



**Technology
Promotional and Digital Media**

Technology- Promotional and Digital Media

What is design? Design is creating a plan with your mind.

What is technology? Technology is based on man made things that help us to improve the world we live in.

What is meant by promotional? Advertising and making better of something; growth; an attempt to sell or popularize by advertising and publicity.

What is meant by digital? Digital means numerical; relating to digits- numbers.

The meaning of media? A means of mass communication, such as newspapers, magazines, radio, or television.

Design Formula

- Learning the Software Program Corel Draw
 - Understanding what you can do and what you can not do in Corel Draw program.
 - Learning the tools
 - Learning to manipulate objects
- Understanding the Brief and identifying the need
 - Specifications
 - Limitations, cost, time/ materials
 - Functions
 - Aesthetics
- Choosing a preferred idea collecting data information
 - Collecting and gathering research
 - Sifting and Finding inspiration
- Exploring ideas
 - Showing a selective process of working drawings
 - Showing a process of collective ideas with annotated notes
- Managing the design project
 - Student managing their time
 - Managing materials and cost
- Producing an end product
 - meeting the deadline
- Evaluating the end product
 - Student conclusion and teachers response

**Brief 1 Logo Design Revisited, Vectors, Text
manipulation, Corel Rave Animation.
Unit 1 / 1-18 Periods**

Unit 1 - Brief 1 / 1-6 Periods

Design an Animated Logo / Bouncing Ball

Objectives

The student will be able to animate and create a logo using Desktop Publishing software

The student will be able to use the appropriate fonts, text and to manipulate

The student will be able to change the design template and colour scheme

Assignment

In this assignment, you'll add animation effects to a company logo created in CorelDraw. (Teacher demonstrates to the student)

Students are to create and design an animated logo for the web.

As you complete the project, you'll learn how to

- increase the life span of objects
- tween single objects
- tween groups of objects
- preview animation effects
- export a project to the Macromedia Flash (SWF) format

Teacher gives an example: "Bouncing Ball"

Student will create a movie based on simple objects. Object 1 Text - Student can animate this text any way they want to. Object 2 Ball - This ball can bounce any where it wants to with special effects.

Object 3 Your choice - this object can do anything -Let your imagination go wild

Create the movie contents. Use the drawing and effects tools to create and modify lines, shapes, and text, or to import artwork created in other applications. Students can use from Corel Draw drawing lines and shapes, shaping and working with objects, filling and colouring objects, adding special effects, and working with bitmaps.

Students need to create a story board that matches

Assessment

The student will be able to animate and create a logo using Desktop Publishing software.

The student will be able to use the appropriate fonts, text and to manipulate

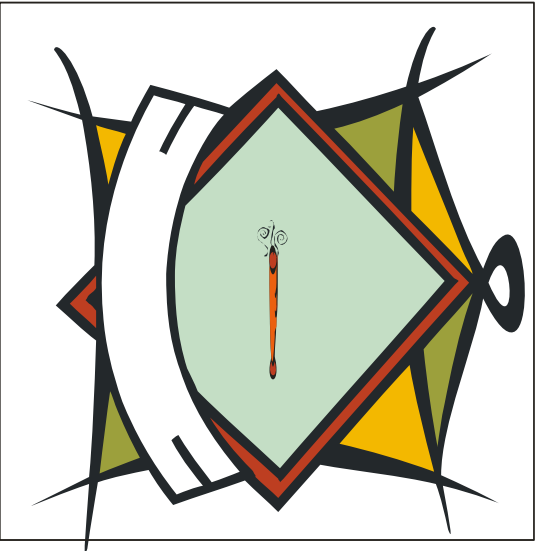
The student will be able to change the design template and colour scheme

Total 100%

My Coffee Shop Logo

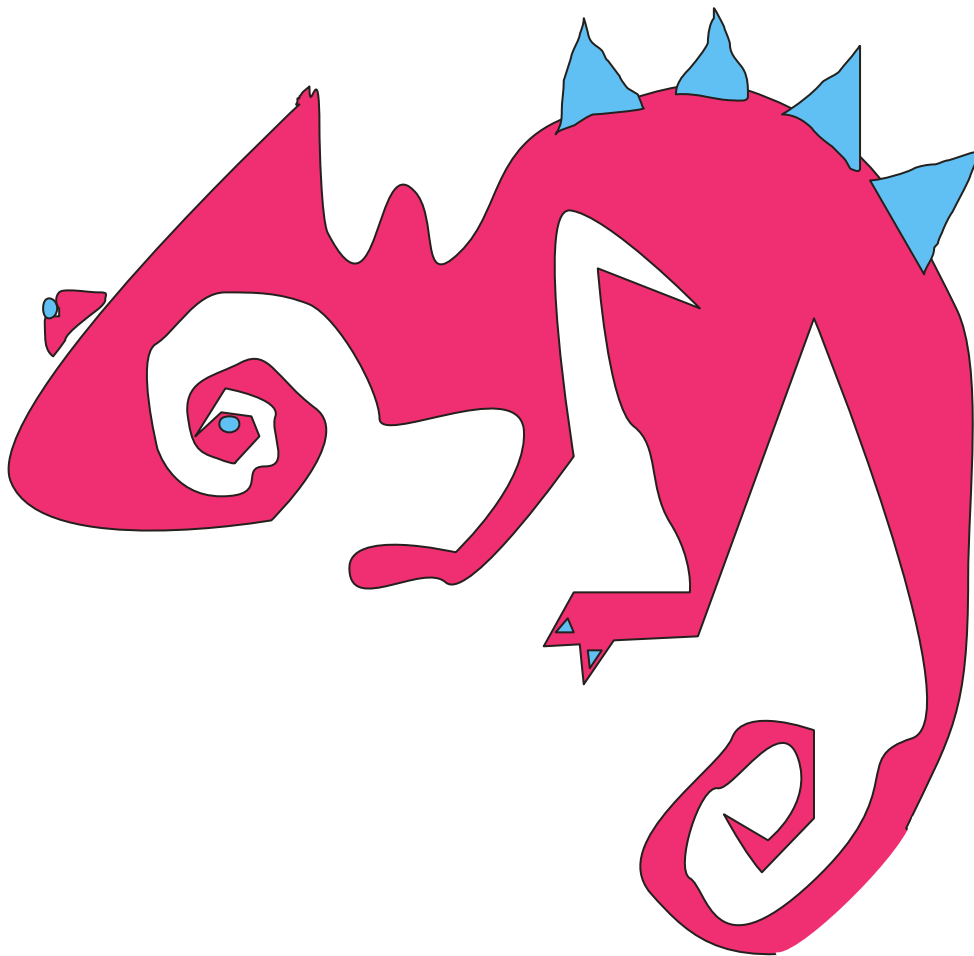


Animated Logo



Vectors

Eliza the Pink Fire Breathing Lizard

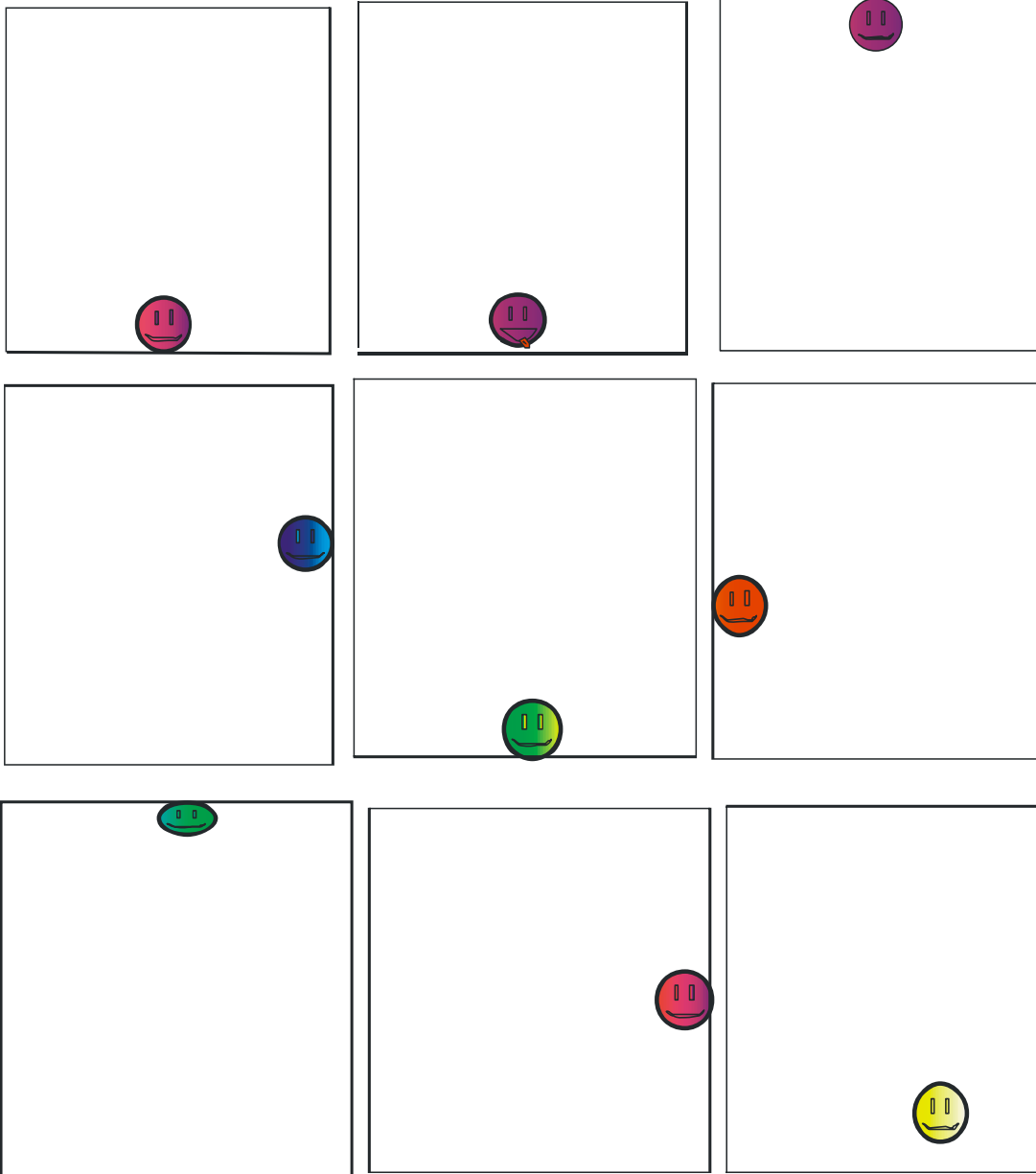


The Coffee Shop Logo



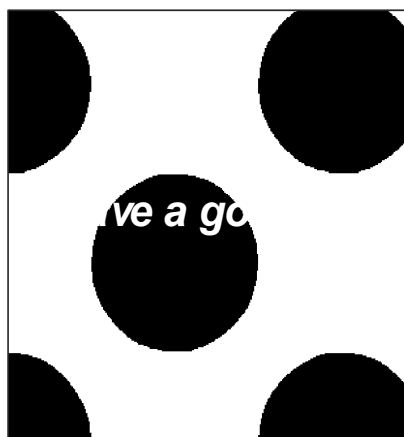
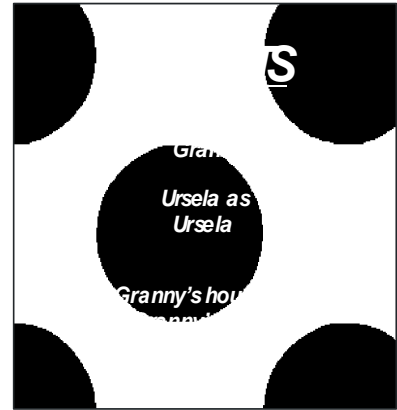
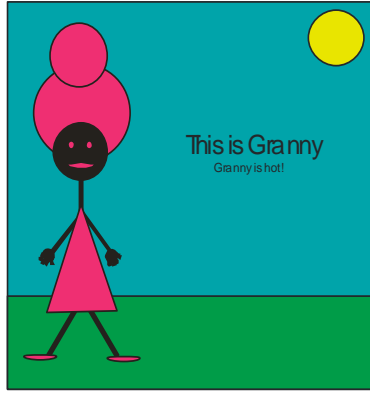
The Coffee Shop

The Bouncing Ball



Grannyville Animation

The Frames



Drop Shadow

Extrude

HAHA

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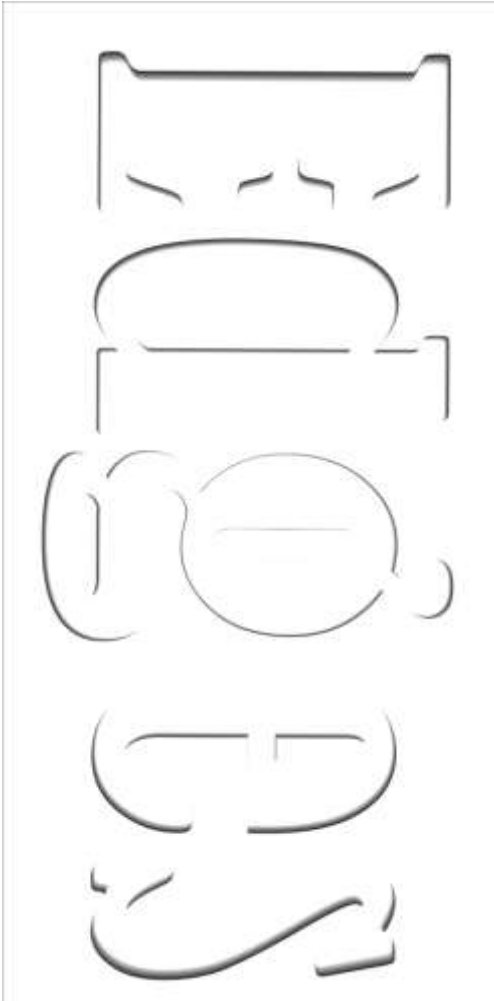
Round The Circle

FADE

EDGES

Multiple sm ultip le s
Multiple sm ultip le s
Multiple sm ultip le s

Fire



Edges

To do "Edges" click on the "Interactive Contour Tool" and drag the writing to make the edges how you want. You can then change the colours by clicking on the right colour in the colour pallet.

Drop Shadow

Drop Shadow

To make a drop shadow, click on the "Interactive Drop Shadow Tool" and drag the writing. What the shadow will look like will appear with a blue outline. When happy with the look let go of mouse.



Round the circle

There are many different ways to do this one but I make an eclipse with the "Eclipse Tool". Then I click on the edge of it and it will start writing around the circle. After done, I delete the eclipse.

Phat

To do Phat, use the "Interactive Envelope Tool" and drag the boxes into different places to make the shape of how you want your writing.

Fire

Lots of these things involve dragging. Likewise, Fire. Click the "Interactive Distortion Tool" and drag the writing, it will show in blue what it will look like when you stop dragging.



Multiples inside the letter M

Make a white M and then outline it using the outline tool. Then write the word multiples several times and click on "Effects"-> "PowerClip" -> "Place Inside Container" Then click on the "M" and writing will appear in it.



Extrude

Use the "Interactive Extrude Tool" and drag the writing, making a shadow. I then change the colours using the pallet.



Multiples with shadow

Just write the word multiples over and over again.



Fade

Use the "Interactive Transparency Tool" to drag the words and then adjust the transparency with the knob on the line.



Stretch

Just write the word "Stretch" and then click the boxes up the top to make it longer.

Unit 1 Evaluation

- Learning the Software Program Corel Rave - What did you find difficult? What did you learn? What was familiar?

I found it difficult how whenever I added something it would alter the rest of my clip. I learnt how to animate things and about how much time is needed for different things.

- Did you understand the Brief in what was asked and what needs were identified?

Yes I did understand the brief.

- What was your idea about designing your own animation? What information did you collect for research? Did you collect any?

I just wanted to make something unique with a weird touch. I didn't collect any research.

- Give a brief description of What did you learn and find interesting?

I found the animating interesting. I learnt lots about how difficult animating is and how things move. I also learnt about keeping things looking tidy. I found animating the cup better because it was easier.

**Brief 2 (Revisited) Design a Magazine Cover/
Vectors - Music Video
Unit 2 / 1-16 Periods**

Brief 2 Design a Magazine Cover / Music Video

Unit 2 / 1-4 Periods

Design a Magazine Cover / Music Video

You have been commissioned to create a cover for a new magazine and produce a Music video.

Objectives

Students will record the development of the design process followed in their design project
Students will draw, sketch and model design ideas
Students will communicate information appropriate to specified audiences
Students will use Corel Draw to present ideas, concepts and models of design project solutions

Assignment

Students will remember from last year that we created a magazine cover. Students looked at different aspects of what makes a good magazine cover and what involves a magazine cover. Students will revisit the tutorial to recap workspace, tools and properties bar to help remember their way around the software. Hopefully this will help students to create links between programmes.

Students are to create a music video based on popular music students examine the importance of videos to the music industry and the role that music plays in popular culture. In pairs, students interview each other about their musical preferences. This information is then tallied as a class. Activities for this lesson include: viewing and listening to videos, with and without sound, in order to analyse aesthetic visual elements; exploring the history of the music video; and independent projects on music videos for selected musical genres.

Assessment

The student will be able to create an identity for the magazine using Corel Draw
The student will show a decision making process with appropriate fonts and text
The student will show a decision making process in the design template and colour schemes

Total Marks 100/

GORGEOUS

4 in 1 Magazine

Live Like

a Diva



Reviews

20%
Discount
DIVA

Real life stories:
"I survived a car crash"
"I travelled the world
as a model"

*How to get
stunning hair*

Free Lipgloss Inside

Dirty Little Secret – All American Rejects Frames



(Frame 1- Title)



(Frame 2 - Transtvestite Guitarist)



(Frame 3 – secret)



(Frame 4 – secret)



(Frame 5 – text)



(Frame 6 – secret)



(Frame 7 – secret)



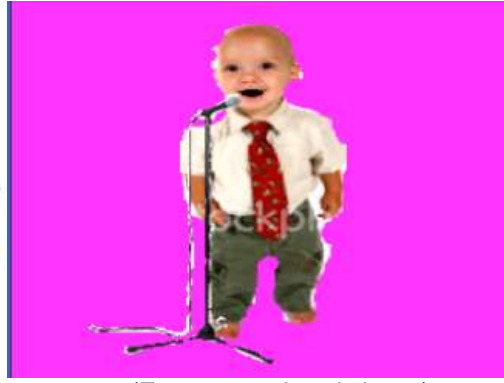
(Frame 8 – Drums)



(Frame 9 – text)



(Frame 10 and 11- Emotions)



(Frame 12 – Lead singer)



(Frame 13 – Lead singer)



(Frame 14 – REJECT)



(Frame 15, 16 and 17 – rejects and losers)



(Frame 18 - Guitarist)



(Frame 19 – Drums)



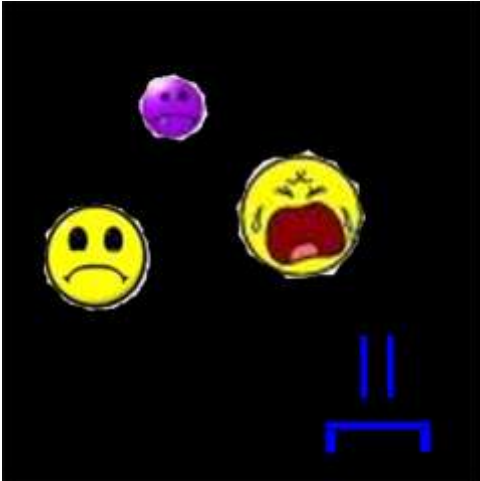
(Frame 20 – Lead singer)



(Frame 21 – text)



(Frame 22 – REJECT)



←Frame 23 - Emotions



(Frame 24 - Guitarist)



(Frame 25 – Drums)



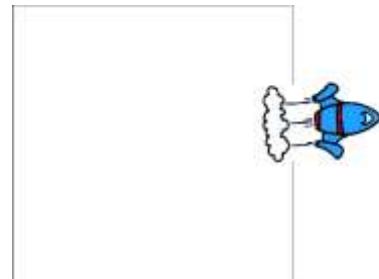
(Frame 26 – Lead singer)



(Frame 27 – Don't Deny it)



(Frame 28 – dancing man)



(Frame 29 – rocket)

Then the credits appeared taking up about 10 seconds.

Unit 2 Evaluation

- Learning the Software Program Corel Photopaint / Movie Maker what did you find difficult?

I found movie maker and Corel Photopaint quite easy. It was just annoying how it froze every five seconds. It was actually quite difficult exporting files and importing.

- Did you understand the Brief in what was asked and what needs were identified?

Yes, I did understand the brief. It was quite simple.

- Did you choose an idea what information did you collect for research? (internet images you collected)

I collected information off the internet, and I used different pictures. I also got music from my iPod and my brother's mp3.

- Tell us about your ideas for your Music Video and did you explore them?

My ideas were to explore the ideas of secrets, rumours etc. Yes I did kind of. Just through photos and different music styles. I wanted to make a video that was unique and showed people in a different form. Doing things you usually wouldn't do.