

Fundamental of Digital Media Design

Chapter 2 [Activity]

Introduction to Text

by

Noraniza Samat

Faculty of Computer Systems & Software Engineering

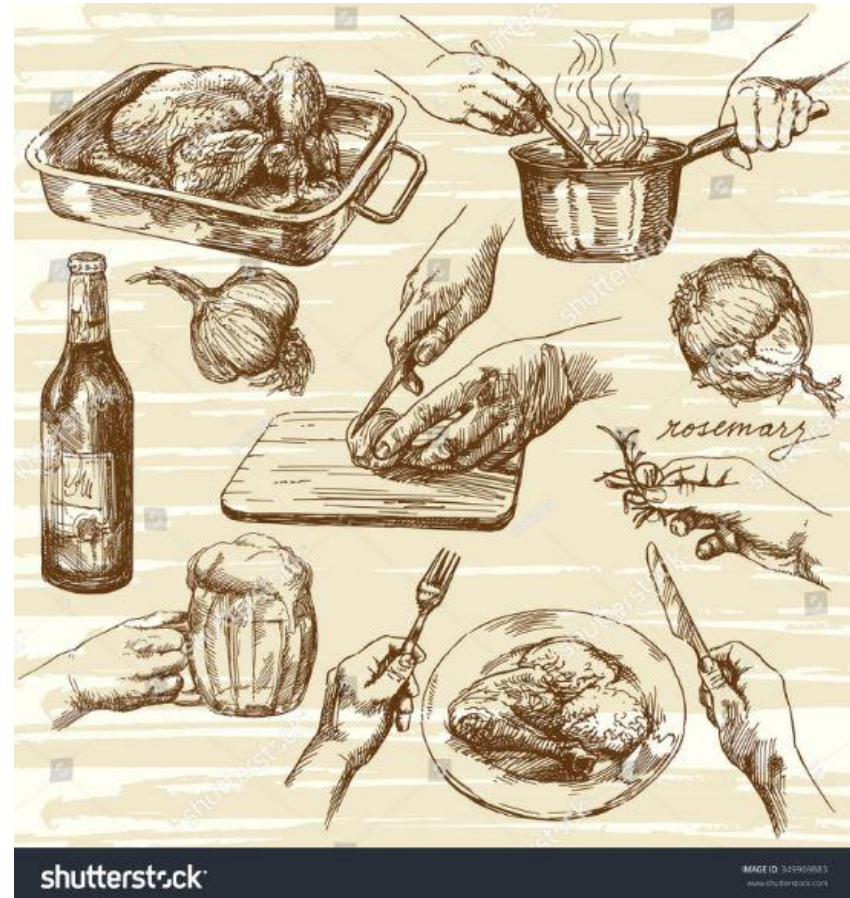
noraniza@ump.edu.my



OER Fundamental of Digital Media Design by Noraniza Samat (editor) work is under licensed [Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

Activity 1

- Explain this image using **TEXT**



Picture source:

<https://image.shutterstock.com/z/stock-vector-cooking-process-hand-drawn-vector-illustration-349969883.jpg>

Activity 1

Explanation about the image should include:

- Name of the recipe: “Roast Chicken”
- List of Ingredients
- How to prepare the Roast Chicken

This activity shows the important of TEXT in describing other media elements such as image, video and animation.

Activity 2

Design a brochure to advertise a new shampoo product in the market.

Start your brainstorming with the following questions:

- What is the message to be delivered?
- How is that message supposed to come across?
- Is the headline using the right typographic?
- Would using different font, size and colour will attract customers attention?