

Unit R006 – Creating digital images

Create an Identity

Task 1

Absolute Organic

Absolute Organic are a small food manufacturing company. They are about to launch a new range of ready-meals, and have asked you to design the front face of the box for one of these meals.

Business Type:	<ul style="list-style-type: none">• Healthy, organic ready meals
Product Name:	<ul style="list-style-type: none">• Veggy Nut and Oat Burgers (a vegetarian product)
Package Size:	<ul style="list-style-type: none">• 18cm x 13cm landscape format
Target Customers:	<ul style="list-style-type: none">• Single people• Working people without time to cook• People looking for healthier meal options than those already on the market
Important Facts:	<ul style="list-style-type: none">• The meals are healthy• The ingredients are natural and organic• The meals are ready-made and frozen (microwave or oven-cook)• There are vegetarian options in the range• The meals are at the top end of the price range, but of high quality.• Meals are available from exclusive shops and stores• The company is small
Brand Message:	<ul style="list-style-type: none">• The meals are ready-made, all ingredients are natural (no preservatives or chemicals) and they are a healthy option.• Prices are at the top-end of the market, but the meals are of high quality.

Using suitable software and the information in the table above, design the front face of the box for the new ready meal.

Create your own images or find images that you can manipulate for your use.

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Task 2

Chancellor Limousine Services

Chancellor Limousine Services are an executive limousine service providing quality cars and chauffeurs to business clients and for weddings. They have had the same logo for the past 10 years and have decided that it is time to bring their image up to date. They have asked you to design a new logo for them.

Company Name:	<ul style="list-style-type: none">• Chancellor Limousine Services
Business Type:	<ul style="list-style-type: none">• Executive car chauffeur service
Target Customers:	<ul style="list-style-type: none">• Executive business clients• Party/wedding groups
Important Facts:	<ul style="list-style-type: none">• This is a family-run business• Established in 1965• Cars available include classic models• Available for weddings• The corporate colours are navy blue and gold
Brand Message:	<ul style="list-style-type: none">• Family-run business, offering a high quality and exclusive limousine service.
Logo Uses:	<ul style="list-style-type: none">• Letterheads• Business cards• Promotional materials - brochures

Using suitable software and the information in the table above, design a new logo for the company.

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Task 3 The Chillium

The Chillium is a new gym and spa centre that will be opening soon. They will be promoting themselves as a place of relaxation and health where any person can come to get fit and feel pampered. They have asked you to design a logo for the new centre.

Company Name:	<ul style="list-style-type: none">• The Chillium
Business Type:	<ul style="list-style-type: none">• Gym and Spa
Target Customers:	<ul style="list-style-type: none">• People looking to get fit• People wanting beauty treatments• Mothers and babies• People of any age
Important Facts:	<ul style="list-style-type: none">• Gym equipment & classes• Personal trainers• Swimming pool• Beauty spa & treatment rooms• Caters for mother and baby groups• Café• This is not an exclusive or expensive gym, anybody is welcome.
Brand Message:	<ul style="list-style-type: none">• A place for relaxation, well-being and healthy activities – for all
Logo Uses:	<ul style="list-style-type: none">• Front of building, gym accessories such as towels, gifts for purchase, promotional materials, letterheads, business cards.

Using suitable software and the information in the table above, design a new logo for the company.

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Task 4 Dream Tea

Dream Tea is a very small, internet-based supplier of rare and specialist teas. They have recently discovered a new variety of tea being grown in Brazil, and are about to start selling this tea in the UK. The tea will be sold in foil bags and they have asked you to design a label for the front of the bag.

Company Name:	<ul style="list-style-type: none">• Dream Tea
Business Type:	<ul style="list-style-type: none">• Internet tea supplier
Product Name:	<ul style="list-style-type: none">• Siestea – a new rich flavoured tea from Brazil
Label Size:	<ul style="list-style-type: none">• 7cm x 9cm portrait format
Target Customers:	<ul style="list-style-type: none">• Tea-lovers• People who like to try new products• People buying gifts for others
Important Facts:	<ul style="list-style-type: none">• Tea sourced from across the world• Flavoured teas available• Rare teas a speciality• Two employees, all business done online
Brand Message:	<ul style="list-style-type: none">• A new rich flavoured, quality tea from the land of Brazil supplied by a small, internet-based, specialist tea supplier.

Using suitable software, and the information in the table above, design a label for the packaging for the new tea.

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Task 5 Tourtastic!

Tourtastic! are a Bradford based company that provide guided bus and walking tours across the UK. Up until now they have mainly sold their tours to customers in Yorkshire and northern England, but they would like to expand their business. They have decided to print a leaflet that they can distribute through tourist information centres to advertise to a wider audience. They have asked you to design the front cover of this leaflet.

Company Name:	<ul style="list-style-type: none">• Tourtastic!
Business Type:	<ul style="list-style-type: none">• Guided bus & walking tours
Leaflet Size:	<ul style="list-style-type: none">• 9cm x 20cm portrait format
Target customers:	<ul style="list-style-type: none">• Families and older people that holiday in UK• People without their own transport• People looking for interesting, but inexpensive holidays
Important facts:	<ul style="list-style-type: none">• Tours available to London, Cornwall, Somerset, Norfolk, Kent, Lake District, Wales and Scotland.• Audio tour on the bus from an experienced guide• Walking tour by the guide at destination• Modern, easy-access buses with toilets, TV and refreshments.
Brand message:	<ul style="list-style-type: none">• A fun and interesting holidays within the UK for those on a budget.

Using suitable software and the information in the table above, design the front cover of Tourtastic's leaflet.

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Task 6

LinguaTeach

LinguaTeach are a medium sized company that produces language teaching courses for home study. They have full range of European language courses including French, German, Dutch, Spanish, Portuguese, Russian and Italian. They have also recently started to offer courses in Chinese, Gujarati and Turkish. They have asked you to design a poster that they can use to advertise their range of products.

Company Name:	LinguaTeach
Business Type:	Language teaching courses
Poster Size:	A4
Target Customers:	Older learners of languages (not school-age)
Important Facts:	<ul style="list-style-type: none">• Language courses – on CD to learn at home• Founded in 1975• Based in London• Originally a family-run business, but has expanded over the last 20 years.
Brand message:	<ul style="list-style-type: none">• Professional, trustworthy language teaching – for a wide range of languages.

Using suitable software and the information in the table above, design a poster for LinguaTeach.

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