

Unit R006 – Creating Digital Images

Create an Identity

Instructions

These instructions should accompany the OCR resource 'Create an Identity', which supports Cambridge Nationals in ICT Unit 6 – Creating digital images.

The screenshot shows a task sheet titled 'Unit R006 – Creating digital images' and 'Create an Identity'. It is for 'Task 1 Absolute Organic'. The text states: 'Absolute Organic are a small food manufacturing company. They are about to launch a new range of ready meals, and have asked you to design the front face of the box for one of these meals.'

Business Type:	<ul style="list-style-type: none"> Healthy, organic ready meals
Product Name:	<ul style="list-style-type: none"> Vegeta Nut and Owl Burgers (a vegetarian product)
Package Size:	<ul style="list-style-type: none"> 10cm x 15cm landscape format
Target Customers:	<ul style="list-style-type: none"> Single people Working people without time to cook People looking for healthier meal options than those already on the market
Important Facts:	<ul style="list-style-type: none"> The meals are healthy The ingredients are natural and organic The meals are ready-made and frozen (microwave or oven-cook) There are vegetarian options in the range The meals are at the top end of the price range, but of high quality Meals are available from exclusive shops and stores The company is small
Brand Message:	<ul style="list-style-type: none"> The meals are ready-made, all ingredients are natural (no preservatives or chemicals) and they are a healthy option Prices are at the top end of the market, but the meals are of high quality

Using suitable software and the information in the table above, design the front face of the box for the new ready meal.

Create your own images or find images that you can manipulate for your use.

Associated Files:

Create_an_Identity
(MS PowerPoint – 4 Mb)

Create_an_Identity
(MS Word – 1.5Mb)

Expected Duration:

Approx. 20 - 60 minutes depending on task

The Create an Image task consists of two resources – a PowerPoint presentation and a set of student tasks. The PowerPoint presentation is designed to stimulate discussion about the considerations that companies make when creating images for use on products. There are also six briefs that require students to create a logo, package or leaflet for a company.

Preparation:

There is little or no preparation required for this task.

The Activity:

The presentation consists of eight slides. The first three slides give some background and ask students to consider the target audience, image and benefits that a product that product labels and packaging are trying to convey.

There are also two slides with close ups of real product labels, kindly supplied by Britvic Plc. The group are asked to discuss why the labels are designed as they are.

A second document contains six briefs that students can follow to create their own logos, packaging or leaflets. The tasks are as follows:

Task 1

Create the front face image for a box containing an organic ready-meal.

Task 2

Create a logo for an executive limousine service.

Task 3

Create a logo for a new gym and spa centre.

Task 4

Create a product label for a brand of exotic tea.

Task 5

Create the front cover of a leaflet for a coach tour company.

Task 6

Create a poster for home-study languages courses.

LESSON*Elements*

The building blocks you need to construct informative & engaging lessons

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