

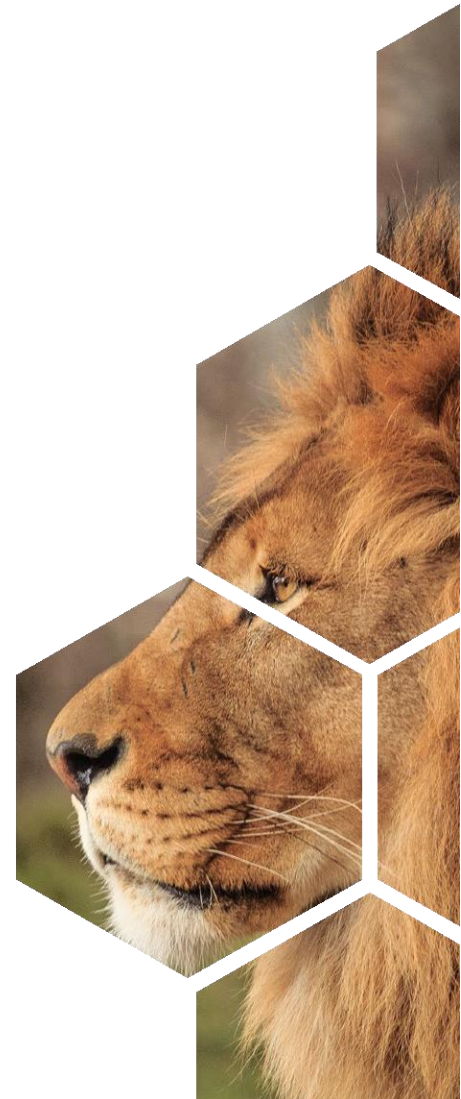


BTEC

Level 1 Intro

Sample Learner Work

DM8 Pass



UNIT DM8 worksheet -

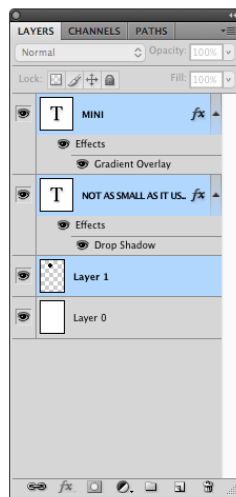
Layout Design for a Digital Product

AP1: Produce 3 basic draft designs for different digital products, using limited design and page layout techniques for text and images, which may not always work.

- B. P2: Produce a completed layout design that shows some consideration of the target audience and demonstrates a limited range of design and page layout techniques, which may not always work well together.

Create three draft layout designs (*one must be text only*) - [AP1]

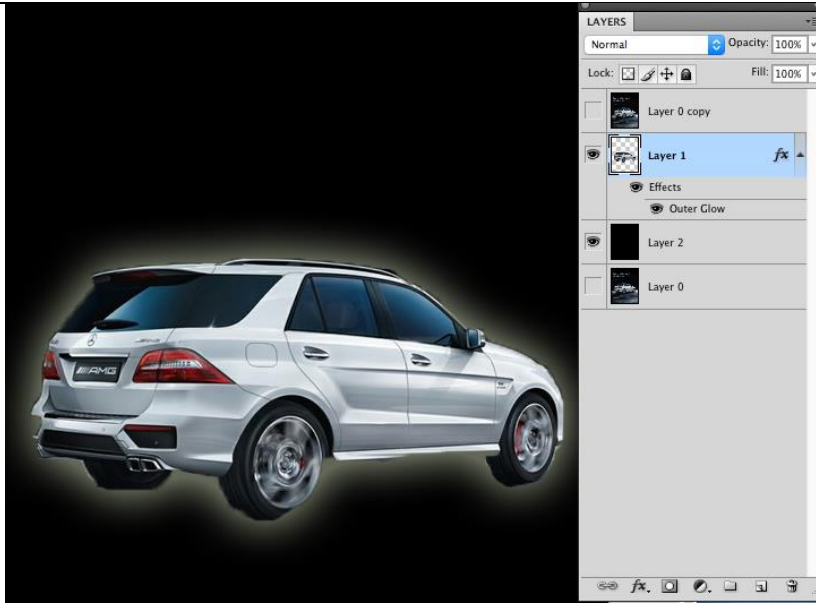
1).



MINI
**NOT AS SMALL AS IT
USED TO BE**

This image is an image using and experimenting with text. I wrote a tag line for a Mini Car advert using the Text tool and added some layer effects. I used Drop Shadow and Gradient Layer effects. I used the Transform tool to re position my text at an angle so as it could be placed at the top right-hand corner of the page. I created this as a digital Logo product.

2).



This is an idea to create my own car advert image. I found a Mercedes and cut it out from its background. I was just experimenting with the quick selection cut out tool. I also added a glow from the layer options around the car to make it stand out. As a product I would sell this as a stock photo or digital wallpaper.

3).



This is my draft design for my online magazine image. I found an image of a Mini. I removed the mini from its plain white background using the tools window in Photoshop and put it onto a transparent layer. I used the text tool to create the car's model name. I have to develop this into something better to create a good advert.

Produce one completed layout design - [B.P2]



Describe the methods and techniques did you use to create your product

I have designed an advert for the online magazine for the new Mini Electric. It will appeal to sporty eco type young readers with some cash to blow.

I started with the Mini Cooper and cutting out the background to create my own background using a spot-light. I used the type tool and found a catchy font for making a title and added a drop shadow effect to bring it more forward.

I turned the blank canvas into a black background then I went on filter to use render for lighting for the spot-light affect. Next, I added the Mini Cooper logo and cutting out the image. I scaled and cropped my Logo image from its background and re-sized it to fit.

I spent time experimenting with my image placement using the move tool so I could get it to look just right.