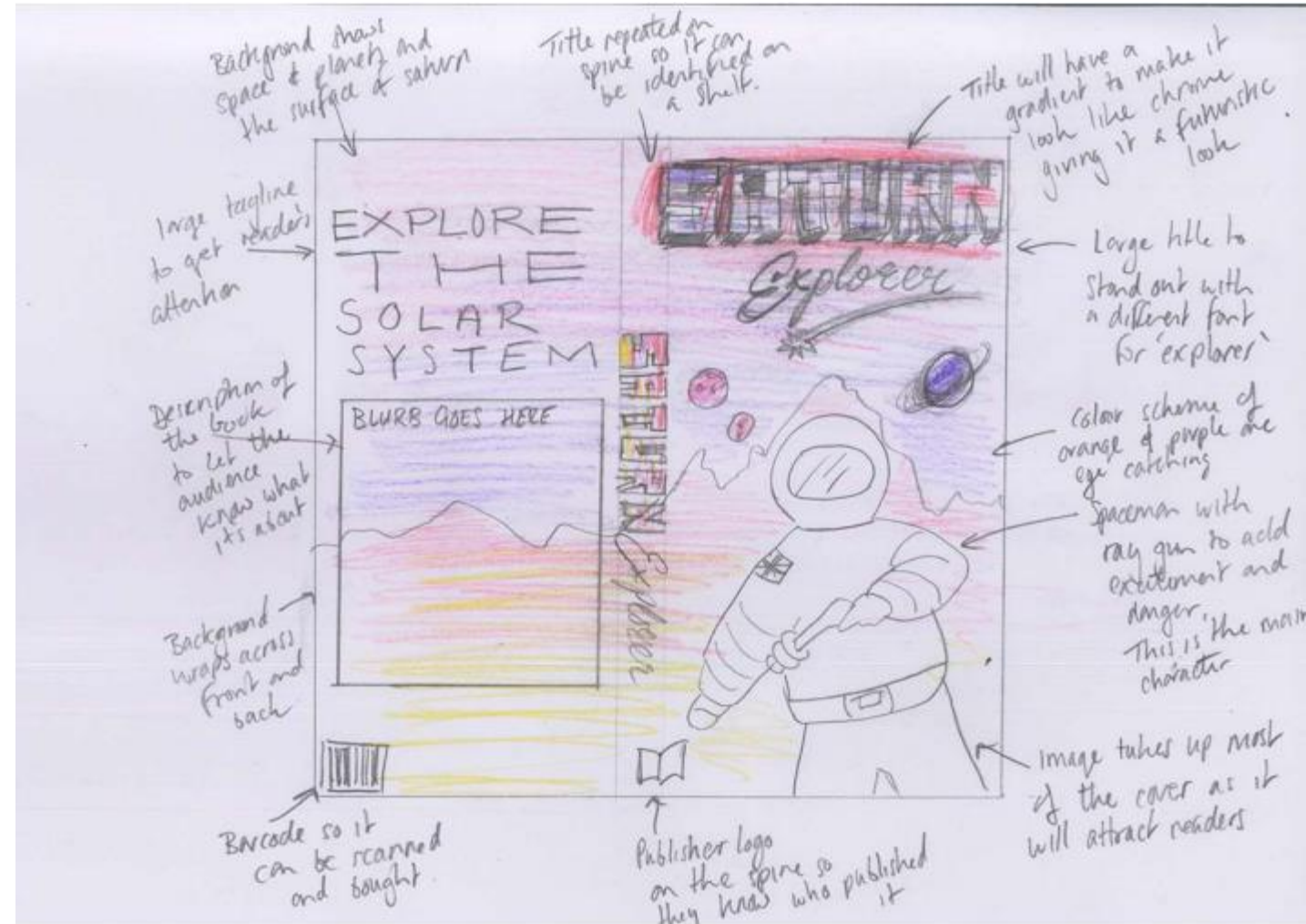


- Visulisation diagram for the advert

- Annotations

- Images/graphics (including logos)
- Colours and colour schemes - you will not colour in your design, you will label your colours instead
- Fonts, sizes and positions of text
- Dimentions
- Links to brief (e.g. discount code)







# Assets table

- Collect and record assets for your advert
- Save in a suitbale folder
- With suitbale names
- E.g.

› Zoo Assests

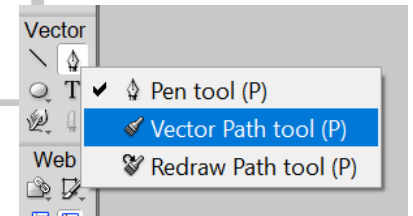
<input type="checkbox"/> Name	Type	Size
Background	JPG File	315 KB
Elephant	JPG File	312 KB
Giraffe	JPG File	924 KB
Lemur	JPG File	11 KB
Monkey	JFIF File	6 KB
Rhono	JPG File	836 KB
Tiger_Siberian	JPG File	266 KB

Asset	Properties	Source	Legal issues	Use
WhereAbouts-UK Logo for UK guide	Vector shape rasterised to 200px	Created for Client	Client will own ©	To be created in image editing software
	6048 x 4024 px 300dpi JPEG 569KB	<a href="https://stock.adobe.com/uk/search/free?k=lake&amp;search_type=usertyped&amp;asset_id=283297865">https://stock.adobe.com/uk/search/free?k=lake&amp;search_type=usertyped&amp;asset_id=283297865</a>	Client to pay the fee	Front cover, cropped to be square
	4256 x 2832 px 300dpi JPEG 613KB	<a href="https://stock.adobe.com/uk/search/free?k=mountain=28793862">https://stock.adobe.com/uk/search/free?k=mountain=28793862</a>	Client to pay the fee	Back cover, top part
	6048 x 4024 px 300dpi BMP 984KB	<a href="https://www.shutterstock.com/image-photo/photograph--2291858619">https://www.shutterstock.com/image-photo/photograph--2291858619</a>	Client to pay the fee	Back cover, middle part
	6048 x 4024 px 300dpi JPEG 475KB	<a href="https://www.pexels.com/photo/scenic-view-of-lake-in-forest-247600/">https://www.pexels.com/photo/scenic-view-of-lake-in-forest-247600/</a>	Copyright free	Back cover, bottom part

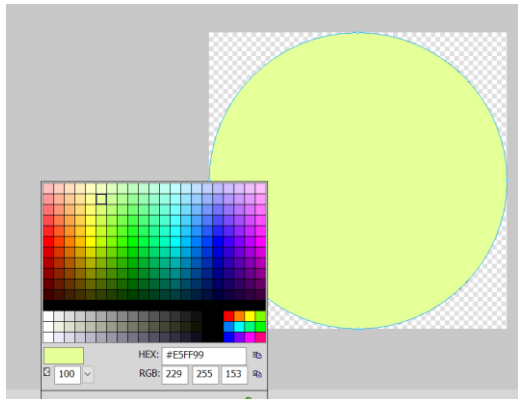
# Creating our visual identity



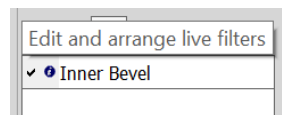
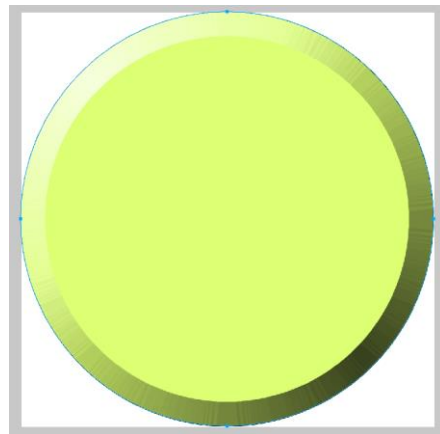
I used the vector path tool to draw a curve and attached this text to path too.



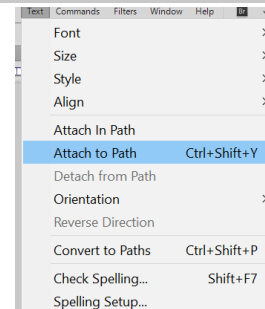
E.g.



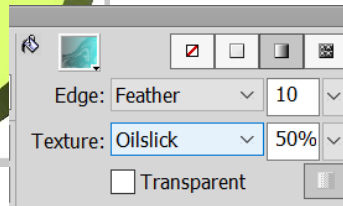
I have created a circle using the vector shape tools and changed the colour.



I added an inner bevel



I created a circle and text and attach to path to make my text rounded






I added a circle, feathered the edge, made it 50% transparent and made the texture oilslick

# Saving Visual Identity

Final Logo



	Where_About_Logo....	PNG File	788 KB
	Where_About_Logo	JPG File	192 KB
	Where_About_Logo	Adobe Acrobat Docu...	656 KB



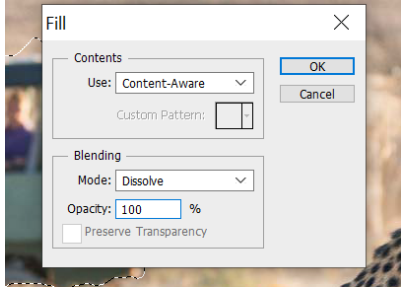




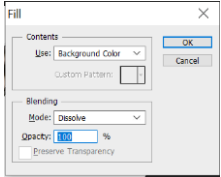


I have saved the visual identity as:

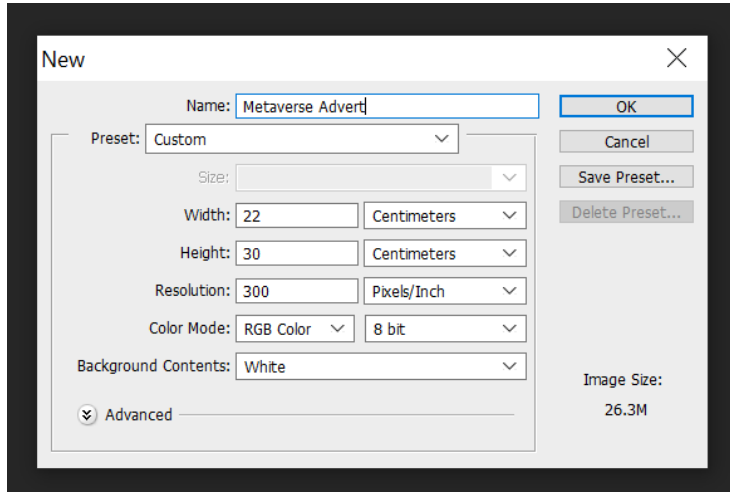
- a PNG so that the layers can be edited if needed and this will save the transparent background.
- A JPG being it is compressed and a smaller file type for the web and if it needs to be transferred.
- A PDF to retain quality for print.

The image is 1500 pixels by 1500 pixels and 300dpi

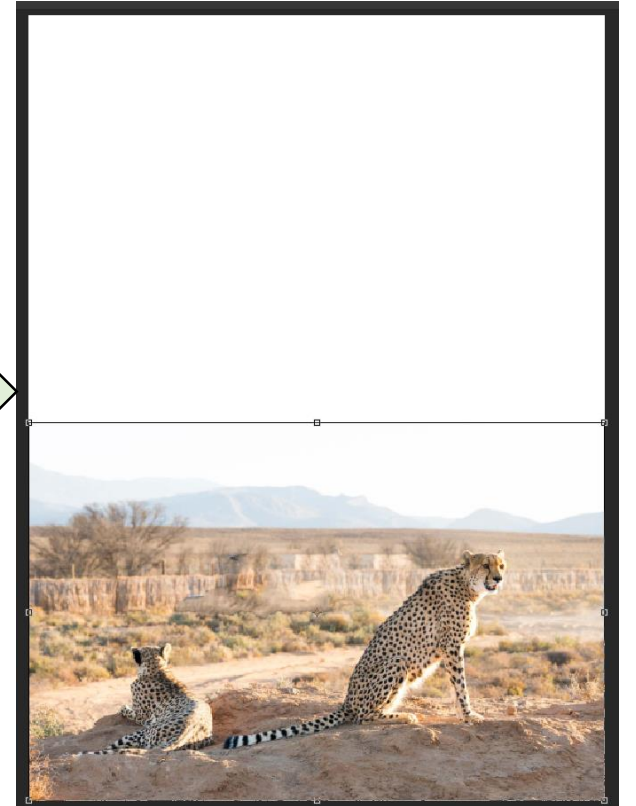
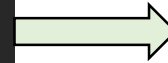
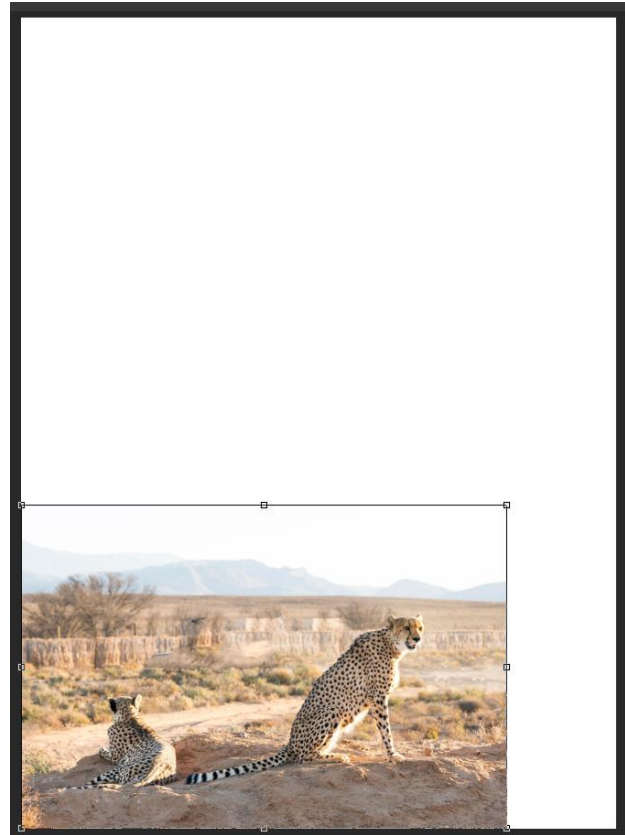
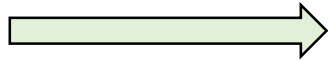


# Preparing assets for Advert

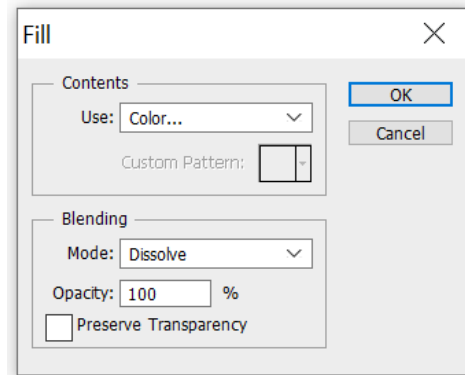
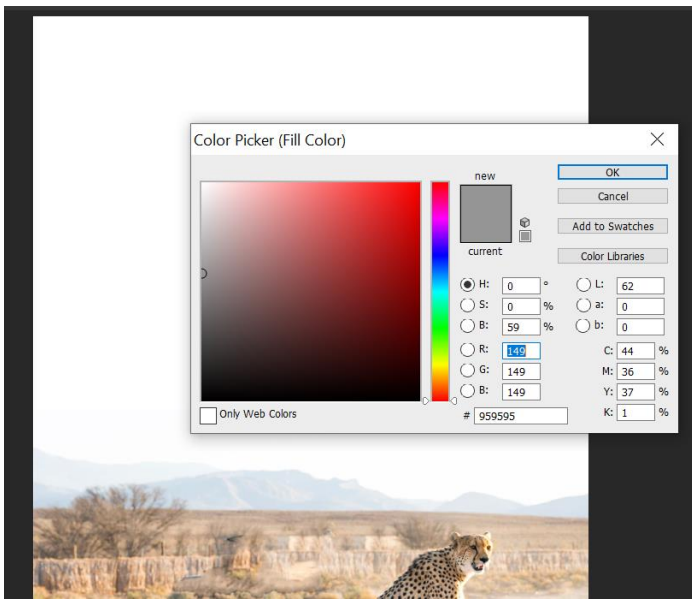
Before	Tools used	After
	<p data-bbox="779 244 1477 289">I removed the car using quick select</p>   <p data-bbox="779 586 1072 682">I used content-Aware fill</p> <p data-bbox="779 815 1011 911">The car was removed.</p> 	
 <p data-bbox="247 1390 484 1408">shutterstock.com · 1642339285</p>	 <p data-bbox="1021 1008 1656 1160">I used the magic wand to select the background and the remove.</p>  <p data-bbox="1021 1293 1485 1389">I used the eraser tool to delete the text.</p> 	



I created the page for my advert.  
I chose 300dpi for print resolution.

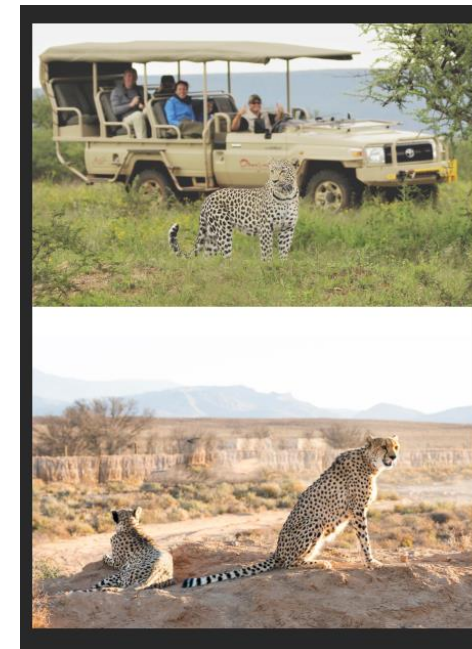
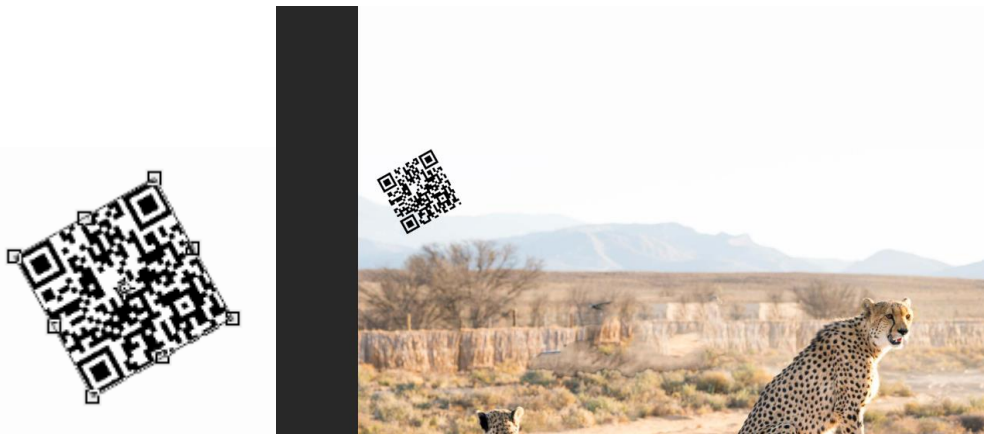


I add my background image and used the scale tool to resize



I changed the background colour to the same as the sky in my image using the eyedropper tool.

I add the logo and resized and repositioned it.

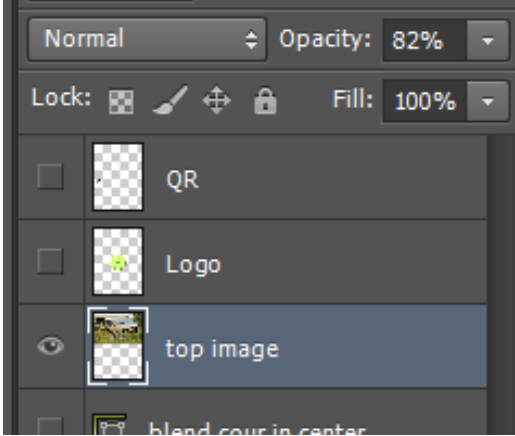


I added another image

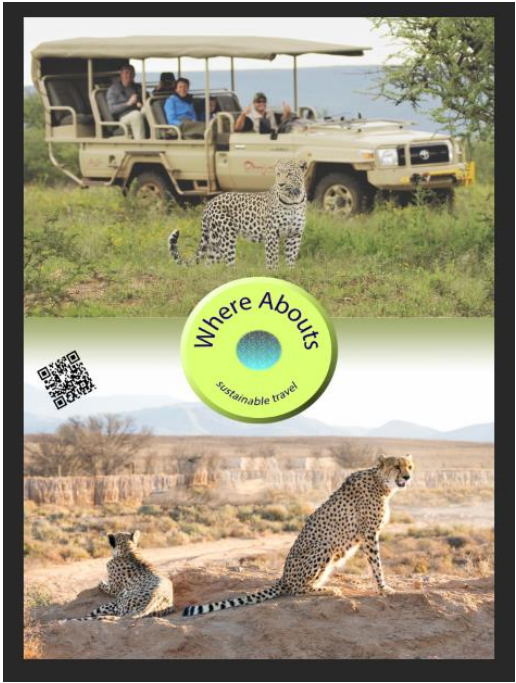
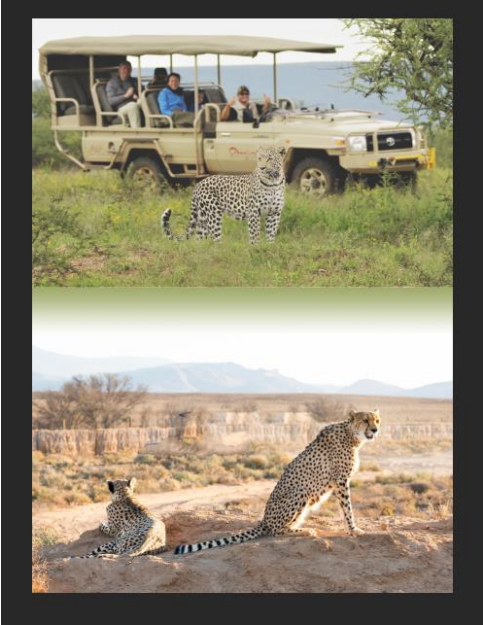




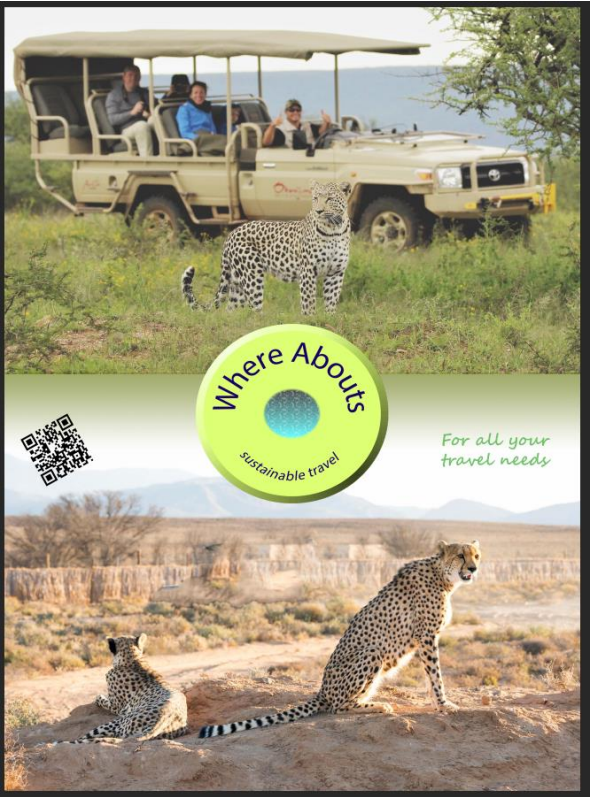
I added a rectangle and used a gradient in the center to blend the images together.



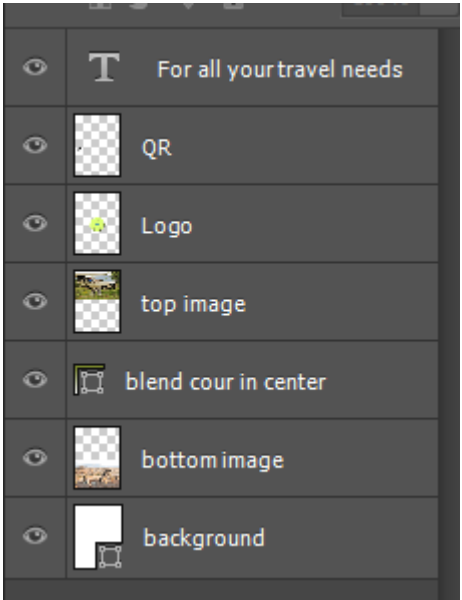
I changed to the opacity of the top image to help the blend.



I repositioned the logo.



I used the text tool to add text to the image. I changed the colour to suit the visual identity and the size.



Layers used