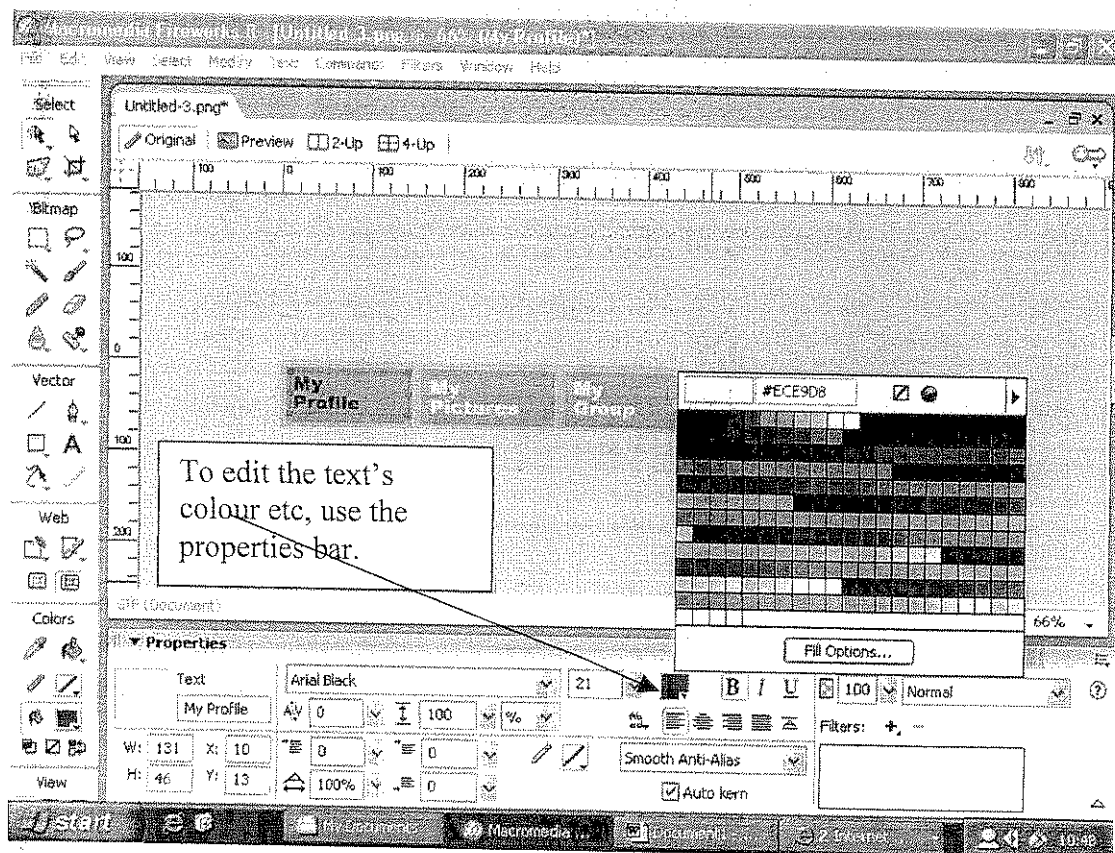
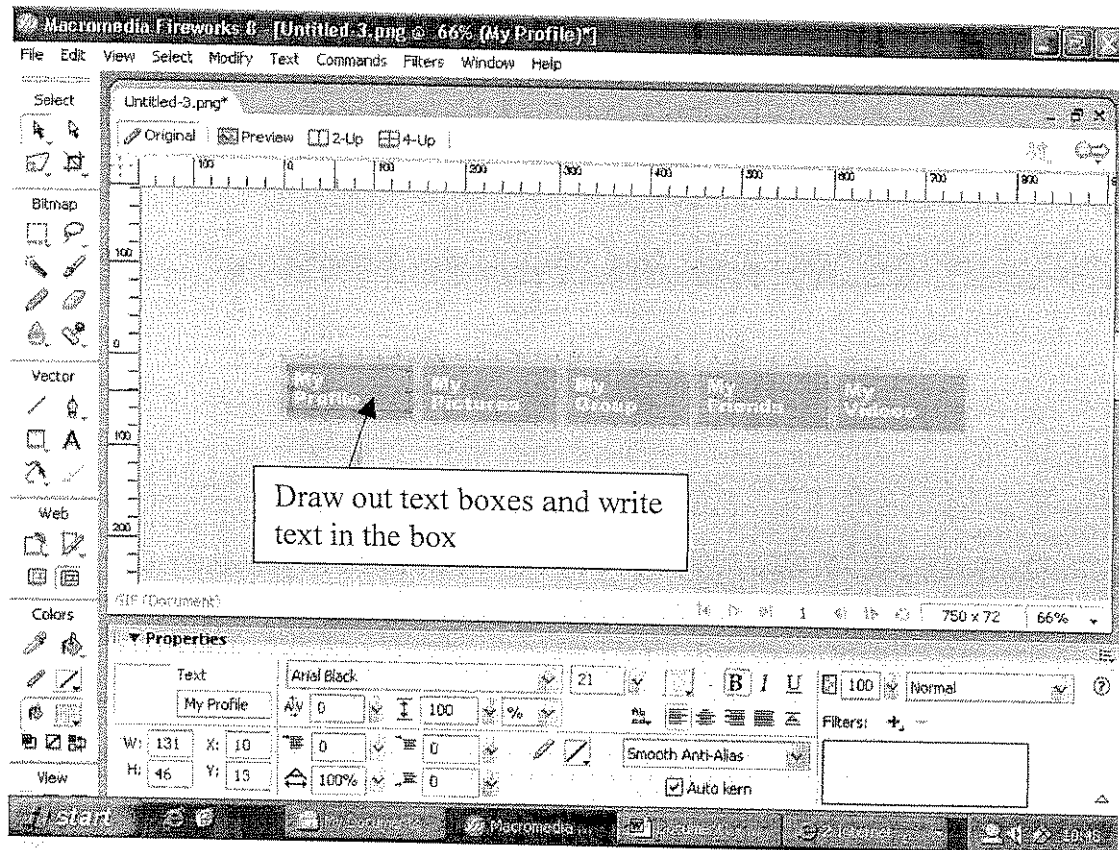
S:



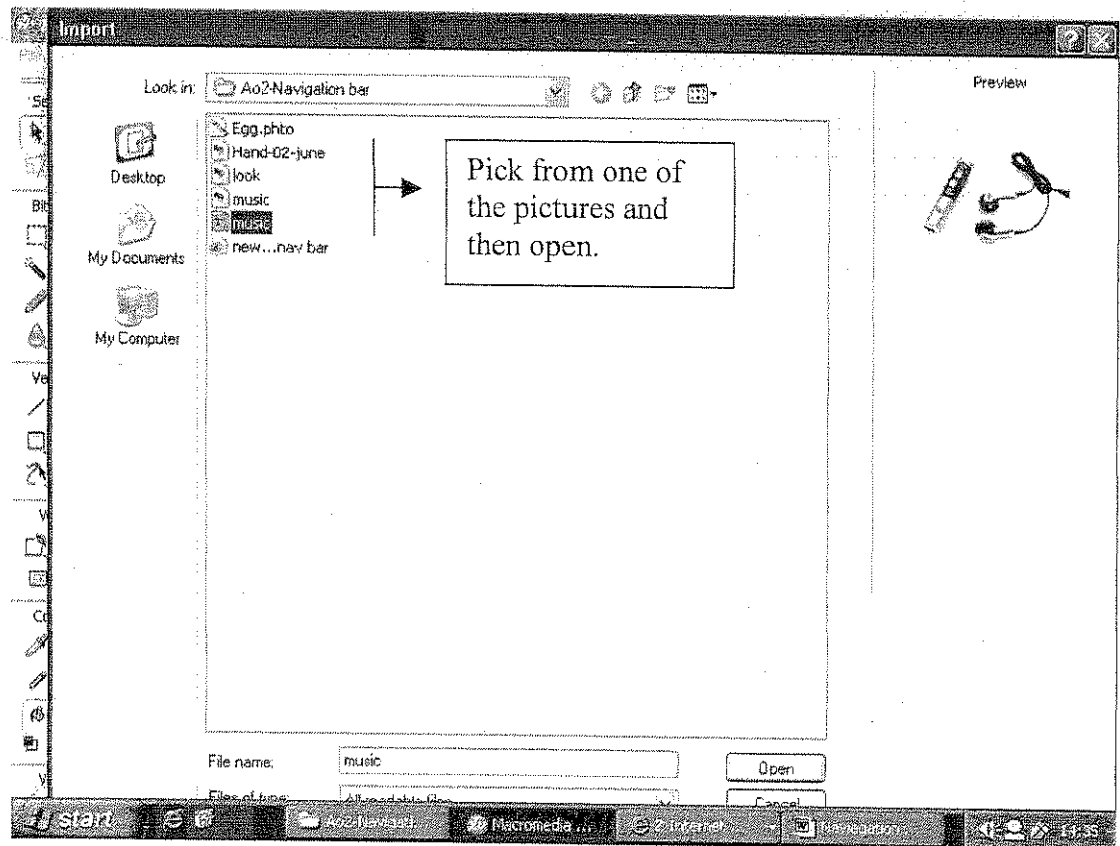
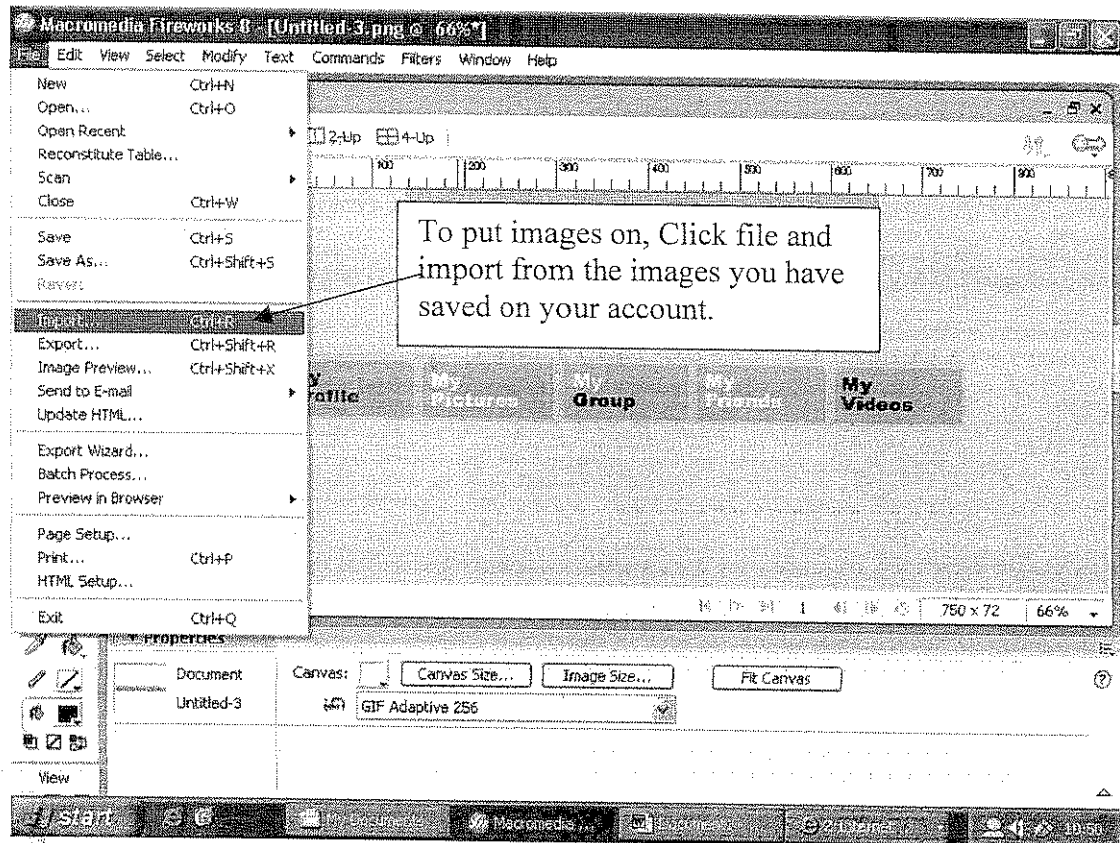






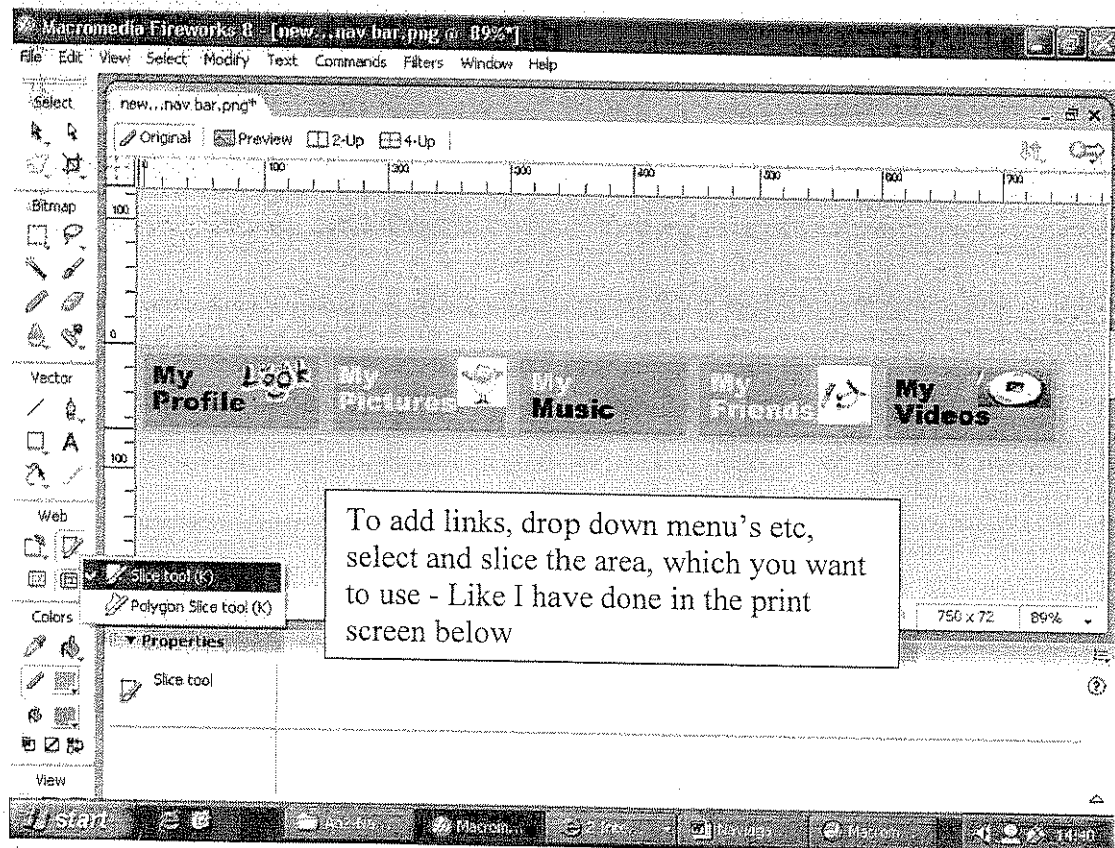
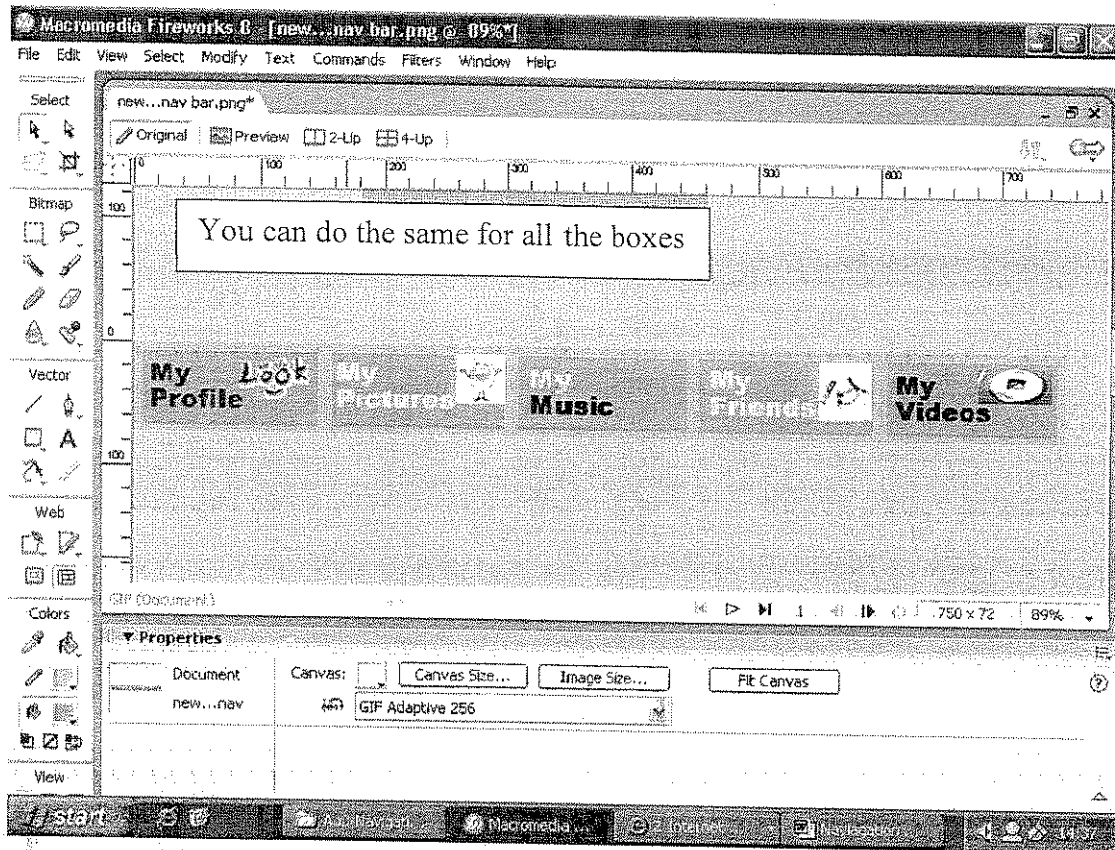


16

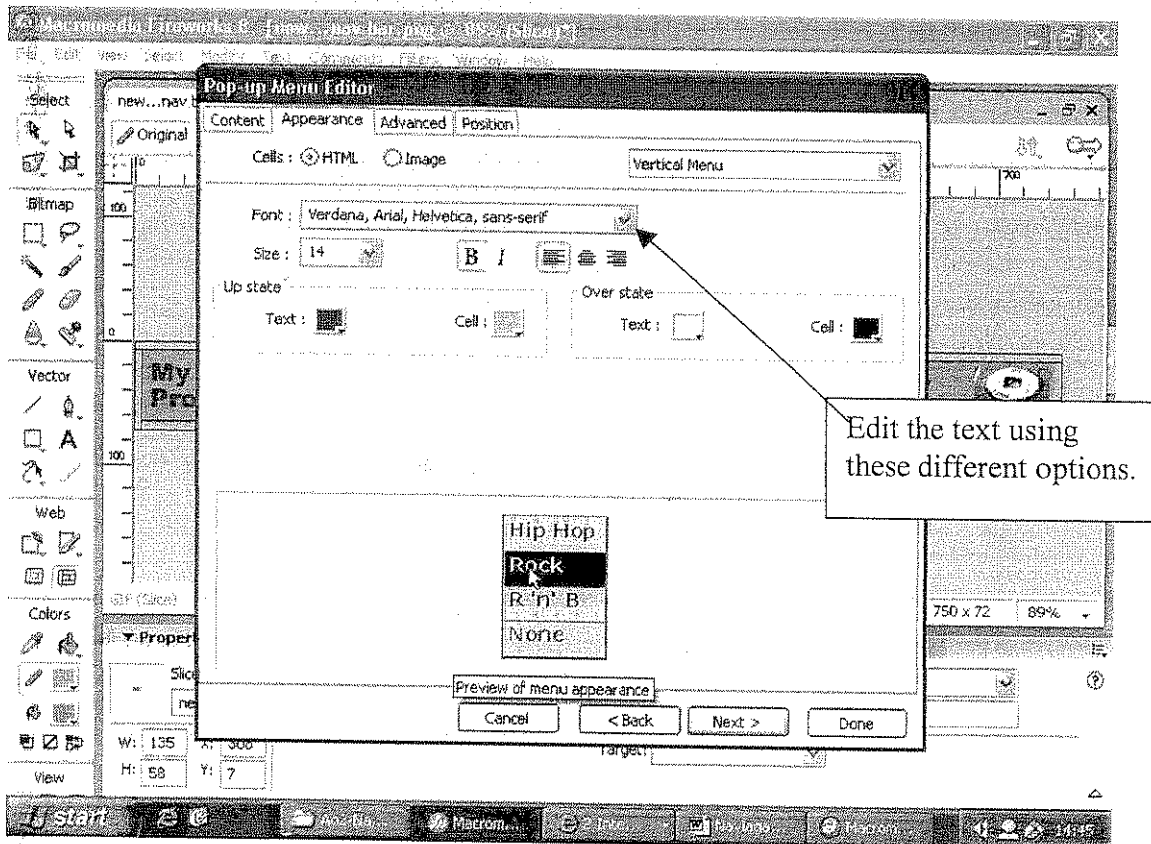
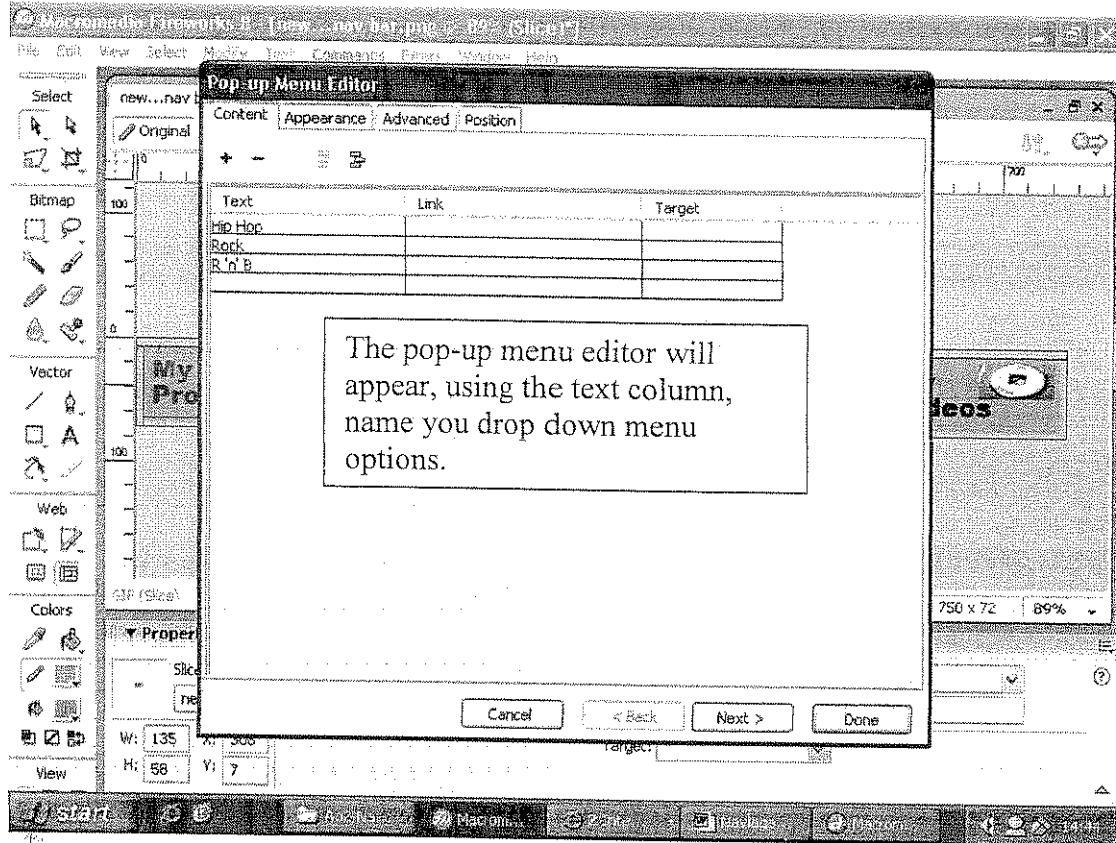


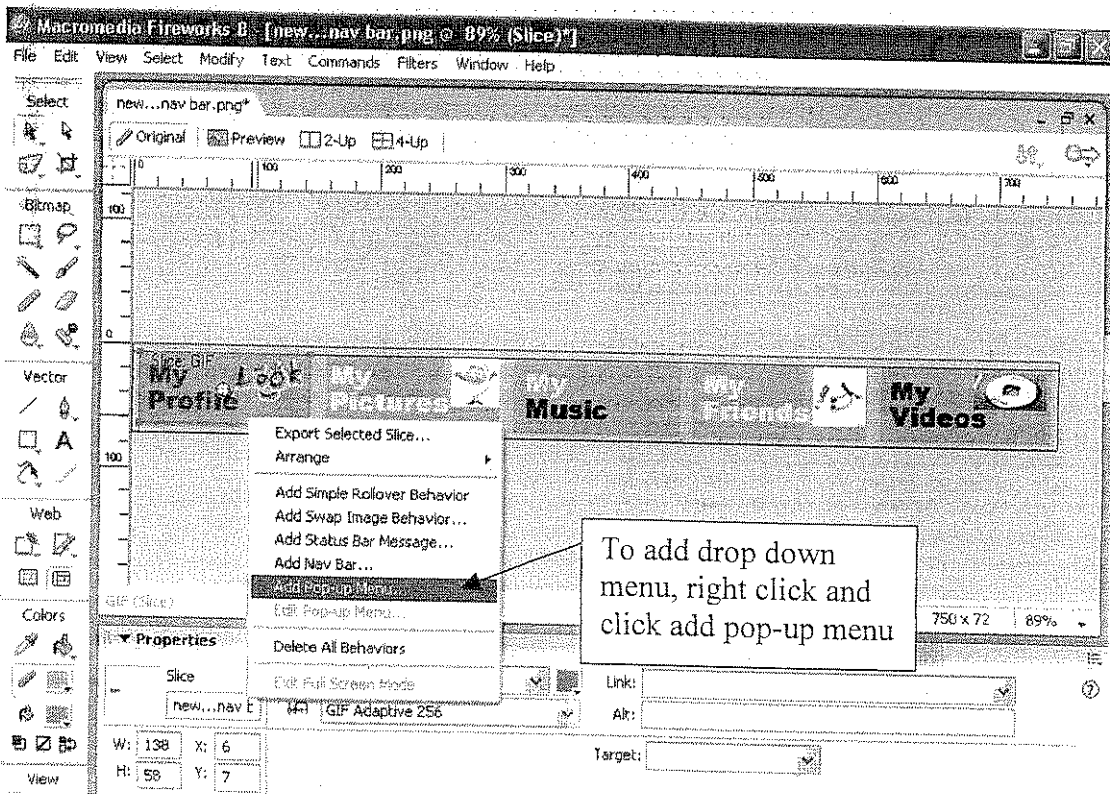
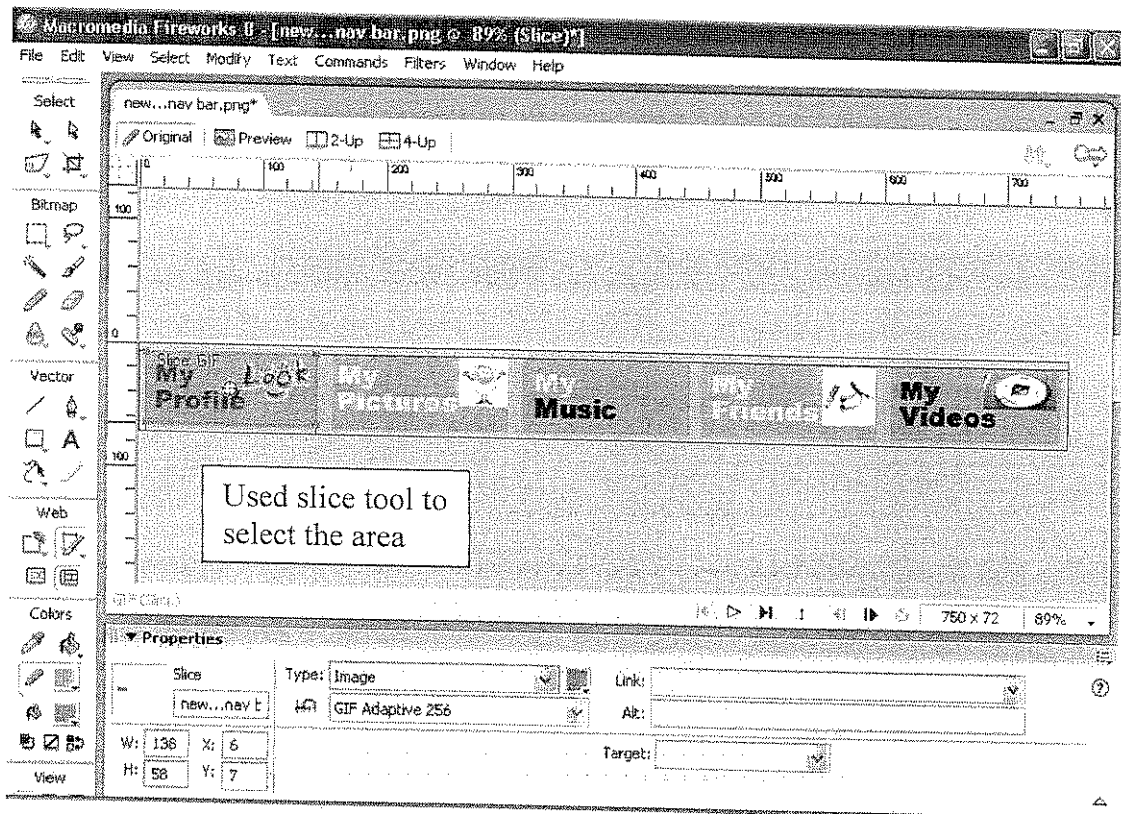


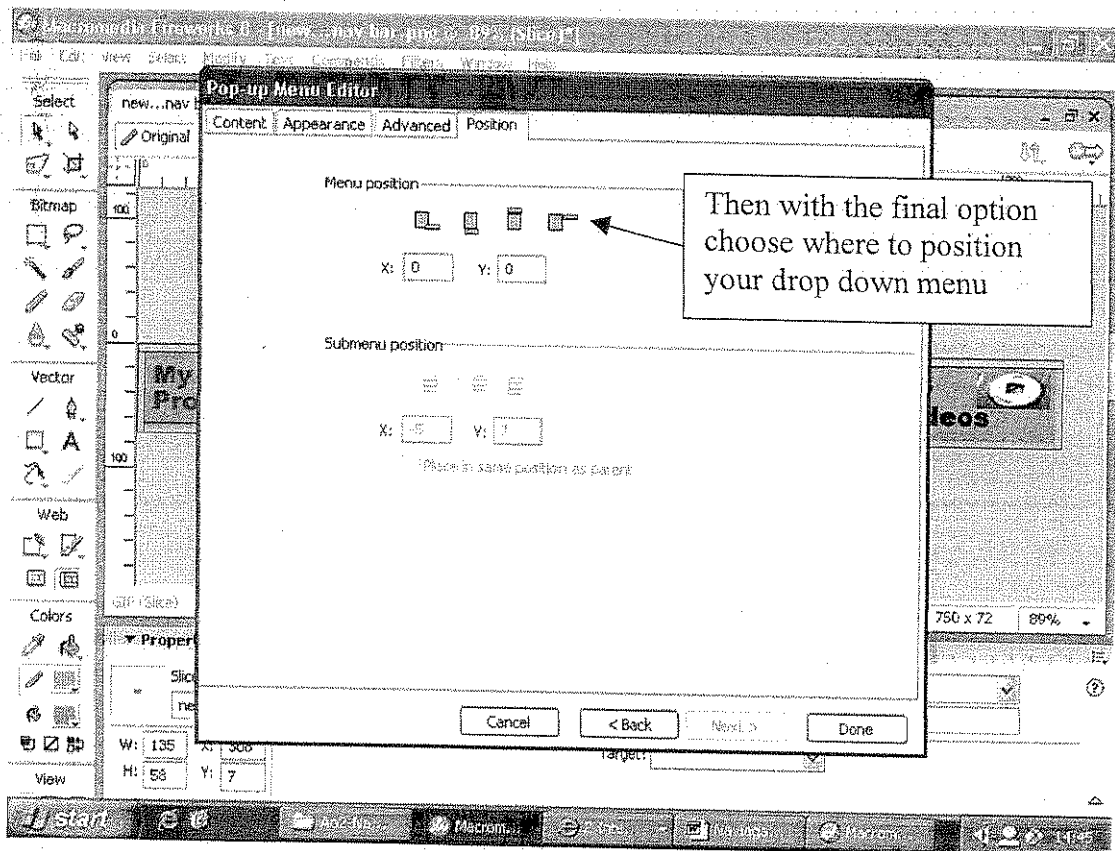
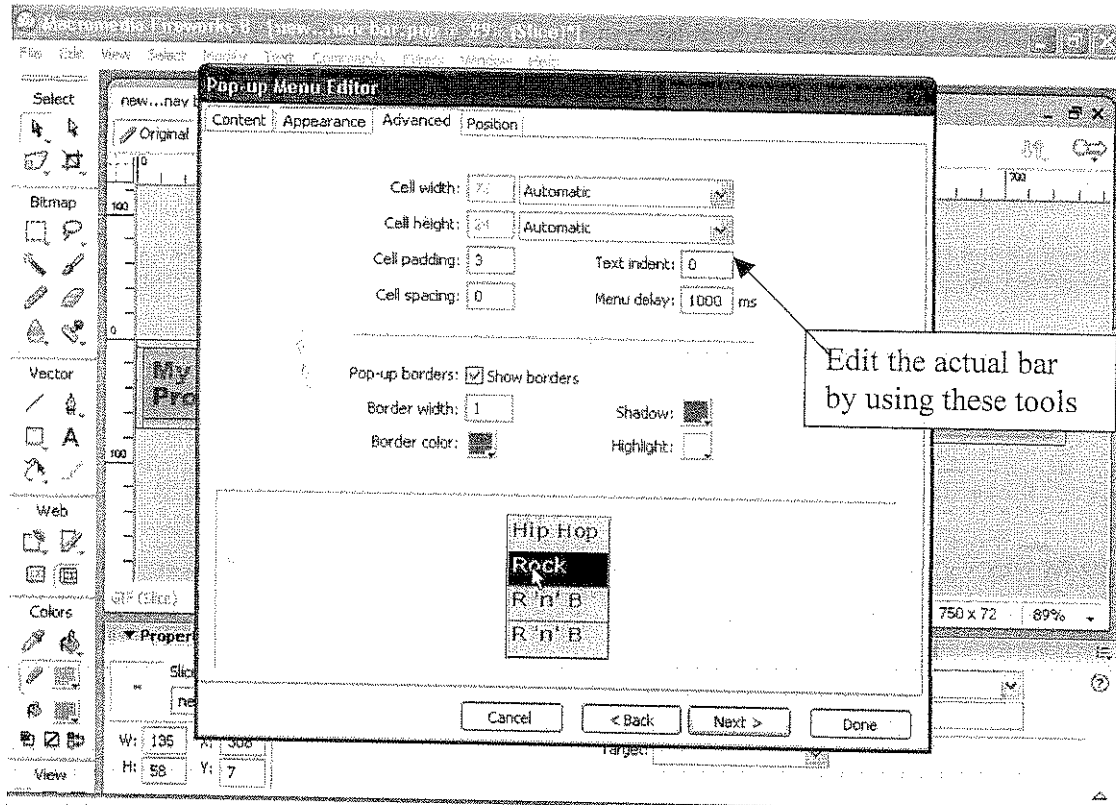
17

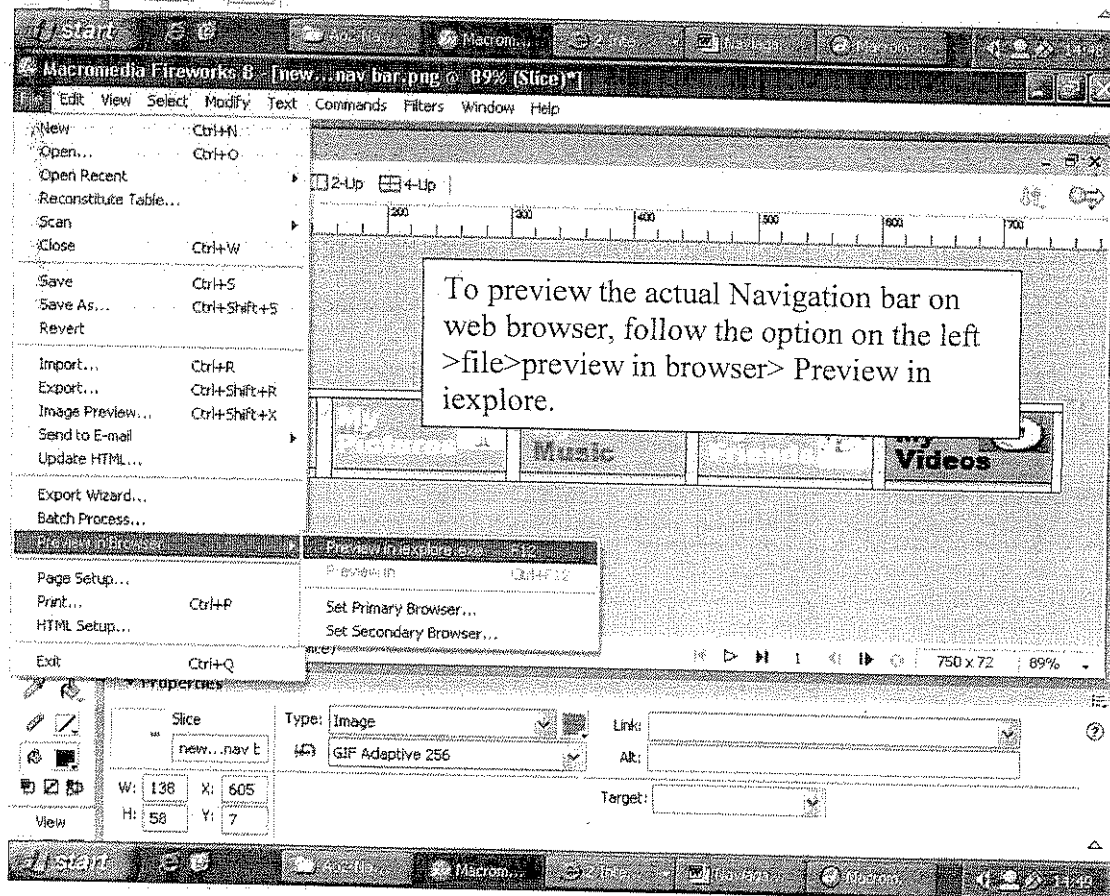
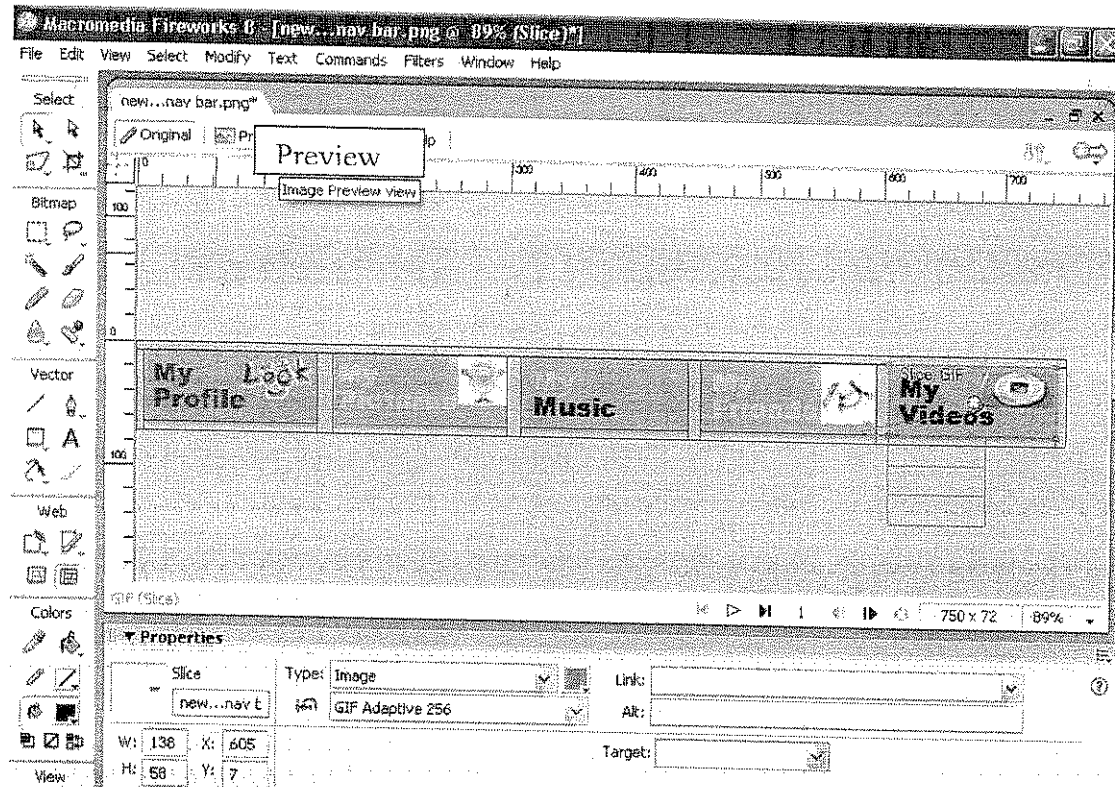


6



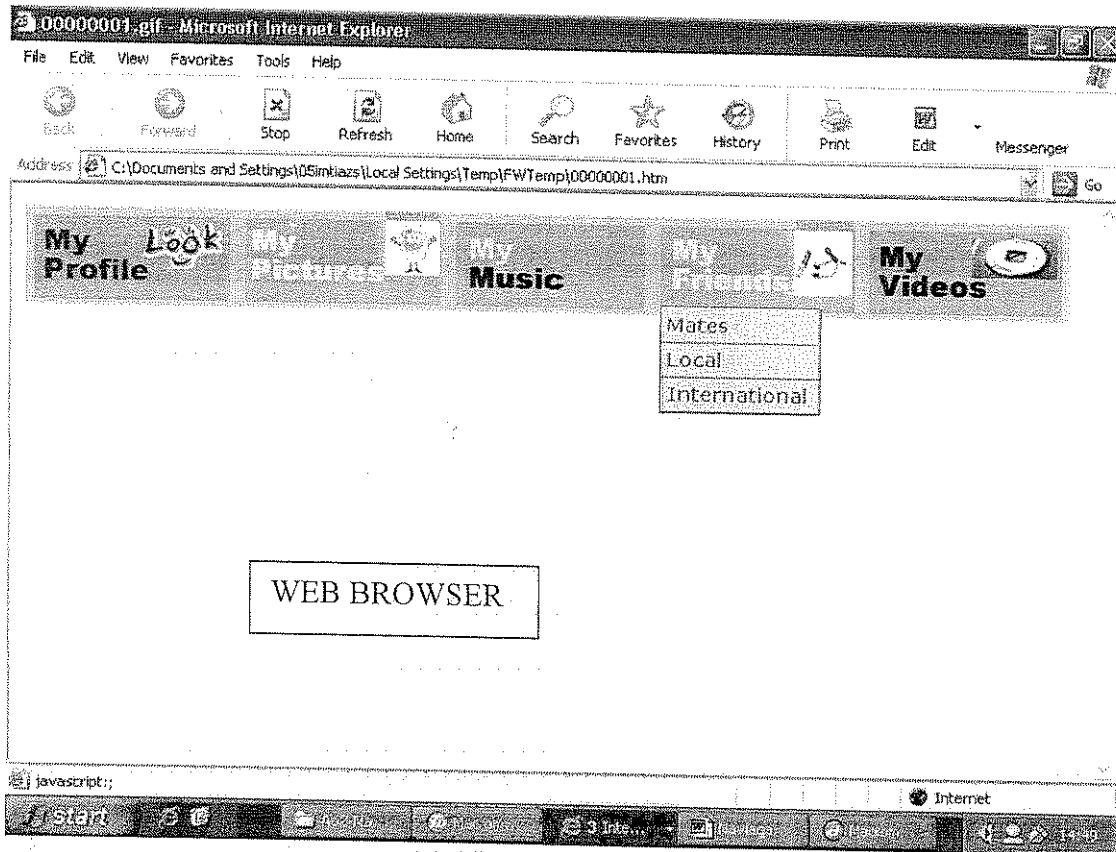




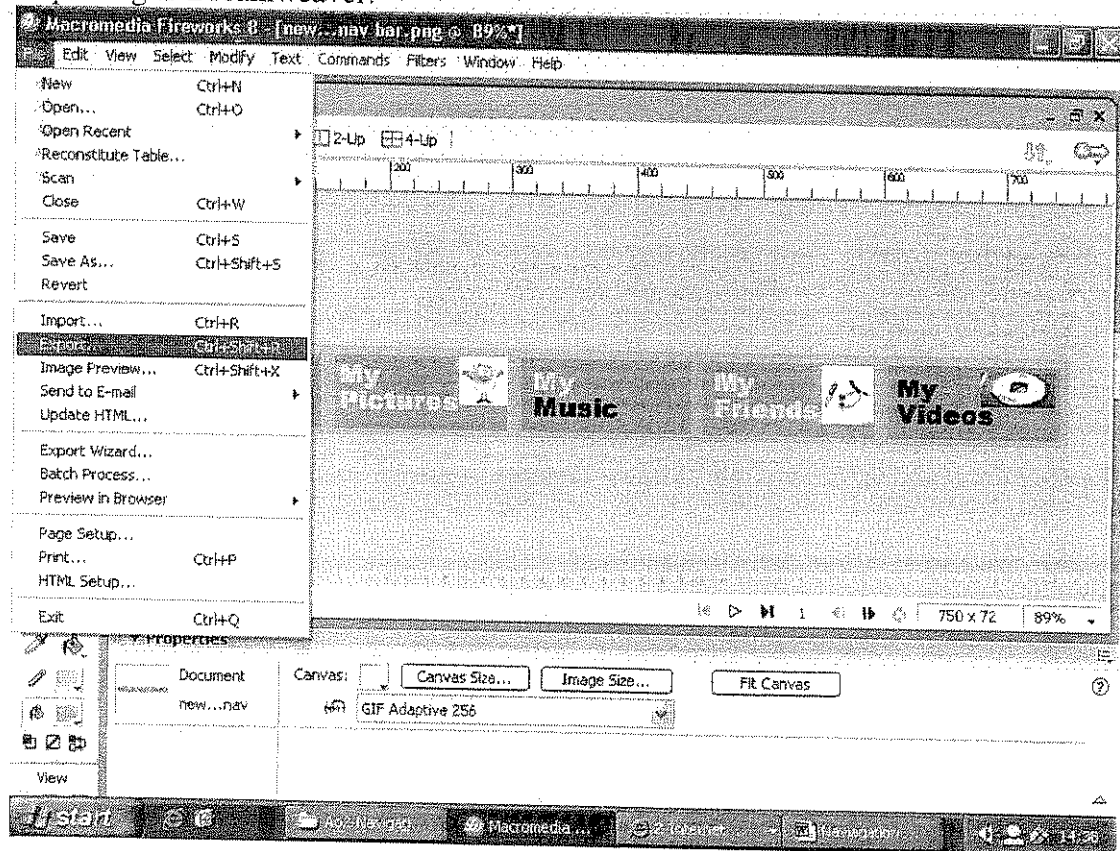




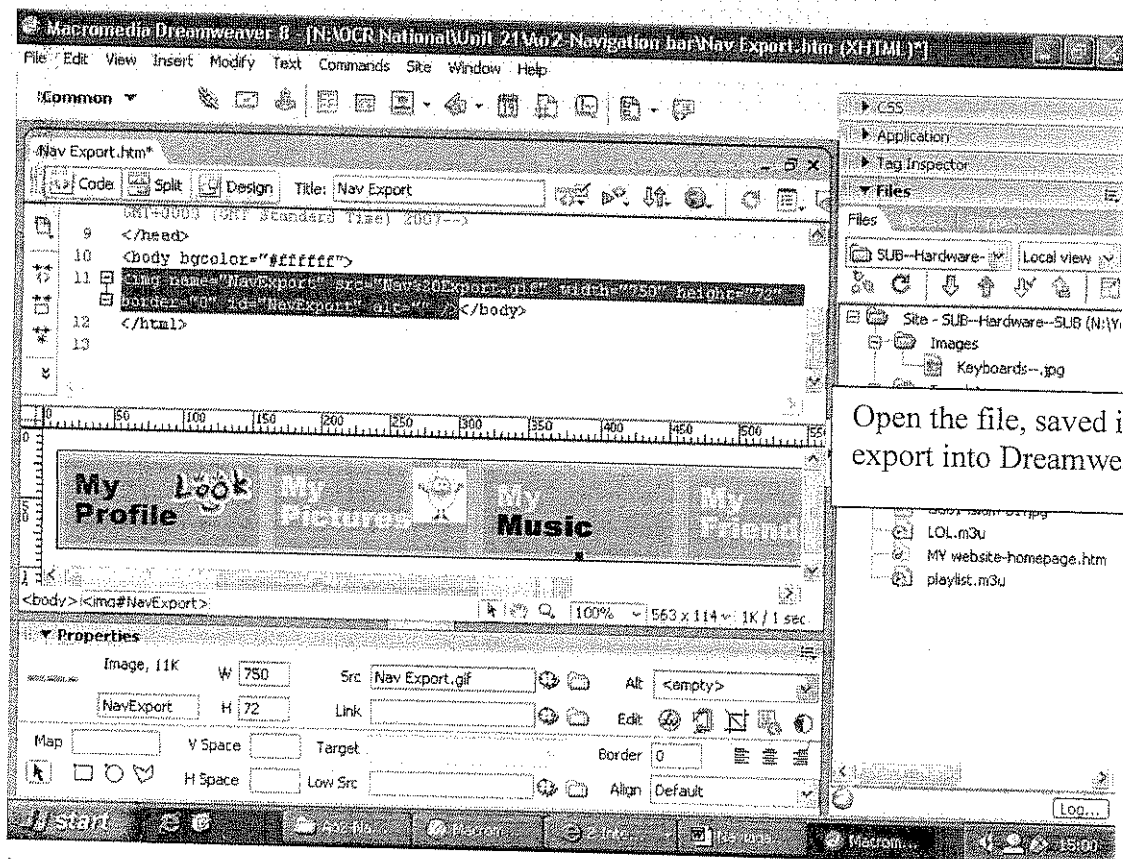
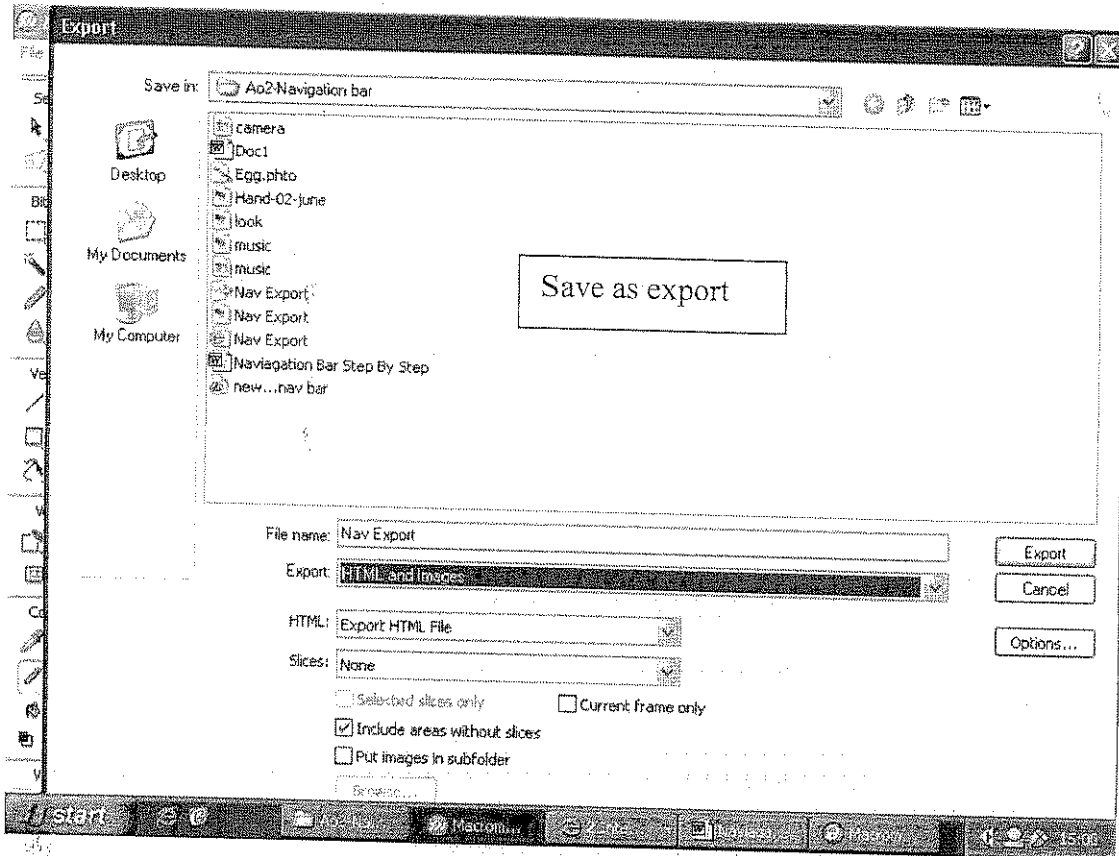
22



Exporting to Dreamweaver:



23



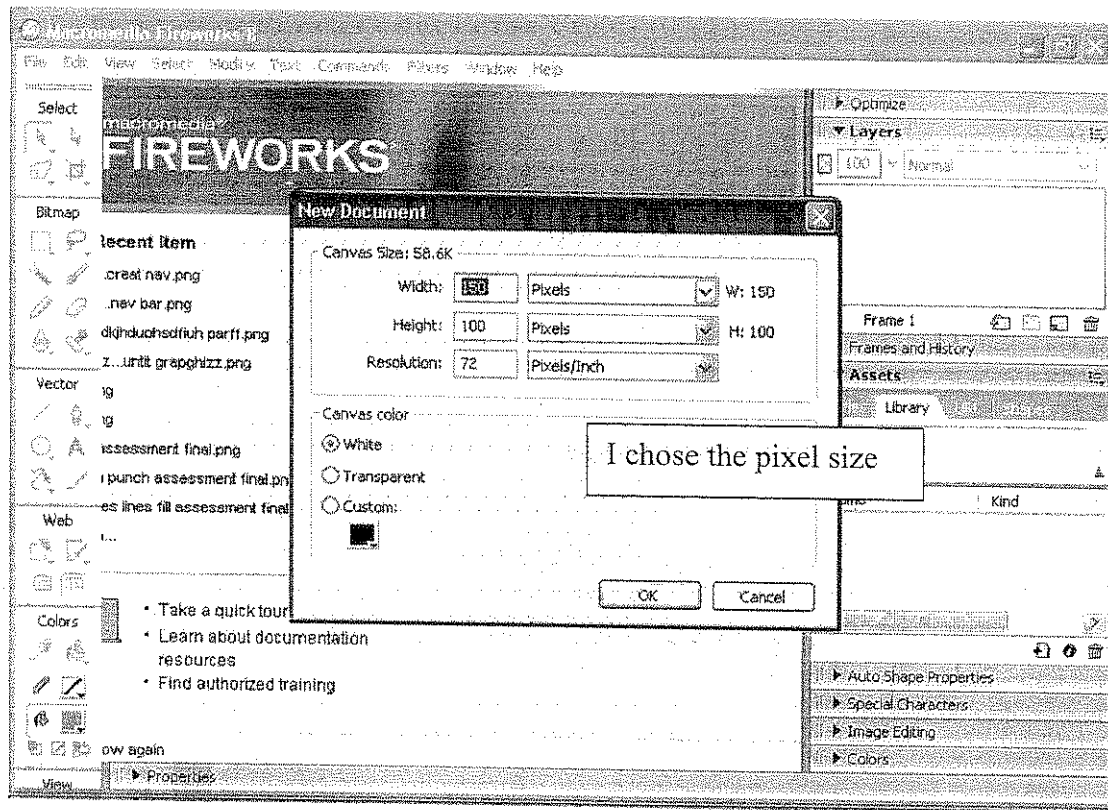


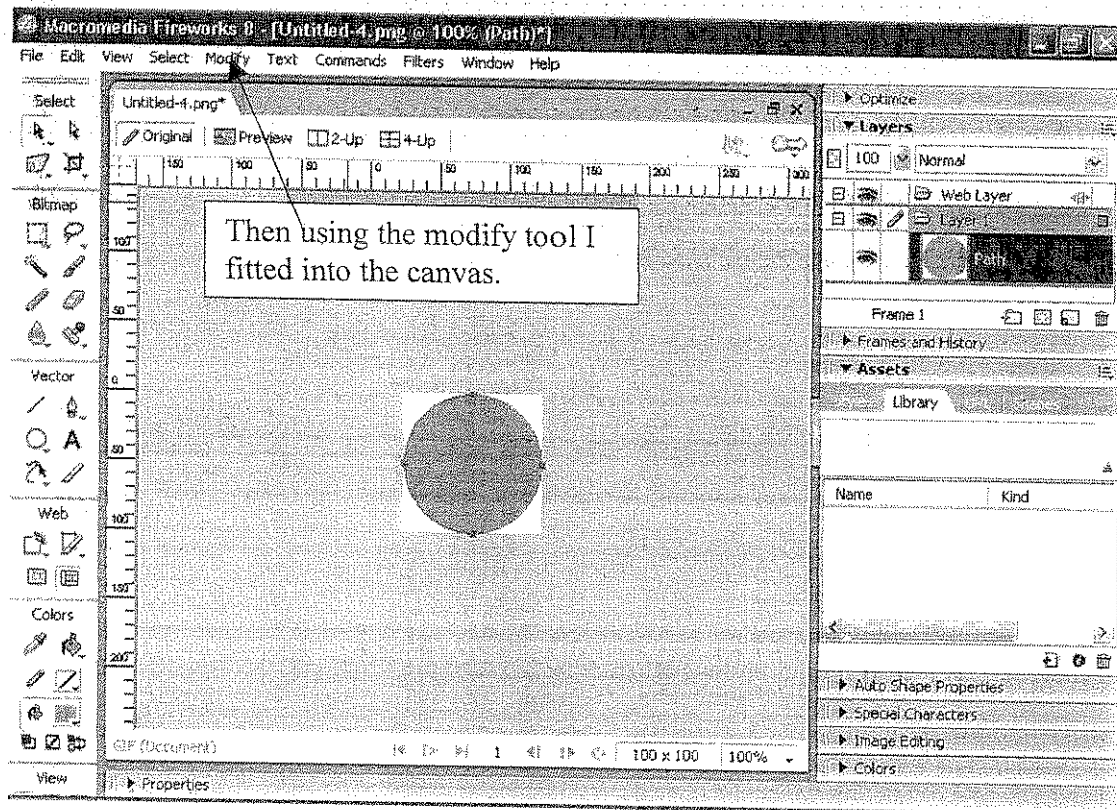
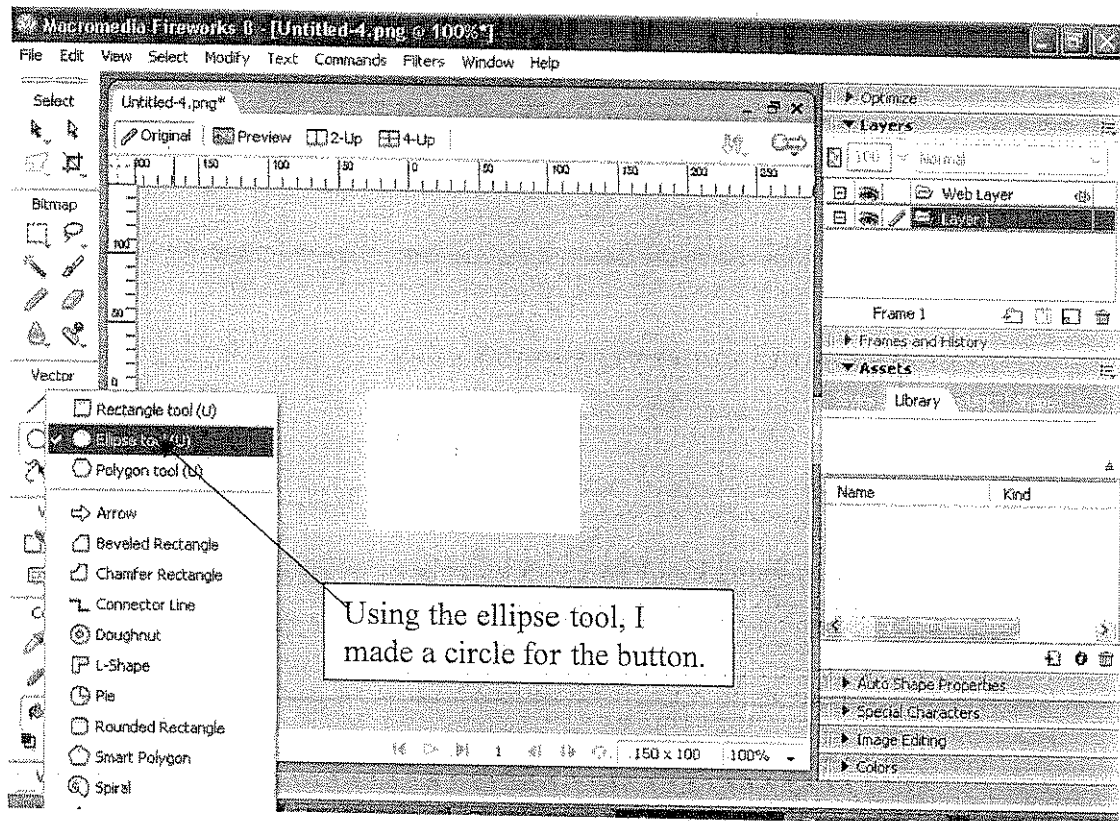


## Navigation Buttons

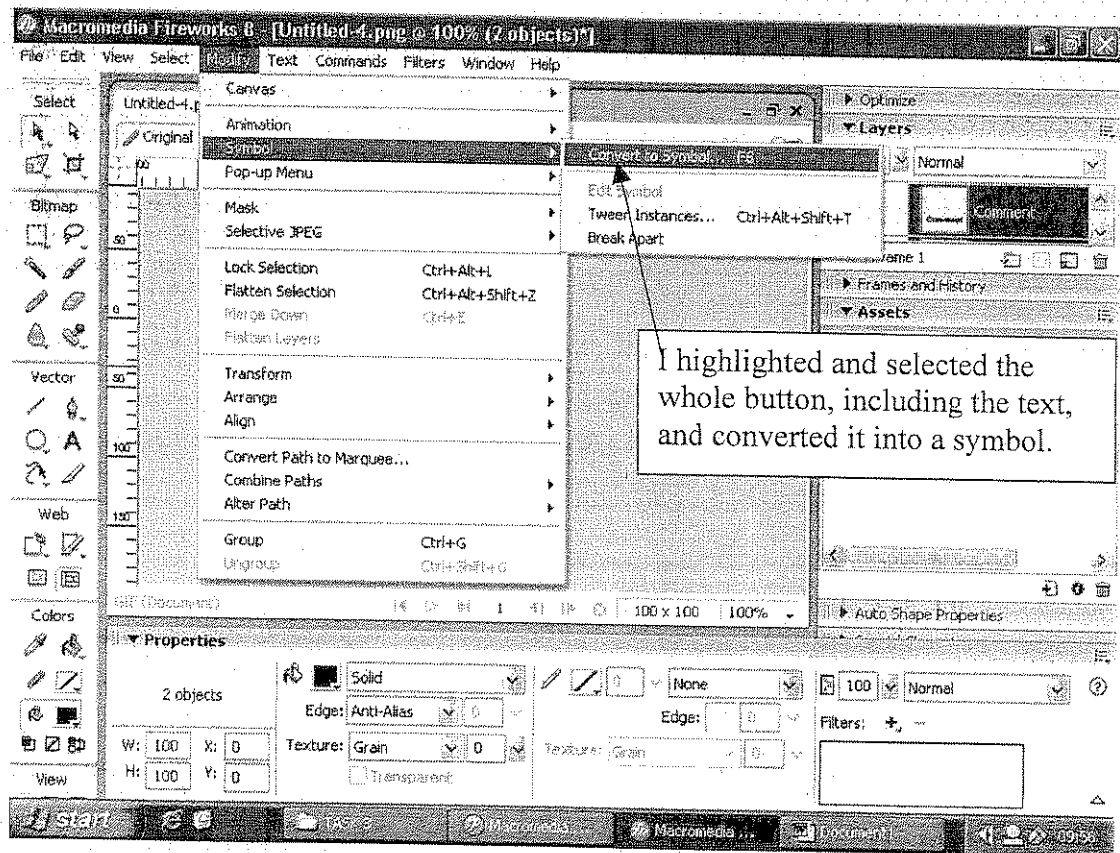
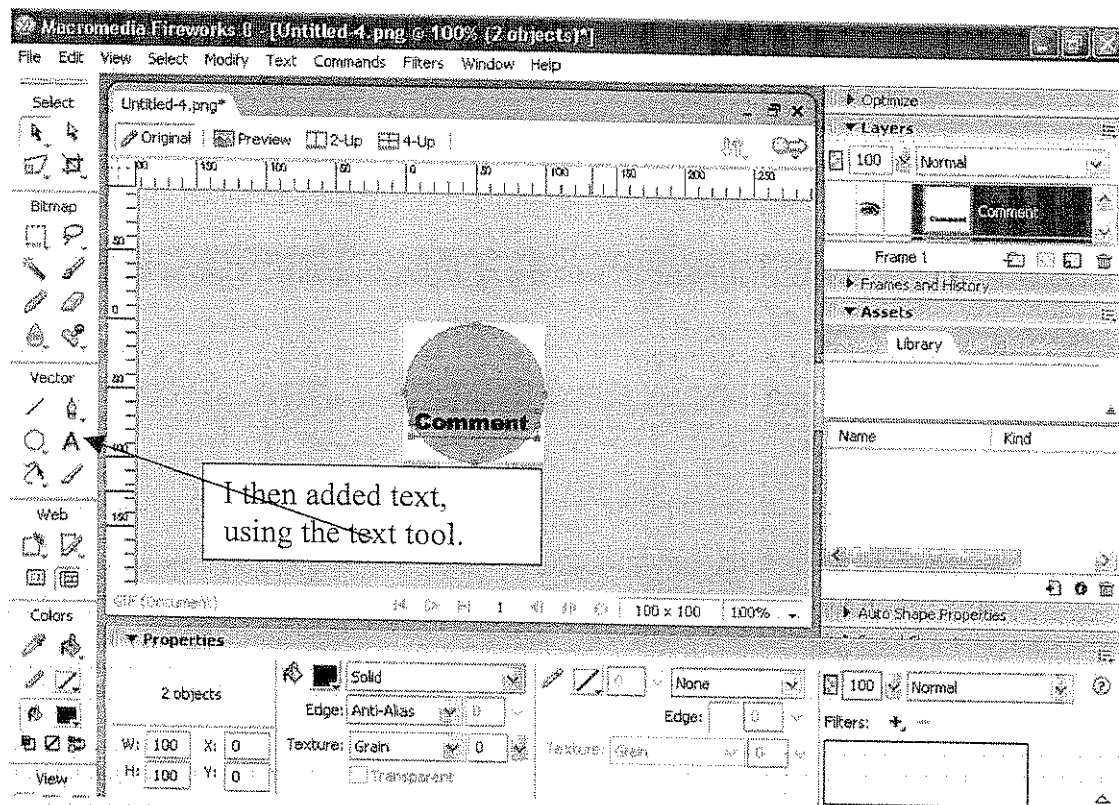
In this task I will be using the plans that I drew up in task 3a to create a set of three navigation buttons for the social networking site for D & M Promotions. I will make a graphic made up of images and texts, that's would be suitable for its purpose and audience.

### Creating a Rollover Button

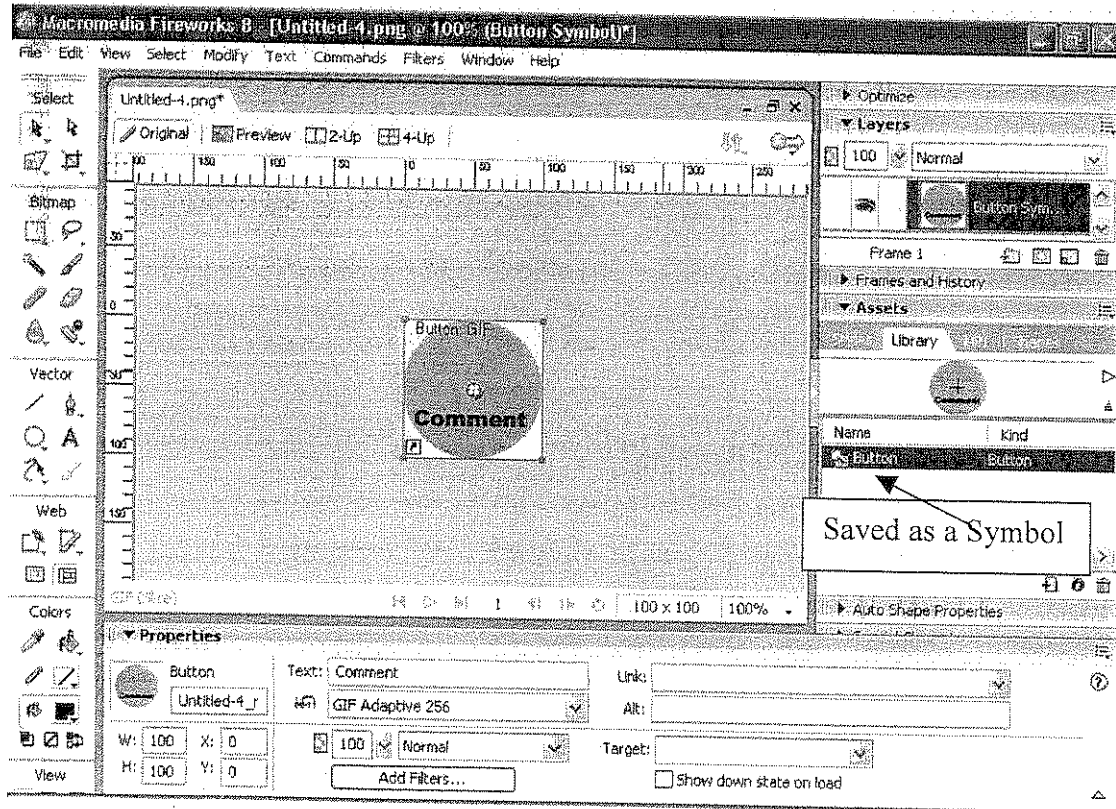
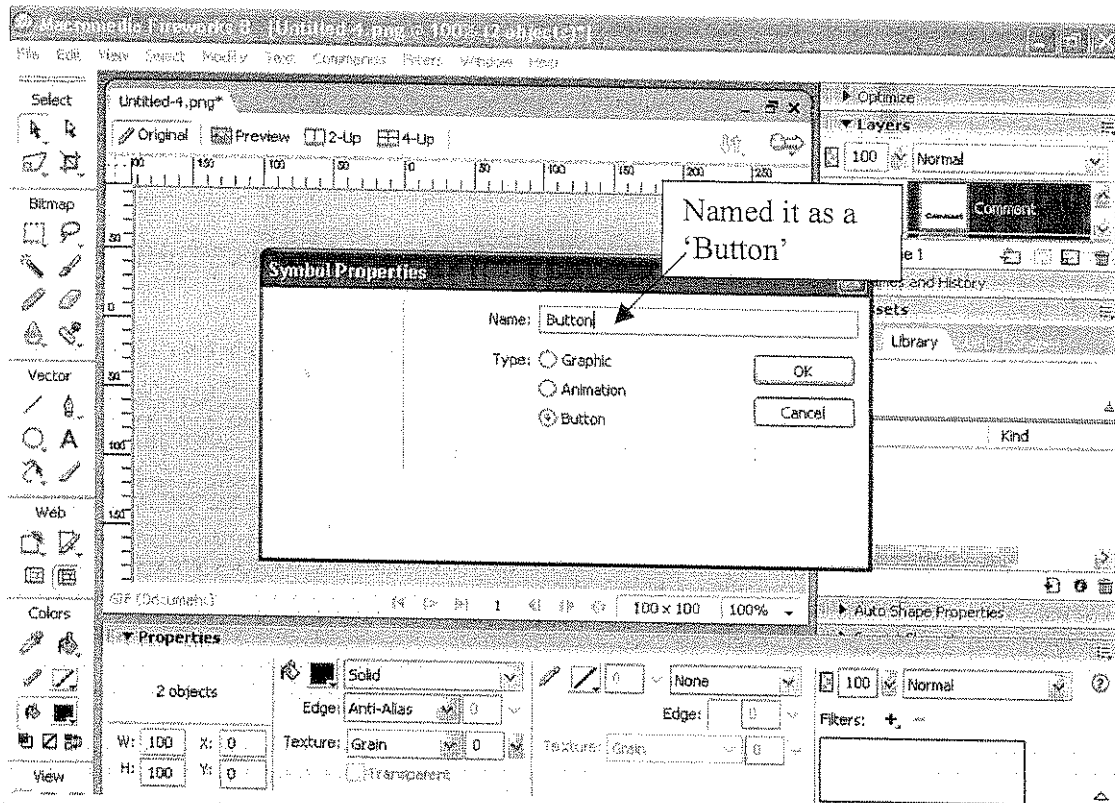




27

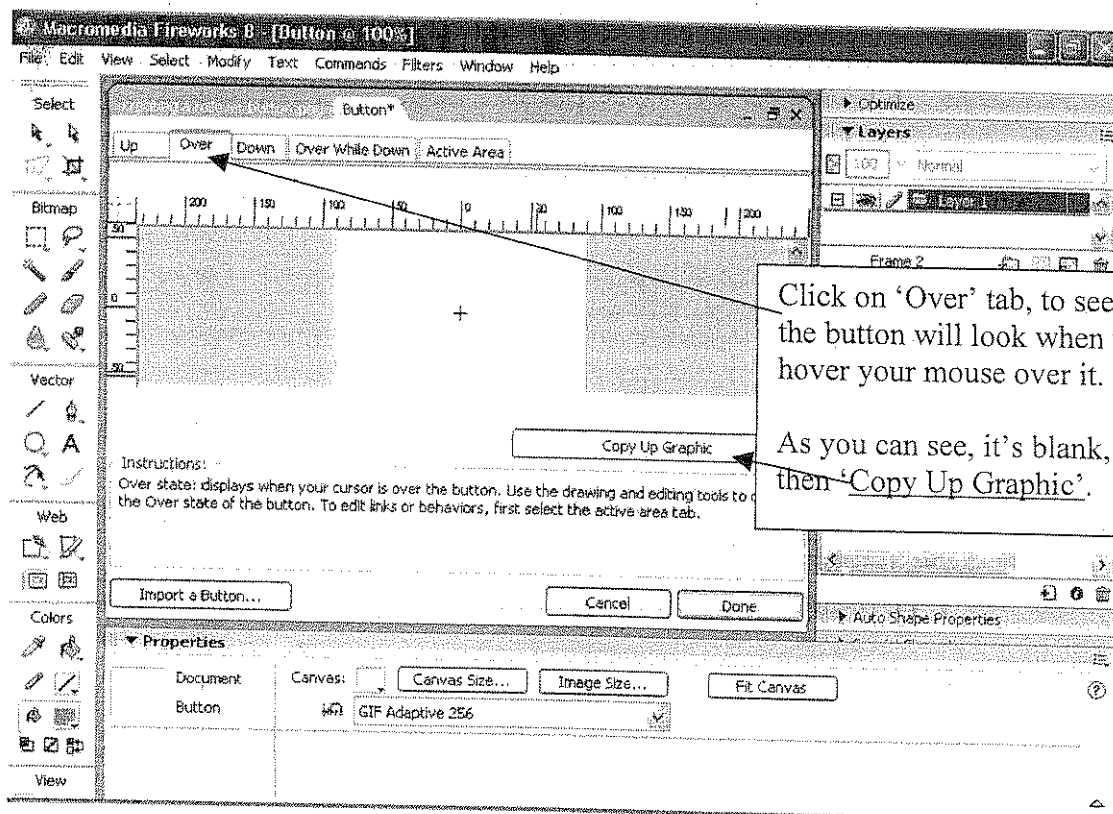
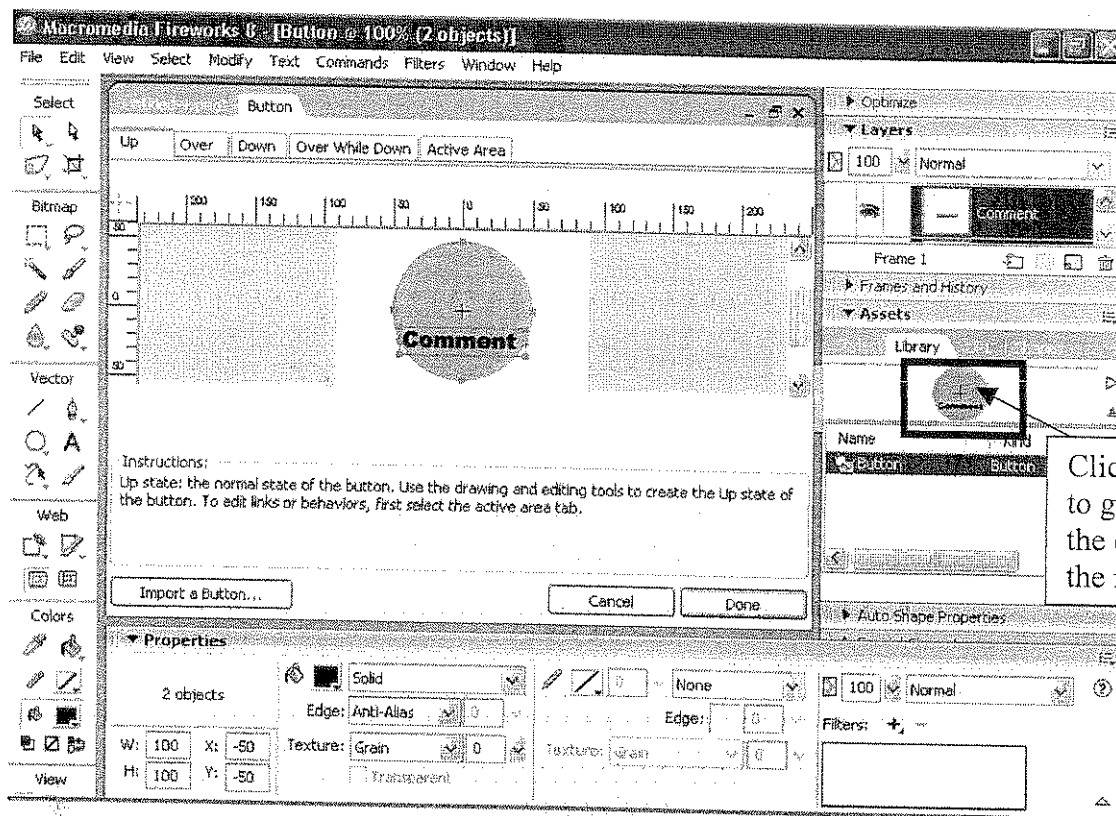


28



261

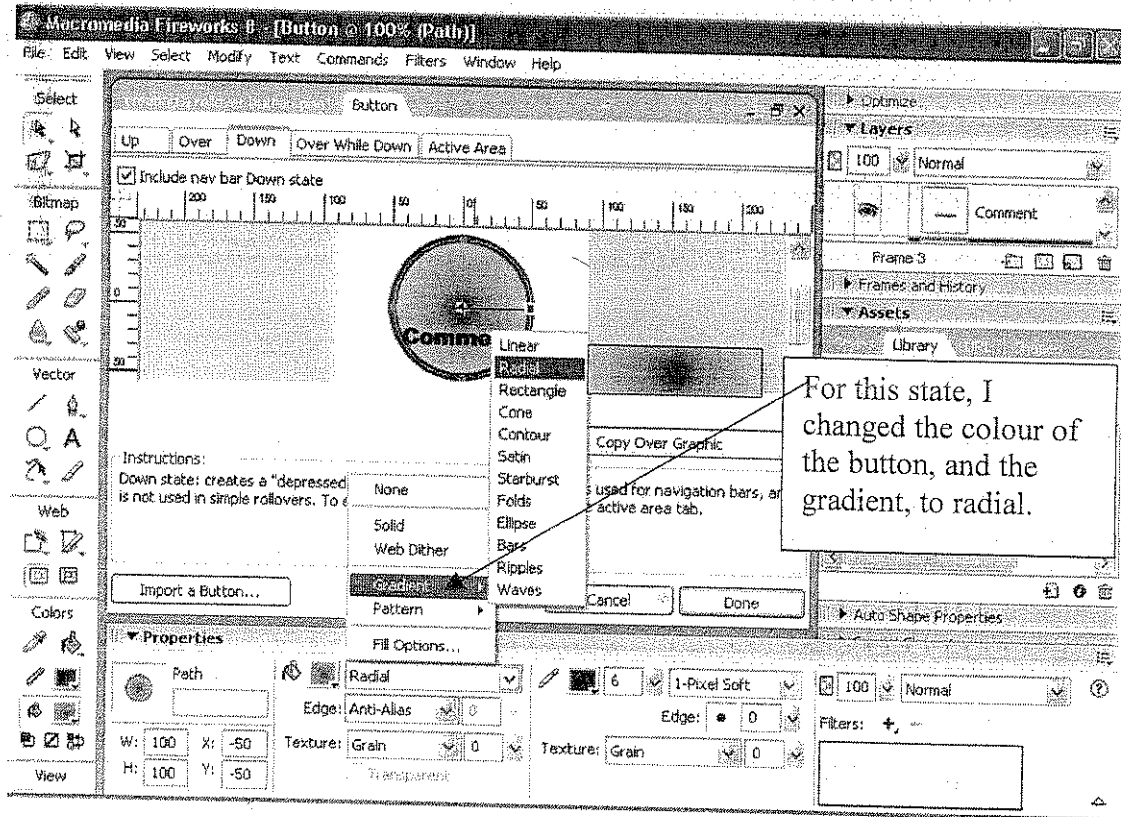
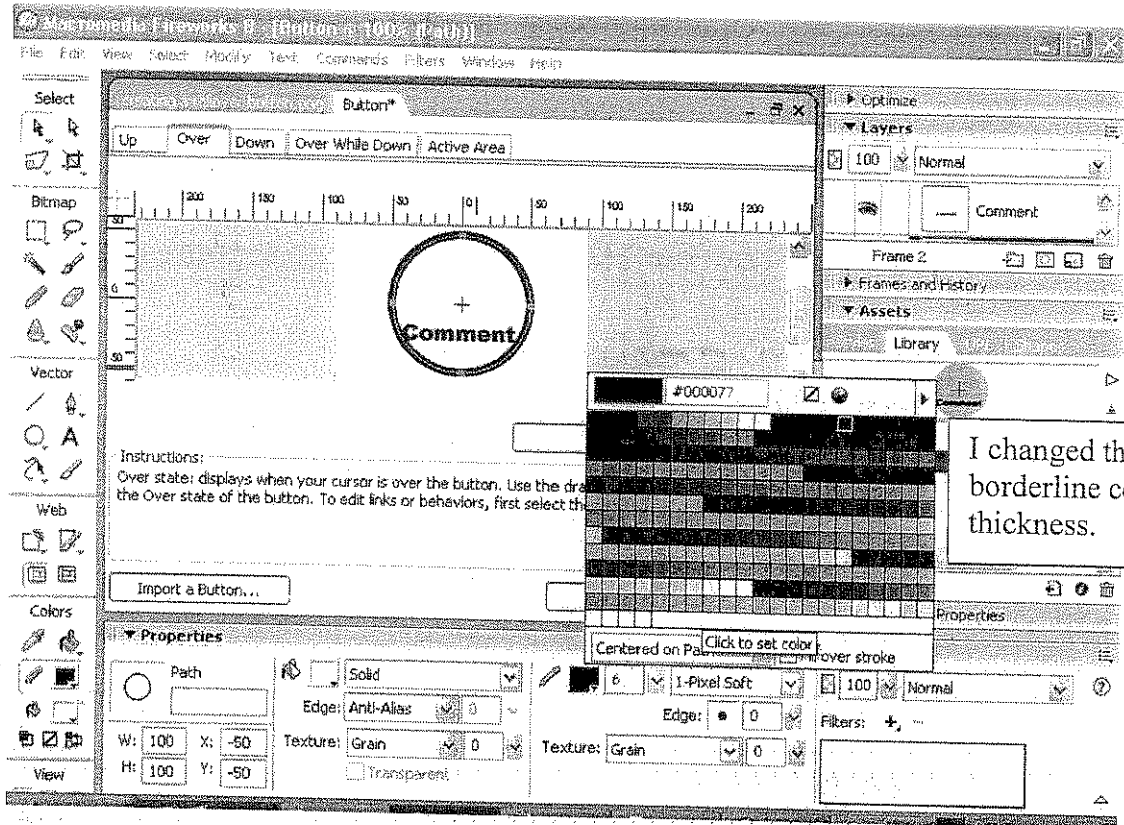
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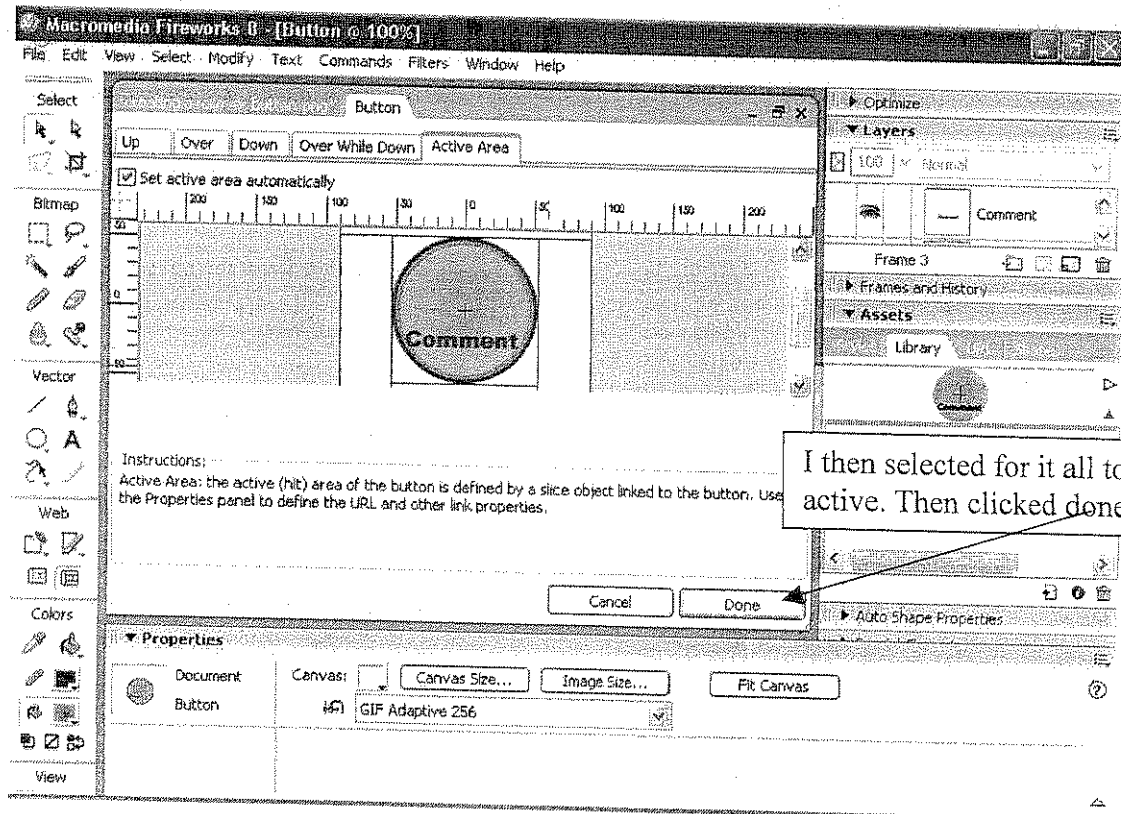
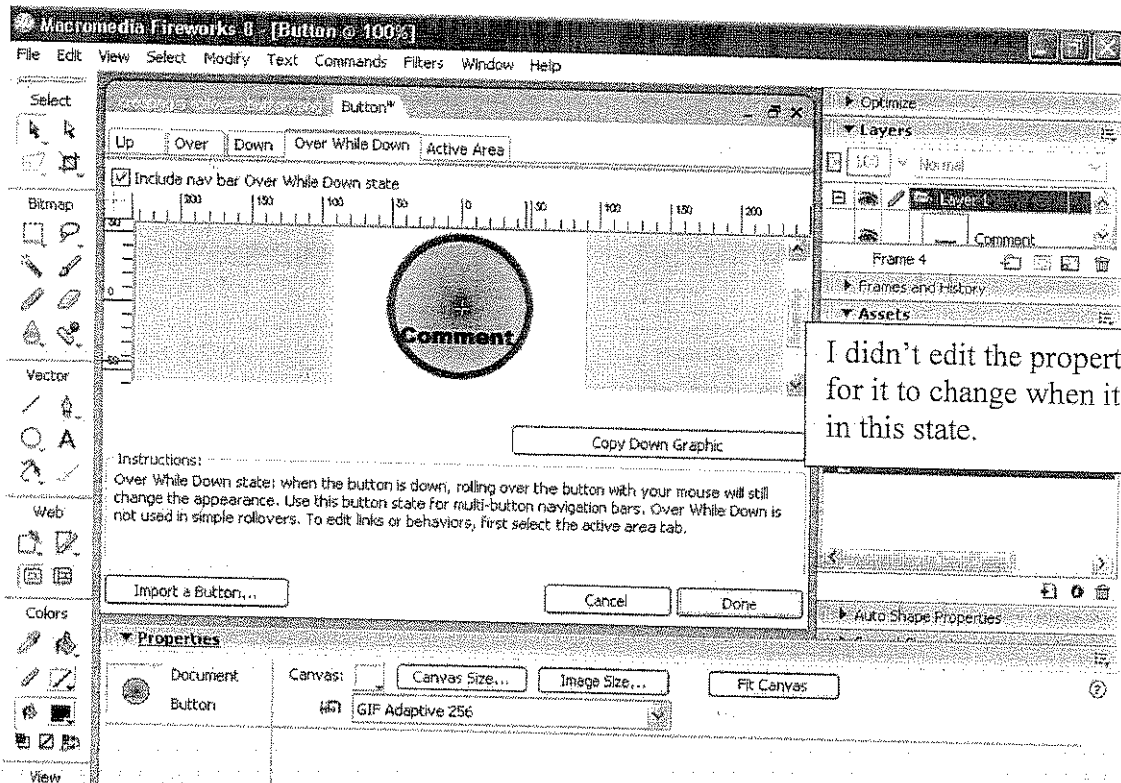


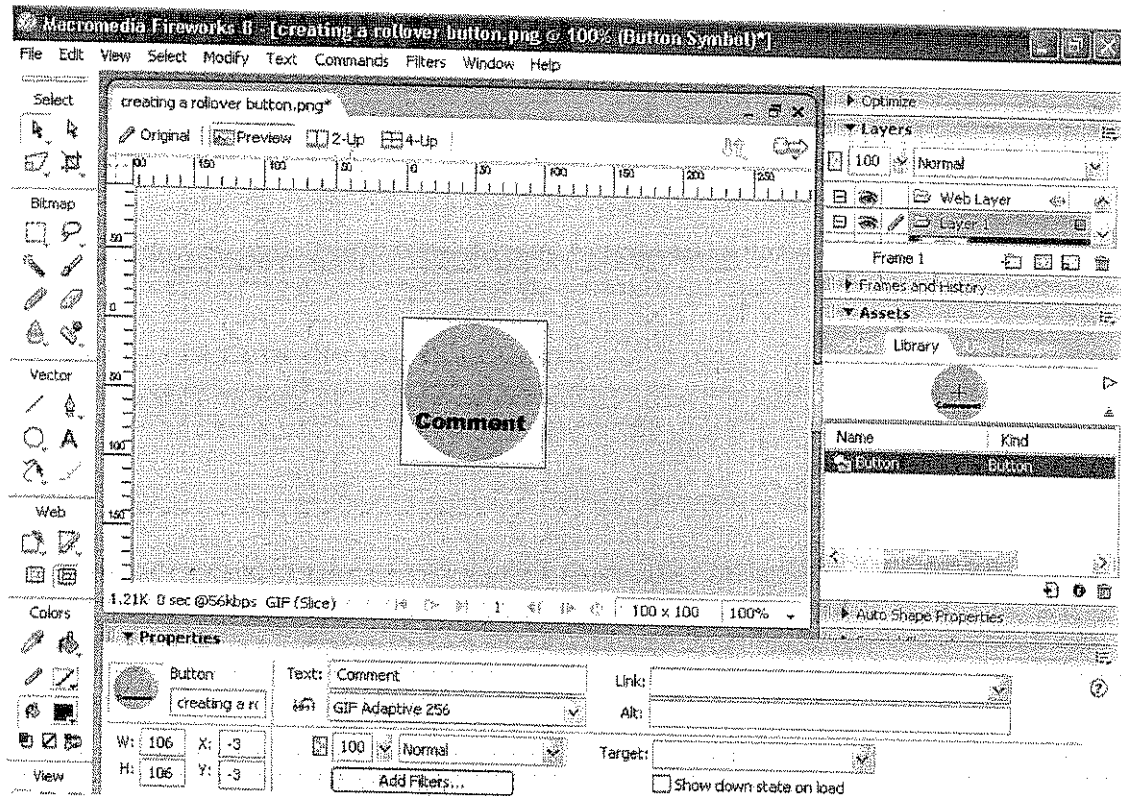
30

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31







## Navigation Buttons

### Comment Button:



Before hovering the mouse over the button.



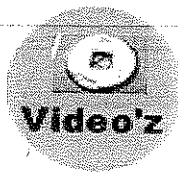
When hovering over the button, the borderline thickens and turns blue and the background colour of the button is a light grey.



When button is hovered over and clicked on, the text turns black and the background turns a light orange mixed with blue, which I achieve by the radial, gradient effect.



Nothing happens at this stage, except the images enlarges at a slight difference.

**Video's Button:**

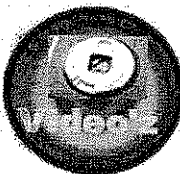
Before hovering the cursor over the button.



When hovering over the button, the button turns green with a gradient ripple effect.



When button is hovered over and clicked, the text turns yellow and the image enlarges slightly, to catch the attention of the viewer.



When hovering over the 'already clicked' button, the black border, which you don't see on the other different states, thickens.

## Music Button



Before hovering over the button: I use an appropriate image, text (chiller font), orange background colour etc



When hovering over the button, the colour of the text changes colour slightly, the image enlarges and the background colour changes to blue.



When the button is hovered over and clicked upon, then when you hover over it, the text turns orange and the image returns to its normal

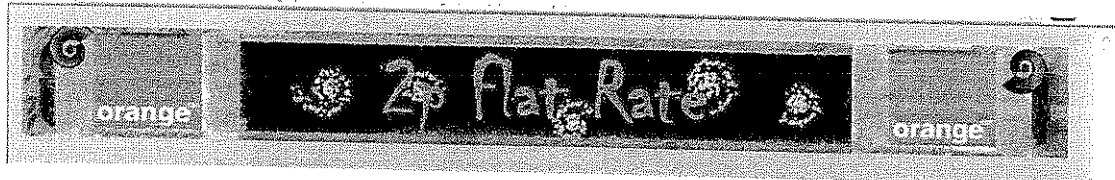


This is the state of the button when hovering over it when it has already been clicked upon, the background changes green with the ripple effect and the image enlarges slightly.

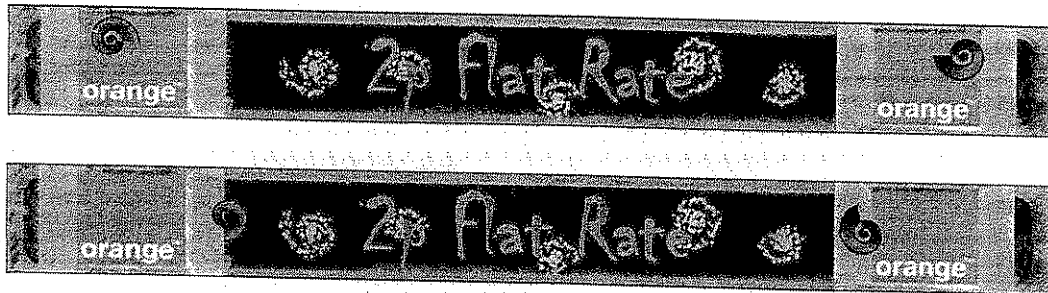
## Web Banner

In this task I will use the plans I drew up in task 4a to create an advertising banner for a product/service of my choice for the social networking site for D & M Promotions. I will make a Web Banner for the mobile network, Orange using a graphic, made up of images and texts, plus animation that would be appealing for its purpose and audience.

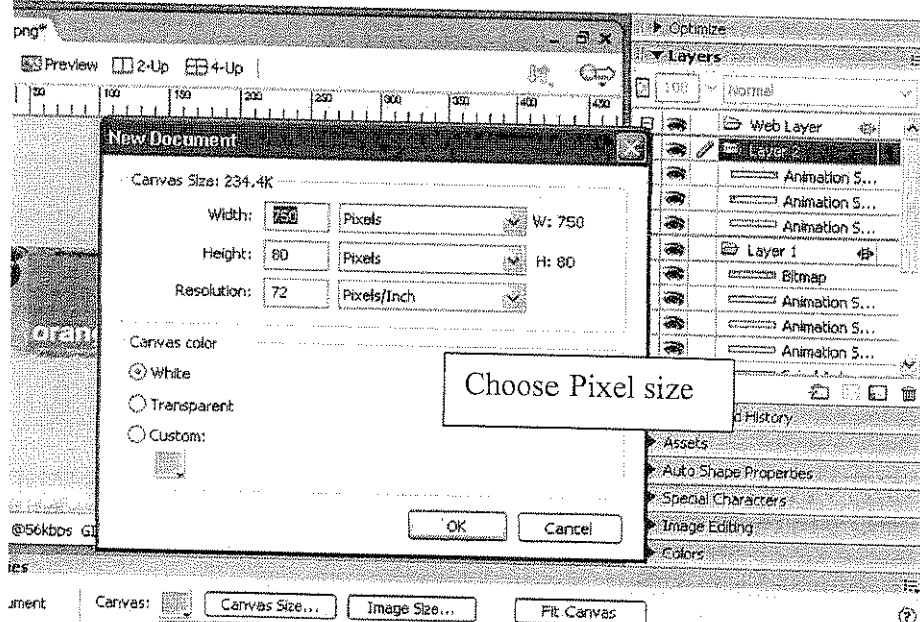
### Proof of Static Web Banner



### Animated Web Banner



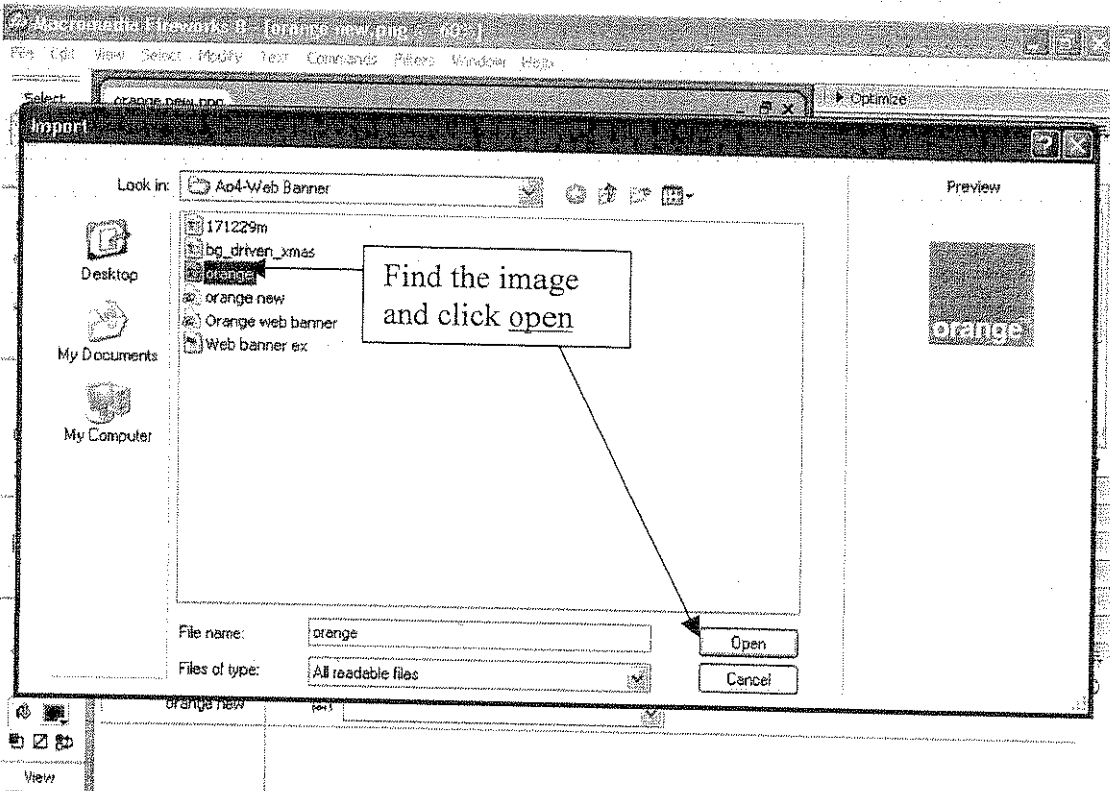
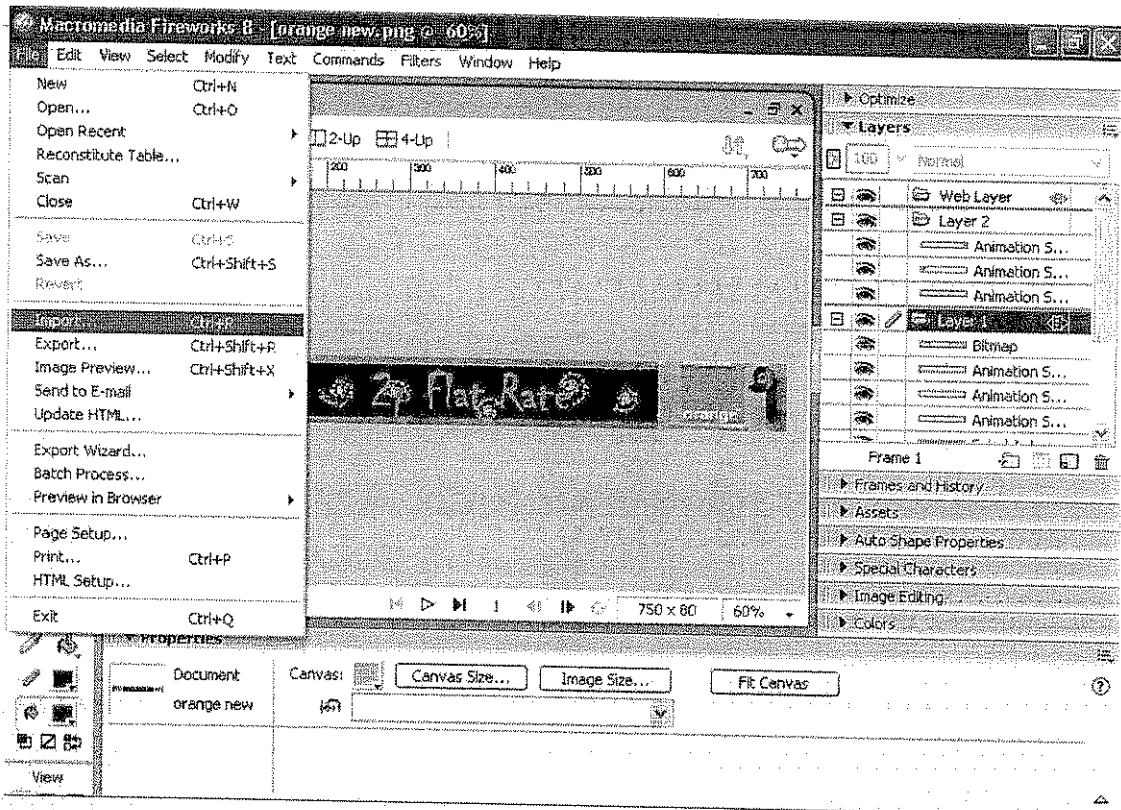
### Canvas Size:

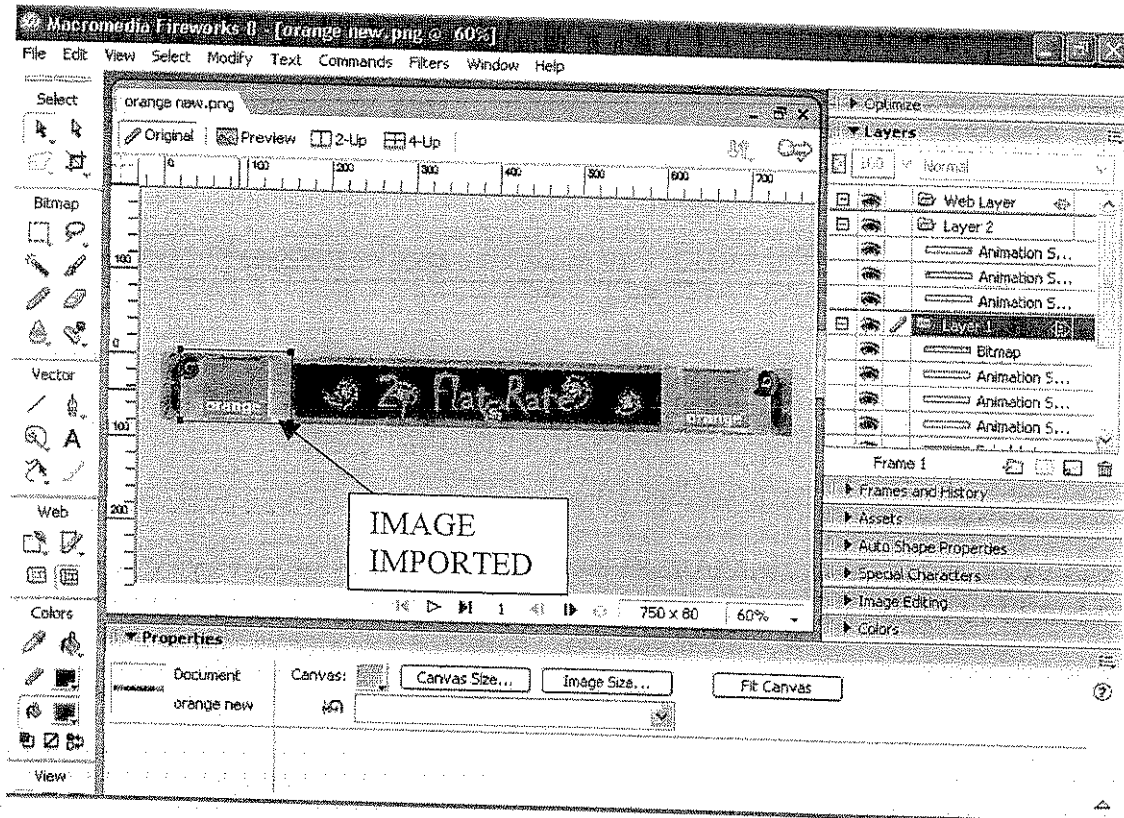


37

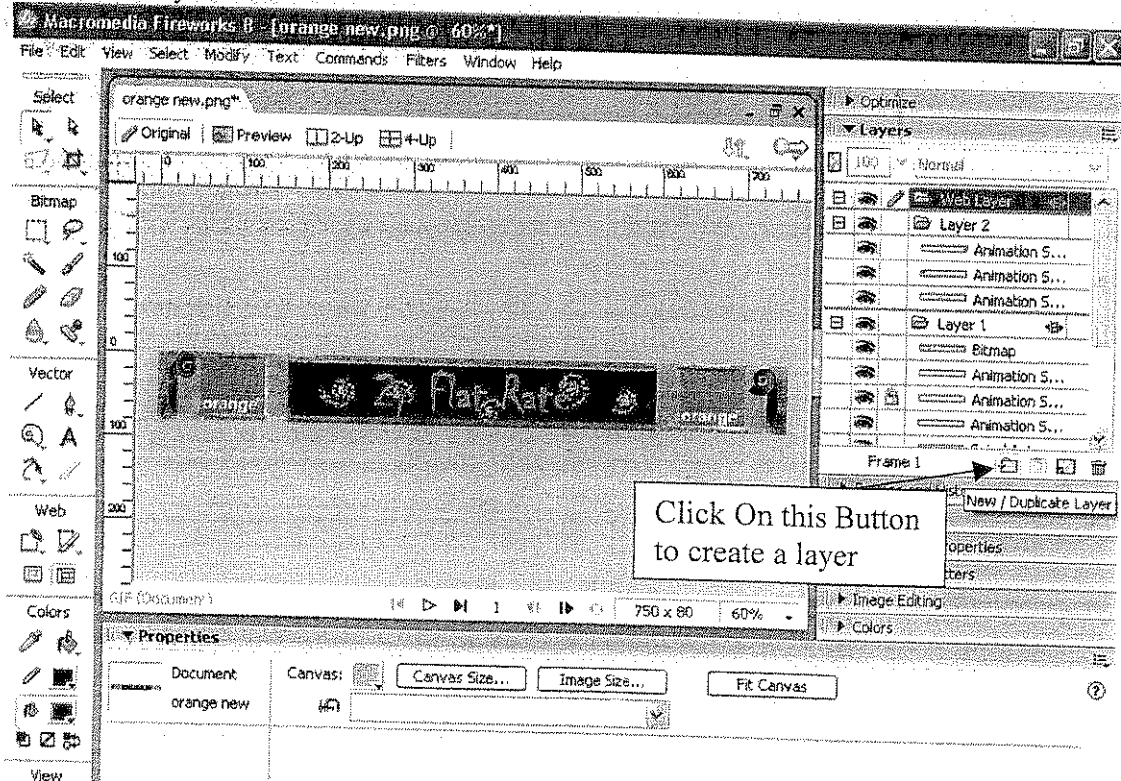
Sabeeh Imtiaz

S:



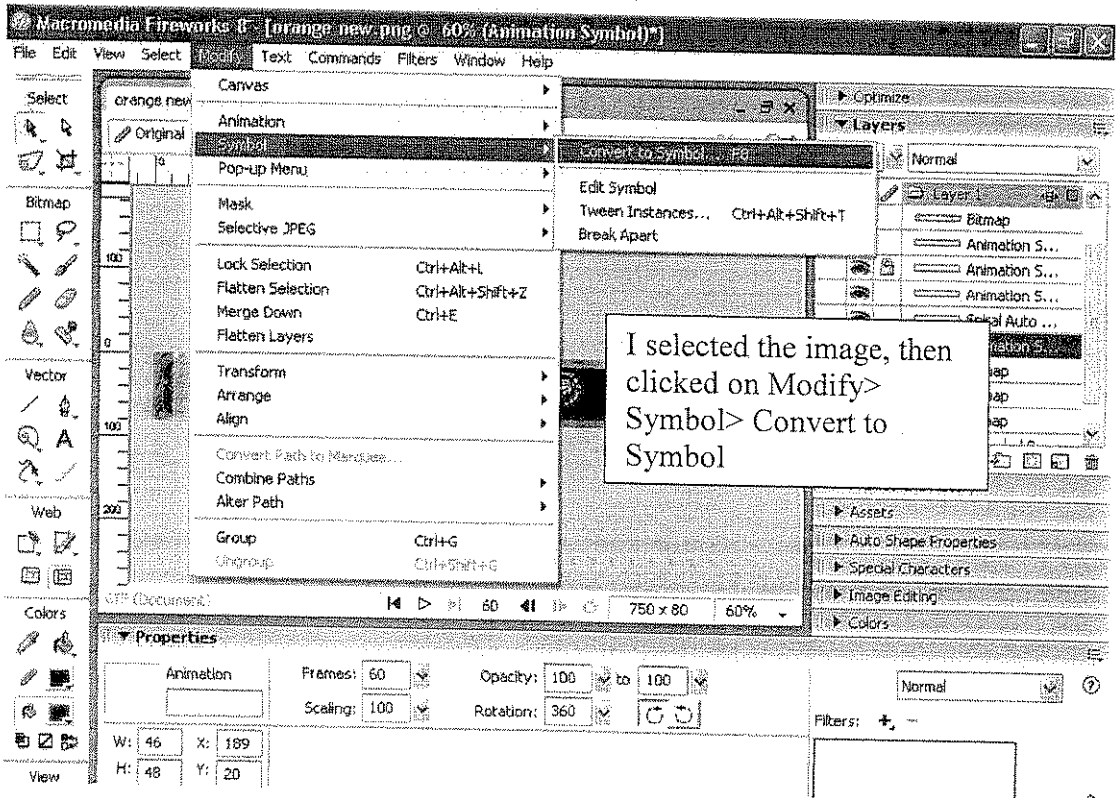
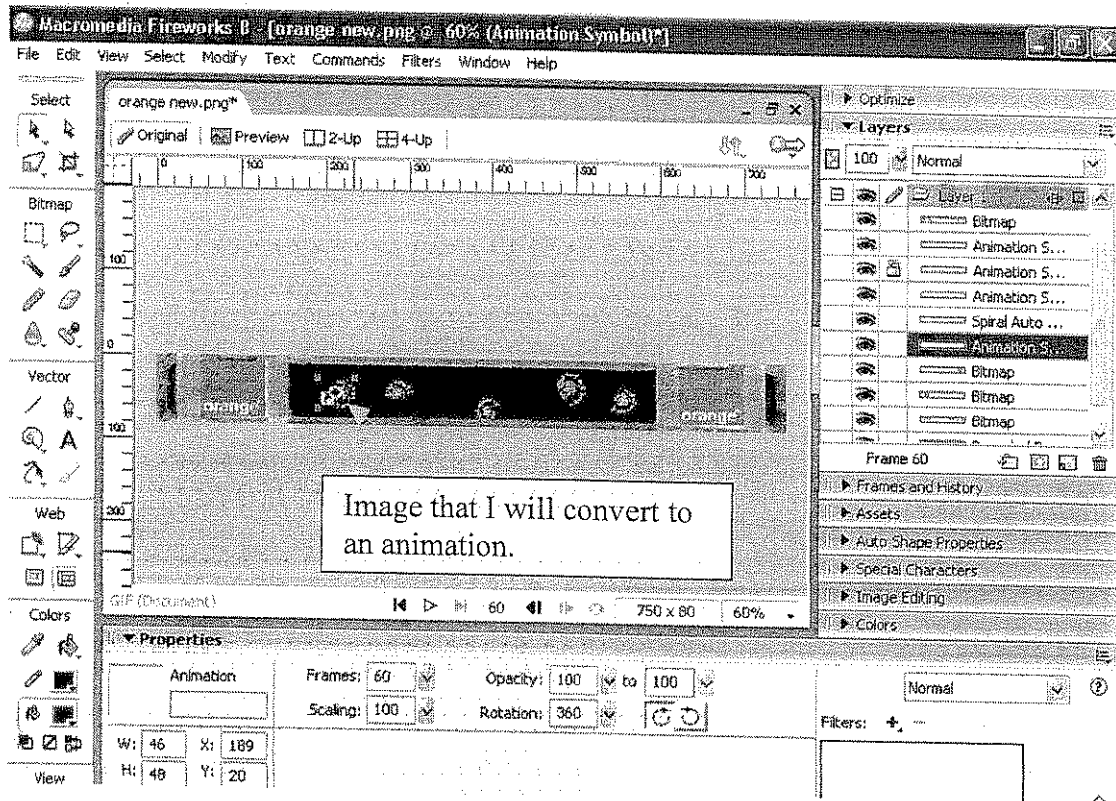


### Different Layers:

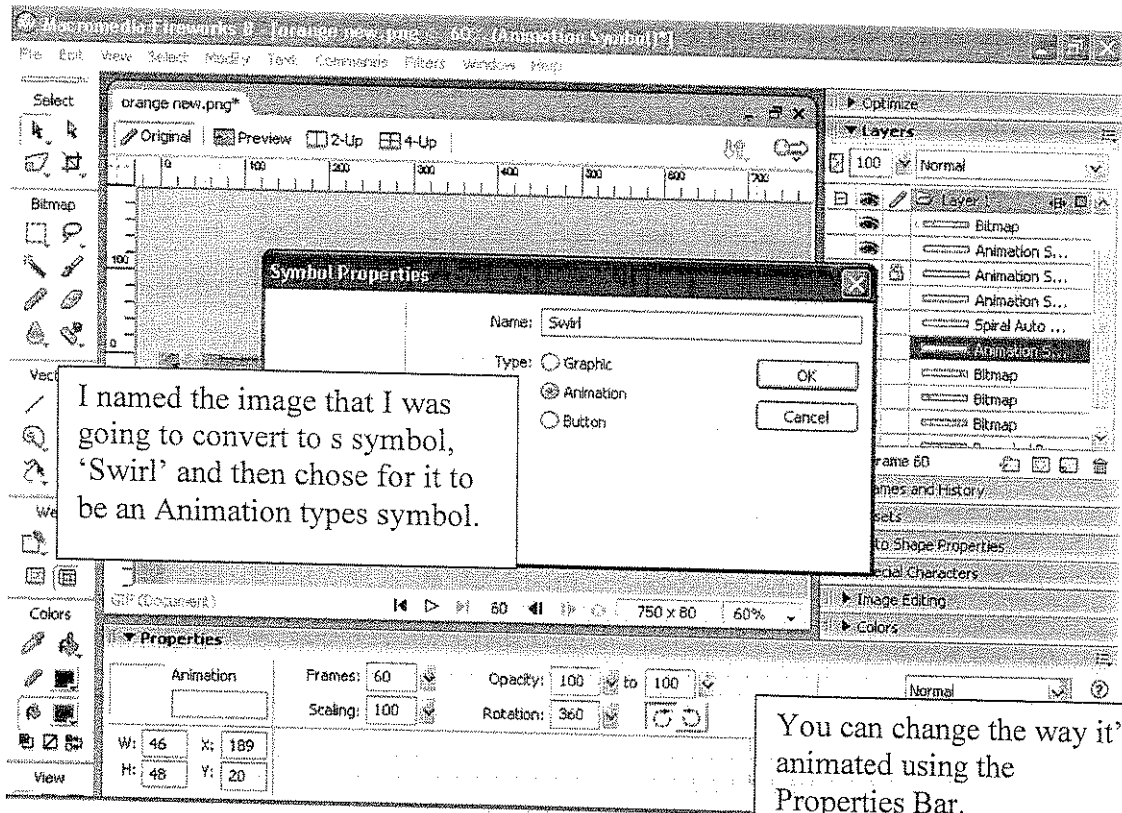


Layers enable you to have different layers with in an animation of graphic with different actions. In other words you could call them "canvasses" in a drawing, that are overlaid one on top of the other to complete the picture. Layers provide greater control over the illustration or image and offer different functions.

## Adding Animation:



42



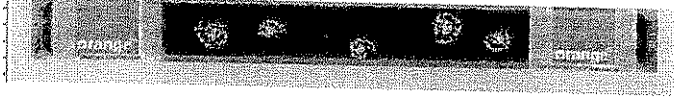
Screenshot1 of Animation in Process



Screenshot2 of Animation in Process



Screenshot3 of Animation in Process

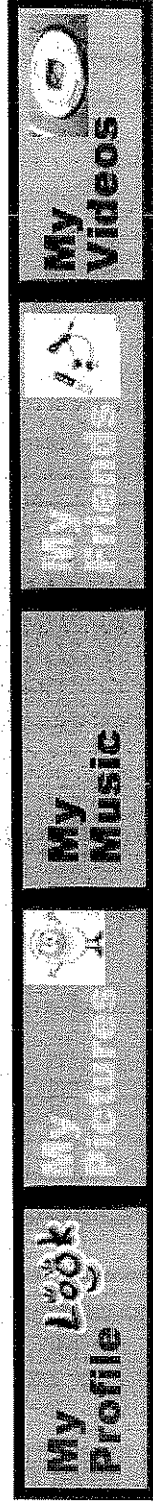




# Graphics

S. I.

## AO2- Navigation Bar

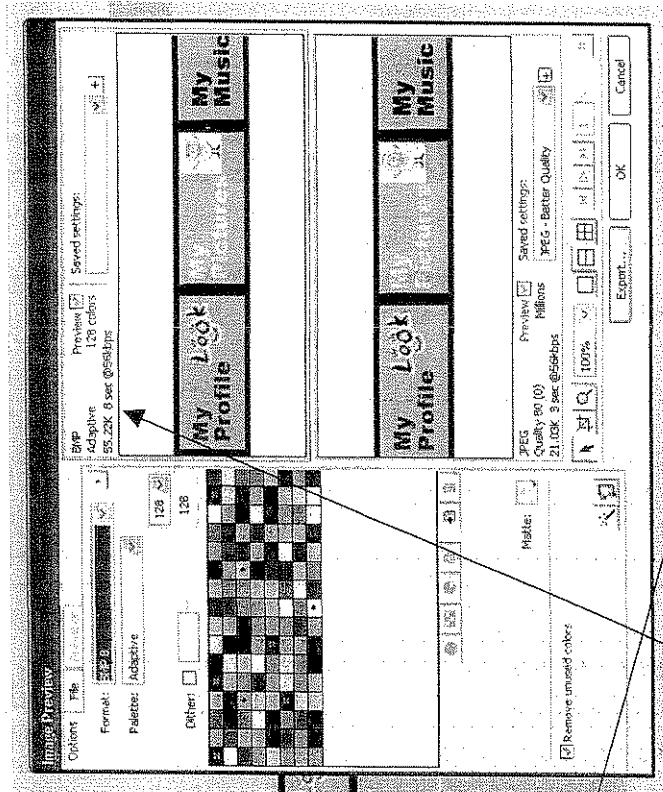


Above is the navigation bar I created

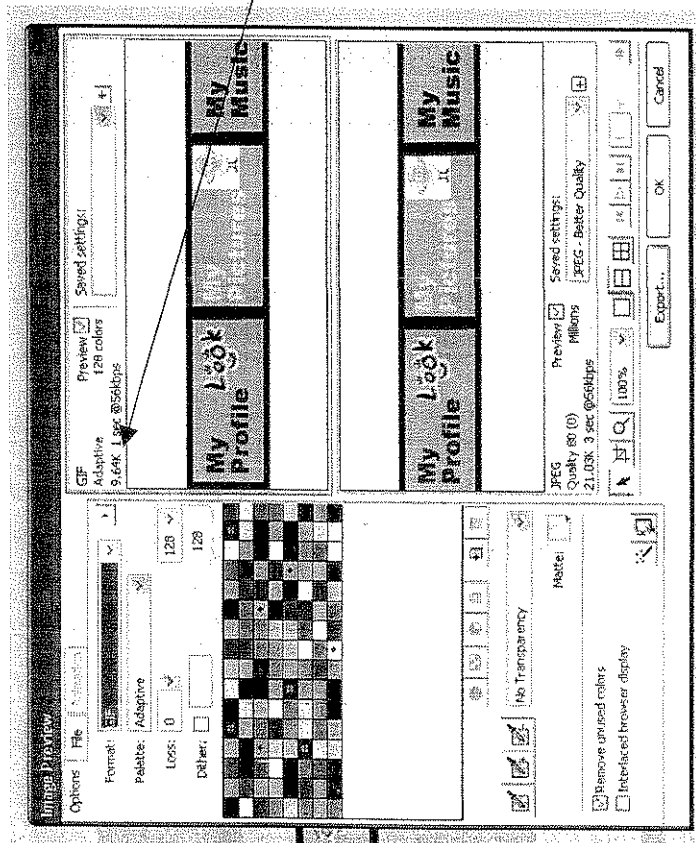
The target audience: teenagers from the younger generation using social networking websites.

Size: 9491 bytes, it is quite large, but as everyone's moved on from dial-up now and nearly everyone uses broadband it isn't a problem anymore.

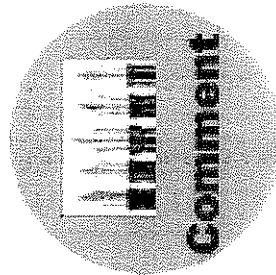
# File and Format Navigation Bar



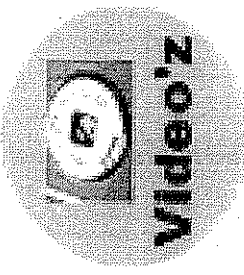
This shows the download time and format for BMP is of 8 seconds. I have chosen the GIF format, as it will download quicker at 1 seconds rather the 8 seconds with BMP. The quicker that better as people would get bored when it takes longer.



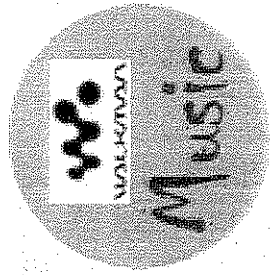
## A03- Navigation Buttons



Size: 3225 bytes



Size: 6035 bytes



Size: 4502 bytes

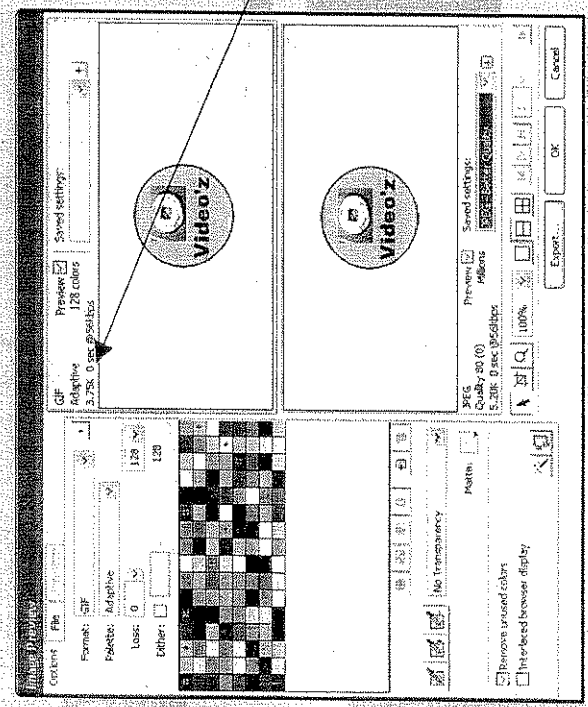
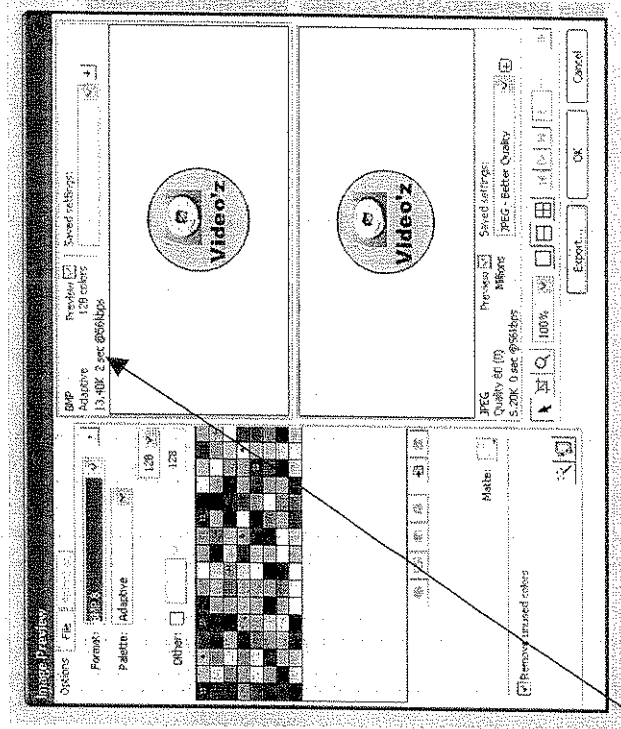
These are the three **Navigation Buttons** I created.

**Target Audience:** teenagers using social networking websites, who like seeing something slightly funky

**Size:** This doesn't matter any more as most people have gone broadband, and have quite a fast internet connection.

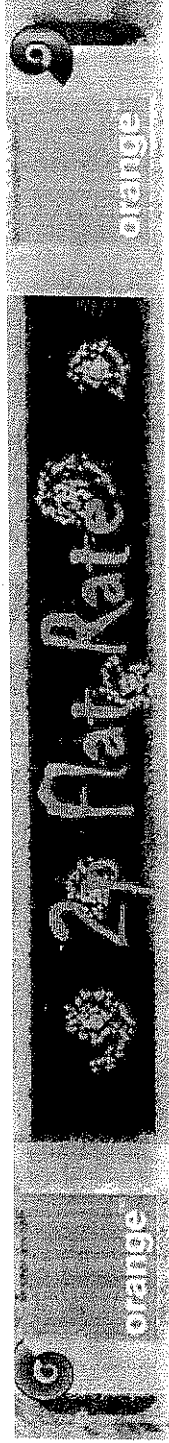
Although I have kept a house style for the buttons to give them consistency.

# File and Format Buttons



This shows the download time and format for BMP is of 2 seconds. I have chosen the GIF format, as it will download quicker at 0 seconds rather the 2seconds with BMP. The quicker that better as people would get bored when it takes longer.

# AO5-Web Banner

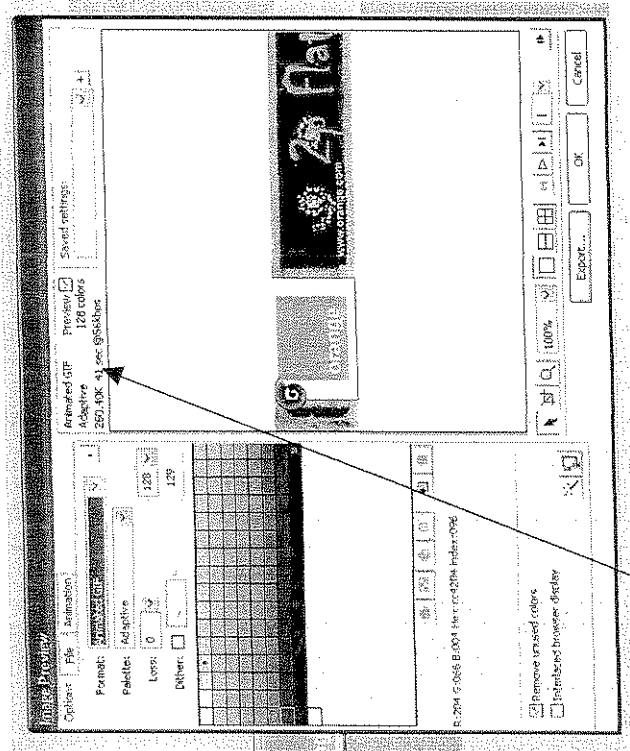


This is the Web Banner I Created

The Target audience: teenagers using social networking websites, who would want something funky.

Size: 29256 bytes This doesn't matter any more as most people have gone broadband, and have quite a fast internet connection. So they don't have to wait as much as they would have done.

# File and Format Web Banner



This Animated GIF takes 41 seconds and BMP format takes 9 seconds. BMP is the better option as it won't take as long for the animation to download.

