

Sourcing images to use

You need to include at least one image that you have created yourself or found on the internet as part of your logo

“Identify and select image source (can be self-taken, e.g. from camera or scanner, from a third party, or from the internet)”

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Important things to consider:

What size does the image need to be?

Does it need to be a vector or a bitmap image?

What resolution (ppi) does it need to be?

Is the image copyright free?

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Task:

Take one of the two project briefs and source a number of suitable images that you could use

Start by using only the sources in the link

Find at least three suitable bitmap images and at least three suitable vector images

Copy the web address of the image into a document

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Your aunt and uncle just bought a company called “Coco's Cocoa”, which specialises in making hot chocolate. They are quite enthusiastic about the opportunities for growth and expansion, but first and foremost, they must ensure that the company is operating effectively. They have requested your assistance in establishing various IT solutions to streamline processes and improve the overall experience for customers.

Here are the tasks your aunt and uncle have requested:

- Create a brand-new logo for Coco's Cocoa.

Your uncle wants the company logo to be contemporary and captivating, with a colour palette that conveys the cosiness and warmth of a cup of hot chocolate. He would like to incorporate the logo into all the marketing materials that he creates, as well as the packaging for the various products and all of the company's documents.

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Your friend has recently inherited some money and has used most of this to set up a dance event hire company. Having already done this as a hobby, your friend has now invested in extra equipment to offer lighting effects and a more powerful sound system for larger venues and outdoor dance events and has already started to take bookings. Your friend has named the company Dee's Decks and is paying you to set up some IT systems to help the business run smoothly.

You will need to do the following:

- Create an appropriate logo to represent the business.

Your friend will use this logo on all documents as well as on equipment and promotional items such as coasters and baseball caps. Your friend wants a bold colour scheme with a clear and consistent style so people will recognise the branding easily.