

## “SNC On the Coast” promotional material project report

The units covered in this report are:

Unit 45: 2.2, 2.5, 2.6

Unit 38: 1.1, 1.2, 3.1, 3.2

The brief for this project was to create a graphic for the purpose of marketing Suffolk New College’s “On The Coast” site. The required elements to be included were the ‘On The Coast’ logo, and some information on what courses were on offer, and the location. Some suggested elements were the inclusion of a map, and a “coastal/beach” theme. Finally, I was to ensure the graphic wasn’t too “word-heavy”.

To begin with, I researched the College’s previous marketing materials, and made a note of the similarities in their design, and any universal branding elements. I found that these were, of course, the logo, along with a blue colour scheme, and a triangle motif.

With this information in mind, a new canvas was opened in Photoshop, and I began to plan how the graphic would be laid out. I considered using a photo of the site’s surrounding area, but could not find any photos of the site which could be confirmed as not being “stock images”. Stock images would have certain licensing restrictions in their commercial use. As such, the image of a map taken from a site with free-use licensing was used as a background. The colours of the map were then edited and changed to the colour scheme of previous materials, using the “Gradient Map” feature<sup>[5]</sup>.

Then, for the course information text, the Arial font was used, in accordance with the College’s branding guidelines. This was again to ensure consistency with the branding across all marketing materials. For the “we are here!” font, I wanted to use the same font as was used for the “on the coast” text in the logo, but was unsure of what that was. I emailed Claire, the team’s graphic designer and creator of the logo, requesting information on the font. In the meantime, I found a font as similar as possible to serve as a placeholder. Then, using Photoshop’s “View” menu, I checked that the text was legible at both print size and web display size, by selecting “Print Size” and “100%” respectively.

Finally, to separate the logo from the background without using a “white box” around the logo, I used a feathered selection to add a transparency gradient to a white overlay, so the background behind the logo would be white, then blend gradually into the background map<sup>[4]</sup>.

A grey banner was then added to the bottom of the image, using the College’s specific grey colour, to provide contrast and allow the course information to stand out and draw attention. This was all saved as the first draft<sup>[1]</sup>, and I moved on to the next.

For the second design, I wanted to include the triangular motif that was present in most, if not all, the previous marketing graphics. To do so, because Photoshop doesn’t have the capability to create a triangular selection, I used a previous file that contained the required shapes, and used that as a guide for a selection. This selection was then pasted into my copy, so it could then be filled with the required colour and copy/pasted as required.

My initial idea was to use the triangles to blend the background and logo, so the map would seem to “dissolve” into the logo. This was attempted, but the idea was soon scrapped, as there was not enough contrast between the map and the white background to be effective. Instead, the triangles were filled with the same colours of the map, in a curved formation, to create a different but successful blending effect. The motif was curved in order to avoid the dreaded “white box” effect.

Once the triangle motif had been created, some edits to the fonts were made, in order to use more sans-serif fonts and add dynamicity, and add more visual interest. This was saved

as my second draft<sup>[2]</sup>, so if I made changes I didn't like past that point, I could always revert the design to its current state.

For the third and final draft<sup>[3]</sup>, Claire had replied with information on a font, as requested. I quickly found its download location, but found I couldn't install it to my computer, due to a lack of administration privileges. As such, I had to find a way to use the font without installing it. This was achieved by inputting the required lettering in the "preview" box of the font's installation page, saving it as an image, then inserting said image into the design. This meant I could create a "mock-up" of what the graphic would look like, had I been able to install the required font. This could then be replaced by the downloaded, licensed font by a member of the team with the required authorisation – information which I brought to Craig's attention upon sending the file, with details of the issues I had faced.

After it had been review, Craig asked that I add some information in the bottom-right of the image, and suggested adding information on the site's Course Advice Events. This suggestion was followed and, after some tweaking of size and position, was sent to Craig as a finished .png file via email, as requested.

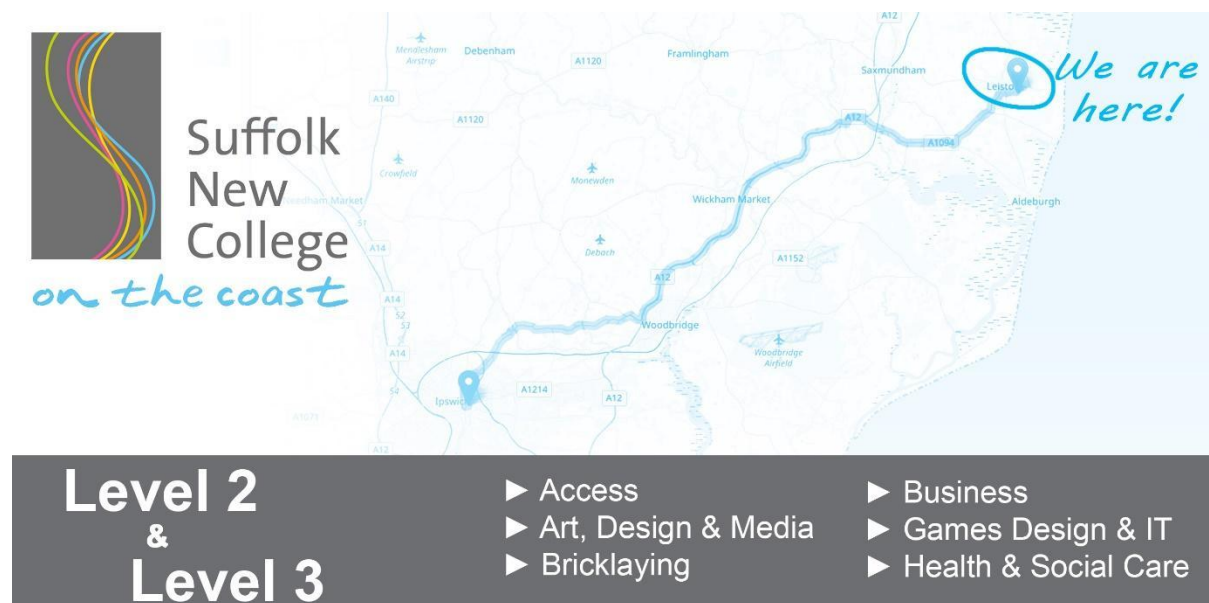




Figure 3: Third draft

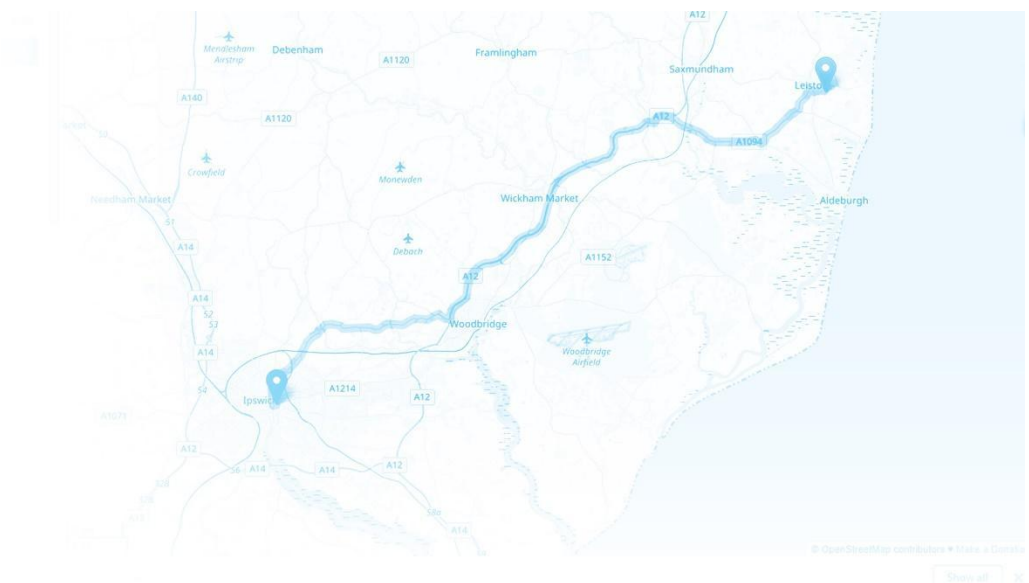


Figure 4: Background gradient/transparency

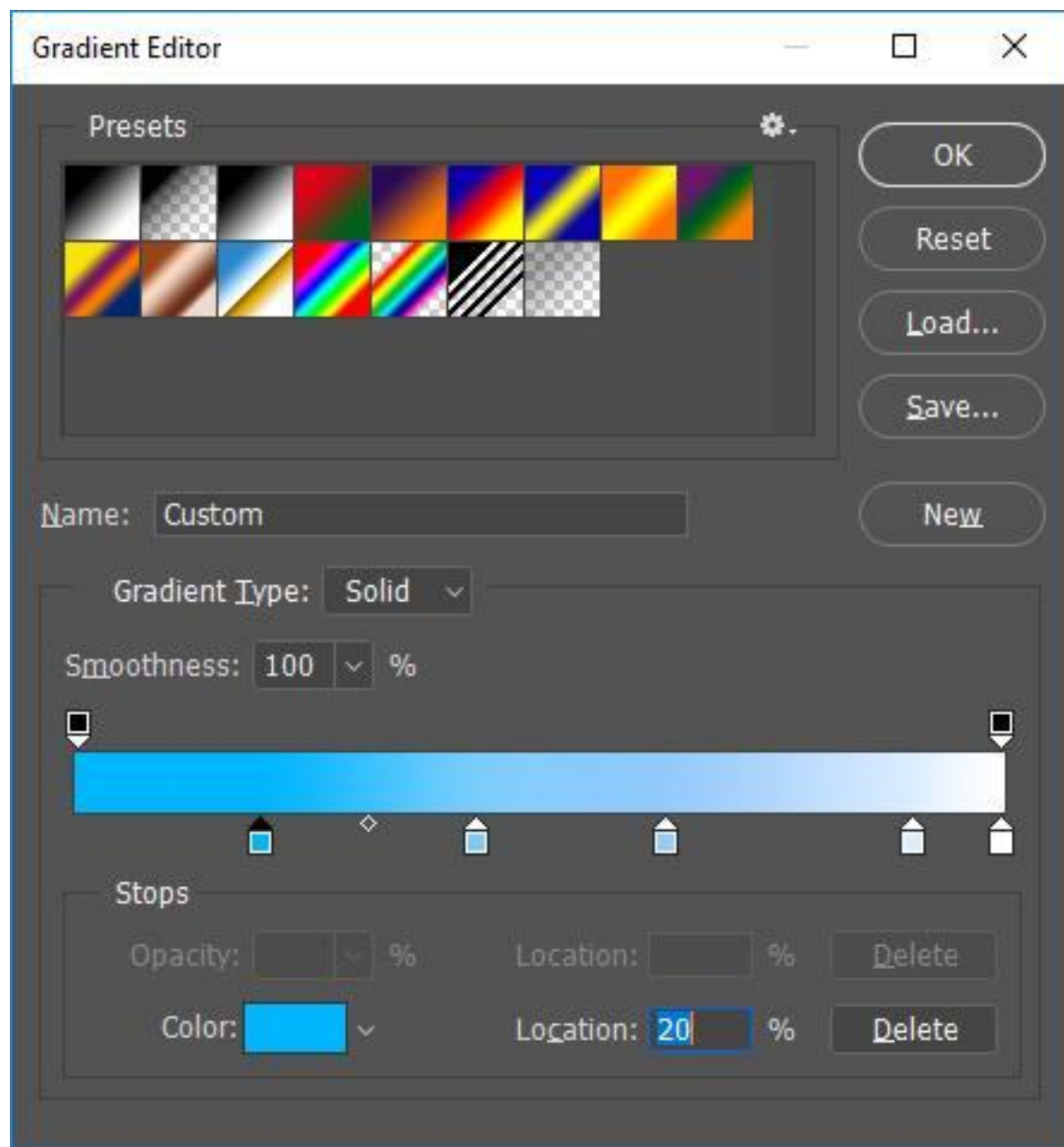


Figure 5: Gradient Editor

## Module and unit notes

### Unit 45 – Participate in a project

#### 2.2 - Collect project-related information in accordance with project plans

- Research of previous marketing materials, more detailed brief

#### 2.5 - Draw issues, anomalies and potential problems to the attention of project managers

- Issue with font.

#### 2.6 - Adhere to organisational policies and procedures, legal and ethical requirements in supporting the delivery of a project

- No stock images used, map site used had free usage license, graphics created personally, official logo used

### Unit 38 – Bespoke Software

#### 1.1 - Input relevant information accurately so that it is ready for processing

- Information about courses and course events were taken directly from Craig and from previous marketing materials

#### 1.2 - Select and use appropriate techniques to link and combine information of different forms or from different sources within the software

- Combination of visual aid (map) with written info (course info, event info). Important information not overlapping, legible at print-size.

#### 3.1 - Select and use appropriate tools and techniques to edit, process and format information

- Vital info only so image not too word-heavy, as specified in brief. Text kept at a legible size that didn't interfere with the background visuals (map). Colour of text high-contrast with background to further ensure legibility.

#### 3.2 - Check information meets needs, using IT tools and making corrections as necessary

- "View" – "Print size" / "100%"<- check legibility at both print size and digital display size.