

Feedback

Gavin Sim



feedback

Part 1

The schools marketing team wishes you to produce

A A4 poster using Photoshop CS4 to advertise your course to be displayed at CEPS Open days and admission days



feedback

A4

- 210 × 297mm
- 50% - efficient and appropriate for the situation
- People with posters not this size!



feedback

Your Course

- Might be Networking, Multimedia, Computing
 - One course!
 - Not all courses or no courses at all
- 50% - efficient and appropriate for the situation



Feedback

Copyright

- Can't just take a image an edit it - still breaking copyright law

50% - considerations legal



feedback

Images

- Some limited techniques
- Describe what you did but not mention tools used
- Some very difficult to follow what you did

40% - illustrating competent use of the software tools used during the course of the module.



Report

AVOID YOUR OPINION!

Report - Theory

- Most people need to improve on this slide!!!!!!
- Could have discussed:
 - Colour theory
 - Colour mode - CMYK
 - Typography issues e.g. font size
 - Exported image - compression



References

- Use journals e.g. acm, science direct books - lots in library and online websites ? quality issues
- References to demonstrate understanding of theory or support decisions



References

- People using general references but not linked to what they did
- Ref ...
 - When thinking about the user group, it should be borne in mind that not everyone can see colour in the same way. Colour blindness affects 8% of males but less than 1% of the female population.

So what did you do..... how have you addressed this?????????



References

- See appendix 1 a) for HCI justification.
- No reference in body of work - appendix used for none important information that supports your work
- No guarantee anyone will read the appendix



Alternatives

- Used another font

Comments



Feedback

Part 2

- Due in Feb....
- Read around the subject as well as use the software
- You are meant to be doing things for modules outside of contact time!



Feedback

Part 2

- The School's Marketing Team now wishes you to produce:
Storyboard an animation which will be used on the first page of a photo gallery application being developed in Flash which the developer had begun working on. In addition you are required to capture six images and edit them so they are suitable for display in the photo gallery.
- MM students - do not use Images from CO2712!!!



Feedback

Images

- Think about the image and purpose
- Why would you want to include this
- Think of composition - rule of 3rds
- Camera settings - correct exposure and framing
- If not correct then would have to adjust in Photoshop



Feedback

Report

- Must include enough detail for me to more or less reproduce
- Sensible justification
- Alternatives
- Theory and references to gain higher marks - these must be appropriate
- Read the marking criteria



feedback

Marks

- 6 Still images - 12 marks (2 each)
- Storyboard - 15 marks



feedback

Storyboard

- 50% designed electronically - Photoshop
- Not electronic most can get is 49%



feedback

Questions!!!

