

# ICT

## School Digital Advert

**Objective:** To create a promotional **animated GIF** and **publicity image** for our school. The images are to be used on the schools website. You can use any of the following pieces of software:

Adobe Fireworks  
Adobe Flash  
Adobe Photoshop

You must use some of the following techniques when producing your **publicity image**:

Use of layers  
Any of the **Image > Adjustment** options  
Any of the **filter** options  
Combine photos and text  
Using multiple photos to create a collage effect  
Wrapping a texture or pattern around an object  
Adding flames to text or images

### Success Criteria:

1. Complete a plan of what you will produce for your **animated GIF**. (4 marks)
2. Complete a plan of what you will produce for your **publicity image**. (4 marks)
3. Take a selection of images of the school. Minimum 4 images of different areas of the school. (4 marks)
4. Create a digital image and alter its appearance using Photoshop. (2 marks)
5. Create a animated GIF for use on the school website and e-newsletters (2 marks)
6. Upload your work on to your Adobe Photoshop webpage under the title of **School Digital Advert** (4 marks)