

L3 Digital Media Induction Tasks 2024

Complete each of the following tasks and be ready to submit your evidence on Teams in the format of your choice (Word, PowerPoint etc).

Task 1: Analysis

1a) Find one example of a Digital Media product from the list below:

- Poster
- Billboards
- Leaflets & Flyers
- Newspaper adverts
- Magazine covers
- Online Ads
- Website pages

1b) Analyse the product using the questions prompts below to explain WHY the product has been designed this way:

- Who do you think this designing is targeting (age group, gender, demographic)?
- What aspects of the design has led you to this decision?
- How are fonts and colours used to good effect?
- What information is presented to the customer, and why?

Task 2: Design

2a) “Indulge” is a new high-end chocolate brand that is launching in the UK. As a graphic designer, you have been asked to produce a visual identity for “Indulge”. The visual identity will be used on all packaging and promotional material. Present the concept art of 3 logos for “Indulge” (you may sketch or create on a computer).

2b) Evaluate your logos and suggest which logo you would move forward with.

Task 3: Keywords

3a) Social Media is widely used as a platform for advertising. Find out the meaning of the following Keywords and learn them:

- Semantic Web
- Search Engine Optimisation
- Sentiment analysis
- Brand Identity
- Synergy
- USP

- Folksonomy
- Digital Natives
- Niche Audience
- Mode of Address
- Data Management
- Hashtags
- Content metrics
- Google analytics
- Social media aggregation

3b) When creating a business or launching a new product a company will use social media to “capture” the attention of the public and lead them down the path to becoming invested in the company (purchasing products, attending events etc). This is known as the Social Media Sales Funnel.

Investigate the “Social Media Sales Funnel” and define the six stages below:

- Generate Leads
- Build credibility
- Stay top of mind
- Drive to the sweet spot
- Strengthen relationship
- Earn referrals