JS3 DIGITAL TECHNOLOGIES – Photo Editing and Visual Communication

Using Online Tools for Design and Branding

Meaning of Photo Editing: Photo editing is the process of changing or improving a photograph using a computer, mobile phone or other digital device.

Photo editing can make a photograph clearer, more attractive and suitable for a particular purpose.
For example, a student may take a photograph of a school building and edit it to improve its brightness before

Meaning of Visual Communication

Visual communication is the process of passing information or ideas to people through things they can see.
It uses pictures, symbols, colours, drawings, signs, charts and written text to communicate a message.

Elements of visual communication

The main elements include:

- Images: Photographs, illustrations and drawings used to explain an idea.
- Colours: Used to attract attention, create moods and distinguish information.
- Text: Words used to communicate details.
- Symbols: Signs or pictures that represent an idea.
- Shapes: Circles, rectangles, lines and other forms used to organise a design.
- Layout: The arrangement of text and images on a page or screen.

Meaning of Graphic Design

Graphic design is the process of arranging text, pictures, colours, shapes and other visual elements to communicate a message effectively.
A person who creates these designs is called a graphic designer.
Examples of graphic design include:

- School event posters.
- Birthday invitation cards.
- Business logos.
- Product advertisements.
- Certificates.
- Social media graphics.
- Book covers and flyers.

Difference between photo editing and graphic design

Photo editing	Graphic design
Focuses on improving or changing images.	Focuses on communicating a message through a visual arrangement.
May involve adjusting brightness, colour and cropping.	May involve combining text, shapes, images and colours.
Example: Improving a photograph of a school building.	Example: Creating a school admission poster using that photograph.

Photo editing can be one part of graphic design.

Meaning of Branding

Branding is the process of creating a recognisable identity for a person, business, school, product or organisation.
Branding helps people recognise and distinguish one organisation or product from another.
For example, a school may use the same logo, colours and style on its uniforms, admission posters, report sheets and website.

Elements of branding

1. Logo: A logo is a symbol, design or wordmark that identifies an organisation or business.

2. Brand colours: These are the colours regularly used in an organisation's designs.
3. Fonts: Fonts determine the appearance of letters and words in designs.
4. Consistent design style: Using a similar style across posters, business cards, websites and other materials helps people recognise the organisation.

Importance of branding

1. It helps people recognise a business or organisation.
2. It makes designs look consistent.
3. It helps a business stand out from competitors.
4. It gives customers an idea of the organisation's identity.

5. It can help build trust when the organisation communicates consistently and honestly.

5. Online Tools for Photo Editing and Graphic Design

Online design tools are websites or web-based applications that allow people to edit images and create designs using a browser or supported application.

Many provide ready-made templates, so beginners do not need to create every design from scratch.

Examples of online tools

A. Canva: Canva allows users to create posters, flyers, invitations, presentations, logos and social media graphics using templates and editing tools. Website: www.canva.com

B. Adobe Express: Adobe Express provides tools for creating graphics, posters, social media content and other visual materials. Website: www.adobe.com/express

C. Pixlr: Pixlr provides browser-based photo-editing tools for adjusting images, cropping pictures and applying visual effects. Website: pixlr.com