

## Create a visual text

Name:

Create an attractive static image poster

for the English class that demonstrates your DTEC Digital Media skills

### Student Planning Sheet # 1

Remember, at Level 1, you need to include one visual and one verbal feature (a quote from your poem).

A step-up to Level 2 is to create a cohesive sequence of images, such as a campaign with a consistent style.

**Visual features:** colour, symbolism, layout (border, balance, contrast), lettering/font (size, bold, italics), dominant visual image, **reverse print etc.**, (anaesthetic vs aesthetic) design principles

**Verbal features:** adjectives, alliteration, pun, hyperbole / hyperbolic, simile, metaphor, repetition, rhetorical question, imperative (call to action), emotive language, quotation, tangent etc.

**Text Title:**

**Author:**

The main idea or theme of the text I want to present is...

Some quotes I might choose to use are...

Possible symbols / colours / fonts I could consider using are:

<b>Symbols</b> <ul style="list-style-type: none"><li>• E.g. clock without hands</li><li>•</li><li>•</li></ul>	<b>Reason</b> — how does it help to represent my key idea/theme? <ul style="list-style-type: none"><li>• E.g. the clock without hands represents time standing still</li><li>•</li><li>•</li></ul>
<b>Colours</b> <ul style="list-style-type: none"><li>• E.g. Green</li><li>•</li><li>•</li></ul>	<b>What does this colour symbolise?</b> <ul style="list-style-type: none"><li>• green path represents life; green represents living, growing, natural</li><li>•</li><li>•</li></ul>
<b>Font style / colour, typography</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>	<b>How does this font style help reinforce my key idea/theme?</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>

The **dominant visual image/theme** of the text I want to present is...

#### 1.4 Develop a refined digital media outcome involves:

- iterative improvement throughout the design, development and testing process
- applying design elements effectively.

**Layout:** my layout/ideas might look like... (draft sketch) Label the parts.

**Option 1**

**Option 2**

**Option N**

**Final Option**

#### Data Integrity & Testing Procedures:

Technical DPI

## Relevant Implications

Accessibility - User-testing special needs

Aesthetics - Design Principles

Social & Cultural

You can use your digital skills to find and manipulate images from the internet, or make this at home using glue and pictures you cut out of the newspaper or advertising circulars. You can use your own drawing skills, or trace pictures to help you along.

You MUST manipulate the image in some way (you cannot just find a static image that does what you want already made online).

You MUST include a quote from the poem.

See the table at the end for potential  
**1.4 BASIC Level 1 Image Manipulation Skills** (For Photopea.com / Photoshop skills)

#### 1.2 Develop a design for a digital outcome involves:

- defining the purpose and end users for the digital outcome
- researching and generating a range of design ideas
- selecting a chosen design, and describing the appropriateness of that chosen design

### BRIEF:

“The purpose of this digital poster design is to create a static image visual text to illustrate a poem or film for the Y11 English class teachers / students / parents. The poster needs to be of print quality (A4 or A3 and visually appealing). The content needs to be suitable for the audience, respect legal requirements and include visual and verbal features, such as one quote and apply Design Principles.”

#### Using feedback to improve the design

Stakeholders' Feedback

**Option 1**

*Student feedback:*

**Option 2**

*Student feedback:*

**Option 3**

*Student feedback:*

On the back of your static image you will stick your planning sheet and also a written justification on one of your images.

## Guidelines for writing your justification:

Text Title and Author at the top of the page.

**Introduction** - Two sentences:

1. The poem I studied was about...
2. My visual text portrays the idea that... (What was the main idea from that text that you are showing here)

**Paragraph # 1** – One visual feature you have used and its effect, mention colour

**Paragraph # 2** – One visual feature you have used and its effect, mention colour

**Paragraph # 3** – Discuss the font you choose to use and WHY

**Paragraph # 4** – Explain how your quote or written text is relevant to the main idea

**Paragraph # 5** – My static image is unified because... (comment on layout and how your visual and verbal features work together)

### Develop a digital media outcome (achieved) involves:

- using appropriate tools, techniques and design elements for the purpose and end users
- applying appropriate data integrity and testing procedures in the development of the outcome
- describing relevant implications

### Develop an *informed* digital media outcome (Merit) involves:

- using information from testing procedures to improve the quality and functionality of the outcome
- addressing relevant implications.

### Develop a *refined* digital media outcome (Excellence) involves:

- iterative improvement throughout the design, development and testing process
- applying design elements effectively.

**Paragraph # 6** - Here are my references to the original images I used  
(credit link sources),

**My Source images:** e.g.

- [Matrix code by Markus Spiske - Unsplash.com](#)
- [Pharoah statue by James Kemp - wikimedia commons](#)

**Paragraph #7** - I used the following (4 or more) image manipulation skills:

## Digital Technology Level 1 Basic Image Manipulation Skills

For DTEC 1.2 & 1.4 Show your idea generation, trial elements such as colour schemes, typography, layout / composition.

Iteratively Test it with users to get feedback. Describe 3-4 Relevant Implications and explain how you have addressed them.

✓	Photos	✓		✓	
	Placed images		Layer Styles		Layers (using/naming)
	Layer rasterized		Format (?)		Image adjustment through menu - hue/sat etc
	Image cropping		Files (?)		Using transform tools
	Resolution/size checked (300dpi, A4= 210x297mm)		canvas & image size		Using brushes
	Changing colour mode CMYK/RGB		Basic selection tools		configuring PShop workspace - a basic thing to do but could be used to support efficiency at Level 2 and 3
	Filter gallery effects (basic not advanced)		Adding text to an image		
	<b>Vector Graphics</b>		Gradients		
	Shapes (builder)		Brushes		
	Pathfinder		Symbols (edit)		

If you create a cohesive sequence of images this could be assessed against Level 2 English Static Image criteria.

You can also use 4-5 Level 2 Advanced Skills for Level 2 DTEC credits

## Digital Technology Level 2 Advanced Image Manipulation Skills

✓		✓		✓	
	using photoshop variables		levels adjustment		recording actions
	batch editing		using luminosity masks		creating droplets
	creating the punch effect		Using Paths - pen tool		camera RAW editing
	extensive use of layer masks		Smart objects for non destructive editing		creating panoramas
	compositing images		adding plugins		creating hdr images
			creating own brushes		3d mockups
	<a href="#">PSD to HTML website UI design</a>				
	Frequency separation				
	clear cutting (?)				
	<b>Image Tools</b>		colour modes		
	gradient fills		correcting image distortion and noise		
	drop shadows		pixel selections		
	<b>Vector Graphics</b>				
	Image trace				
	Font - Create Outlines				
	Effects Gallery				