

## Unit R006 – Creating Digital Images

### Images in Context

#### Instructions

*These instructions should accompany the OCR resource 'Images in Context', which supports Cambridge Nationals in ICT Unit R006 – Creating digital images.*



**Associated Files:**  
Images\_in\_Context  
(MS PowerPoint – 3 Mb)

**Expected Duration:**  
Approx. 20 - 30 minutes

The Images in Context task is a PowerPoint presentation designed to encourage learners to consider and discuss why certain images are used in certain contexts. Six very different images are shown and the group(s) should discuss the context of these images, why they are used and whether they do their job well.

#### Preparation:




There is little or no preparation required for this task. Learners can work as a whole class group or in smaller groups.

#### The Activity:

The presentation consists of 10 slides. The first three slides give some background and ask learners to consider the following points when thinking about the context of an image:

- The target audience
- The size and location that the image will appear in
- The media (hardcopy, on screen etc) that the image will be used in
- What message the image should send to the viewer
- What values the image needs to portray

Six images are then displayed, which the students should consider and discuss. These are:

Image	Points to Consider
	<ul style="list-style-type: none"><li>• Men at Work sign</li><li>• Needs to be recognised quickly at speed</li><li>• Needs to convey its message fast</li><li>• Needs to draw attention to itself and warn people (use of red)</li><li>• Needs to be the same all over the country</li></ul>
	<ul style="list-style-type: none"><li>• Fragile symbol</li><li>• Needs to convey message easily</li><li>• Parcels travel all over the world – no language barrier</li><li>• Easy and cheap to reproduce</li></ul>
	<ul style="list-style-type: none"><li>• Diagram from a User Manual</li><li>• Needs to be easy to follow</li><li>• Diagrammatic representation rather than accurate photo</li><li>• Shows 'construction' without need for narrative</li><li>• Individual parts can be identified and shown in their relation to other parts</li></ul>
	<ul style="list-style-type: none"><li>• Image from Children's Charity</li><li>• Shows that boy is sad or distressed</li><li>• Creates an emotional reaction – will you help him</li><li>• Use of black and white makes image more stark</li><li>• Being on his own makes him seem vulnerable</li></ul>
	<ul style="list-style-type: none"><li>• Image from 3D TV advertising</li><li>• Images are jumping out of the screen</li><li>• Difficult to portray 3D in 2D media</li><li>• Futuristic images</li><li>• Lots of action shows what 3D TV would be good for</li></ul>
	<ul style="list-style-type: none"><li>• Image from perfume advertising</li><li>• Close up on product to create recognition</li><li>• Flowers create feminine feel to image and idea of nice scent</li><li>• Soft focus gives a pleasant, calm feel to image</li></ul>

## LESSON *Elements*

The building blocks you need to construct informative & engaging lessons

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