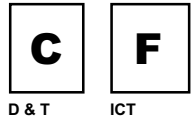


ICT ACTIVITY 28

Using a design package to create a computer game cover and 'point of sale' to advertise it.

Year Group: Year 11



Resources

AppleWorks, Photoshop, Scanner, Camera, web site: <http://namco.co.uk>, digital camera

Context (Pupils' prior experience)

In Year 10 students designed and created 2D covers for CDs. This work was written up for Volume 3 'ideas for integrating ICT' (see Activity 23). This current project builds on the basic design skills learned in that project and focuses on working in a realistic design context.

Task Description

The focus is on image manipulation and typography development moving away from traditional graphic design techniques to fully integrated CAD/CAM. Students follow the full design process from initial brief through to production of professional quality outcome for example a 2D DVD cover and a 3D model to be presented to a client (point of sale). Part of the design process involved the use of the Internet for research.

Learning Intentions

D & T: Knowledge and Understanding	ICT: Skills, Knowledge and Understanding	D & T GCSE Level
Produce simple 2D game cover using templates and manipulated images.	Use extended features of AppleWorks and Photoshop to create a design that is beginning to meet the needs of an audience. Be able to scan images confidently. Use the Internet for research purposes to find relevant material.	E - G
Produce good quality complete 2D game cover together with realistic 3D point of sale.	As above, and additionally create own images using a wider range of image manipulation filters and enhancement tools in Photoshop.	C - D
Produce professional quality complete 2D game cover and a 3D point of sale that is suitable for client presentation and is effective in selling the product.	As above, and additionally using a digital camera to include photographs to further enhance the final product. Final design prototypes fully meet the needs of the audience.	A* - B
D & T POS related to task: 1a, 1b, 1c, 1d, 1e, 1f, 1g, 2a, 2b, 2c, 2d, 3a, 3b, 3c, 3d, 5a, i, ii, iii, 6a, 6b, 6c. GCSE Graphic Product Syllabus - F7, C8 & A8	ICT POS related to task: 1a, 1b, 2a, 2b, 2d, 3a, 3b, 4a, 4b, 4c, 5a, 5b,	

Teaching Approach

Whole class demonstration using whiteboard to encourage interactivity. Pupils working in small groups using the computers in the D&T lab. Focused tasks to build specific ICT skills. Templates produced for less able pupils and additional support with the structure where needed.

Links with other curriculum areas

Literacy – writing a report.

Art – investigate, combine and manipulate images, taking account of purpose and audience.

Subject Learning Gains (D & T)

The pupils produced a professional quality product with both 2D and 3D outcomes. The quality of the finished product is tremendously enhanced by the use of industry standard software packages which enable extensive manipulation of colour, shape, photographs, typography, etc.

DESIGN BRIEF

Playstation Game Packaging

As a designer I have been commissioned by Playstation to design the packaging for their latest game, which will be released next year. Playstation have also asked me to join their promotional team to help the sale they have asked me to design a point of sale.

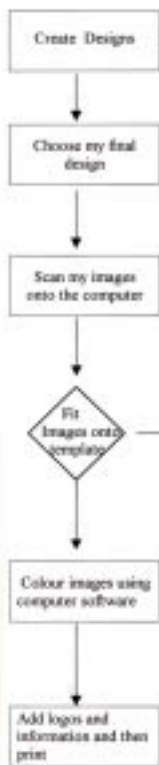
I will research computer games packaging that already exists. I will produce my original product using CAD/CAM.



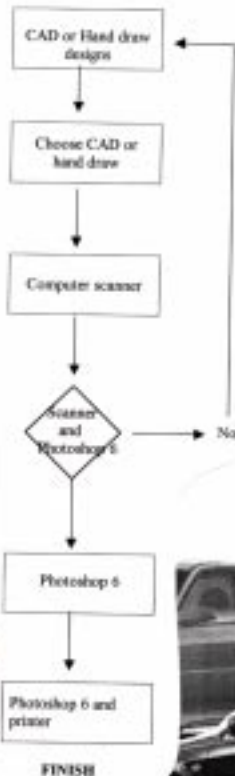
Pupils' Work

PLAN TO MAKE

GAME COVER

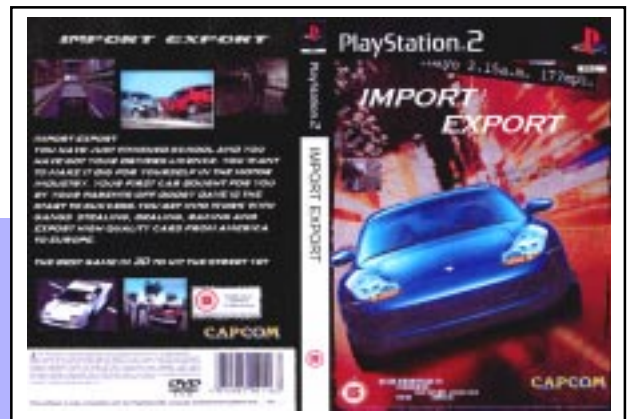


EQUIPMENT



This pupil is working at grade 'A' GCSE Graphic Products.

Teachers' Assessment



This is my final design for my CD cover. To make it I had to scan a disc into the computer to use as a template. To create my disc I scanned in images from magazine. I got the background for the disc from a front cover of an image book. I got the silver Porsche out of a car magazine. I used these cars because I have used them on my other products. This 'Import Export' typography was used on my disc, I got from my point of sale. I put this all together using Photoshop 6.

I like this design because it reflects the theme of the game.

Pupils' Evaluation