

## Week Three - Worksheet One

### Image and Graphic Content Design

1. What sort of feel do you want for your product ? ?

Is it

	Very visual – mostly images with short bits of text between or near them ?
	Very text based – larger blocks of text with an occasional image?
	Every section will have at least one graph or diagram to support it ??
	The only graphics will be photos, which illustrate the concept (maybe in an amusing way)
	The graphics will all be graphic design style drawings

Write notes below if you want to clarify your answer above.

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2. Do you want your images / graphics / diagrams and charts to have borders / frames around them, or just to sit on the white page ?

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3. Do you have existing images / graphics / diagrams and charts that will fit with the style you are aiming for ? (if so, work through Worksheet Two – image Availability to get this down into detail)

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4. How many extra images will you need, over and above the ones that you have ? (also address this in detail in Worksheet Two – Image Availability)

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5. How many of the images / graphics / diagrams and charts that you have will need to be modified ?

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6. Look at where you want to put images and consider:

- a. Do you want to put all images centred ?
- b. Do you want them offset to alternate sides ?
- c. Do you want some full page images (very good idea for infographics!)?
- d. Do you want to present them in another way ? (write notes below)

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7. Does your answer to question six change the answer to question 4 ?

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8. Do any of the images that you have / are planning support your USP / Quirkiness ??

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9. Do you have any existing infographics ? Or sets of interesting data related to your topic that could be made into an infographic?.

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10. Do you have images for all of the necessary media, or social media, icons that you will need to use ?

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11. List what media shows or magazines and newspapers you have been in, and cn therefore use an icon for, below

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12. Now list all of the social media sites that you use, and mark which ones you have graphics of their icons for, and which you will need to get graphics for.

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13. Do you have a company logo ? if so, do you have graphics files for it ?

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14. Do you have separate logos for your individual courses or programs ? if so, do you have the graphics files for those ?

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15. Based on your answers in this worksheet, update your Product Plan with notes about what images go where.

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16. Decide how you will outsource the extra images that you have decided you need, and list below the likely outsourcers / outsourcing sites that you will use.

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