

A Level Bridging Work

Digital Media

The following tasks will enable you prepare for Digital Media at Key Stage 5.

Please print off this page (if possible) and bring it with your completed activity sheets for the first lesson.

Please complete Activity 1, 2, 3, 4 and the progress check

If you have any questions regarding these activities please email computinghelp@wellswayschool.com.

Activity 1 – Typefaces

Analyse 5 different fonts.

What do they say to you? Are they formal? Fun? Readable? Decorative?

Where might they be used? In a book? On a travel poster? On a party invitation?

Complete the following table.

Typeface	Analysis	Best used for
Times New Roman		
Comic Sans		
Impact		
Courier		
Verdana		

Activity 2 – Logo Brief

You are the Managing Director of a fitness company and want a new logo for your business. You are not designing the logo yourself. You need to give a graphic designer a list of considerations for them to use to design the logo.

This brief will include items such as the name of your company, types of fonts, colours etc. Will it be bold and large or subtle and fashionable? Think who your customers are. Do you want to convey long term health or bodily appearance etc.

Use no more than 250 words.

Activity 3 – Mind map

A swimming pool is being renovated to include new waterslides, wave machine, lazy river and jacuzzi. The swimming pool is large and has both indoor and outdoor pools.

The owners have asked a design company to produce a new brochure. You are not making the brochure.

Create a mind map that shows all types of information and types of images and photos needed for the new brochure. You can do this on paper or in PowerPoint.

Activity 4 – Album Cover

Sketch out on a sheet of paper a design for an album cover (front and back). This must be family friendly. What will the image convey? What meaning will you give it? You are not being judged on your artistic ability, but you must **follow the brief below and describe it in as much detail as possible.**

- Album Name / Artist: Real or Fictitious
- Target Audience: 15 to 25
- Genre: Rap / Popular
- Size Specification: CD or Vinyl album size

It must include the following on the reverse:

- Music Company Label
- Barcode
- Credits
- Tracks List (Minimum 5)

Progress Check

Progress	Completed (Yes/No)
Activity 1 – Typefaces	
Activity 2 – Logo Brief	
Activity 3 – Mindmap	
Activity 4 – Album Cover Sketch	