Review of final graphics

Overview-

For unit 6 graphics I had to create and design a graphic product (logo) for a photography company called Pixel Perfection. I also produced a billboard advertising a boxing fight to put on a bus stop or on the road side, the company I used it for was Sky Sports. The software I used was Fireworks because they have various tools such as pointer tool, crop tool, magic wand tool, line tool, text tool and feathering. Feathering is a new tool I have learnt and have been able to use this in my billboard design. Another reason I used Fireworks was because Illustrator was a bit too difficult for me as I could not remember and conduct the tools as good as I would on other platforms such as Fireworks so this why I used the piece of software

Purpose & Audience-

The Logo

This logo attracts customers to Pixel Perfection and shows how Professional the company is, this gives the first impression of Pixel Perfection. This is the first thing a customer’s sees of the company on letters adverts or on their premises. The logo for Pixel Perfection is a visual representation of the company so it needs to look as professional as possible as this is the thing that will attract customers to the brand. The Audience for Pixel Perfection could be people who are having weddings such as engaged people who want pictures of bridesmaid and family also cutting the cake and the vows and people who model who want portfolios and also parents for kids birthday occasions with them having their presents and having there cake. They also want the transaction to be simple and easy: this is what I believe I have shown in type and style of my logo - a simplistic feel reflecting the company’s attitudes. Also the ‘handwriting’ style of the font puts across how friendly and welcoming the business is to its customers and wants customers to feel comfortable in there business shown in the by also the texture of the cube gives it again a more friendly approach to customers as hard lines could represent strict and bad customer service provided.

The Billboard

The Billboard is for a one off fight which could be classed as tour and is to promote the fight on bus stops and billboards. The promotion has to be clear to the viewer so they can tell where it is, when its and who it’s against. The billboard needs to attract and lure the viewers into watching the fight. The age range for this event is aimed mid-twenties to early-forties as this is because they will be able to afford this and be able to socialise with their friends. The gender will be predominately male as this is two men fighting which will attract the men as it could be a talking point the next day at work. The billboard meets the purpose & audience, this is shown by the fact that the two boxers are squaring up and face to face, maybe hinting that there is a rivalry or a grudge making the match more exiting for fans lures spectators to watch the fight

Feedback-

The Billboard

The feedback made by Billie on the billboard, the improvements should be that “I should crop and align my billboard to achieve a precise finish with a high quality.” I have achieved this by doing what was said and I believe now I have made it look as professional as I can, this makes it achieve the audience and it will appeal to the audience more. Billie has said I have made the billboard look professional and that it looks very nice and has executed well this helps it achieve the purpose as advertises it more clearly.

The Logo

The Logo improvements Billie has set are; to use a different text as it looks boring. I’ve done this. It makes the words stand out and looks less more boring and more interesting, this effects the graphic because the reader can gain knowledge more easily and can understand the information quicker depending on the font that has been chosen.