

UI108012: DIGITAL DESIGN BITMAPS AND VECTORS - 2024/25 ASSESEMENT 3

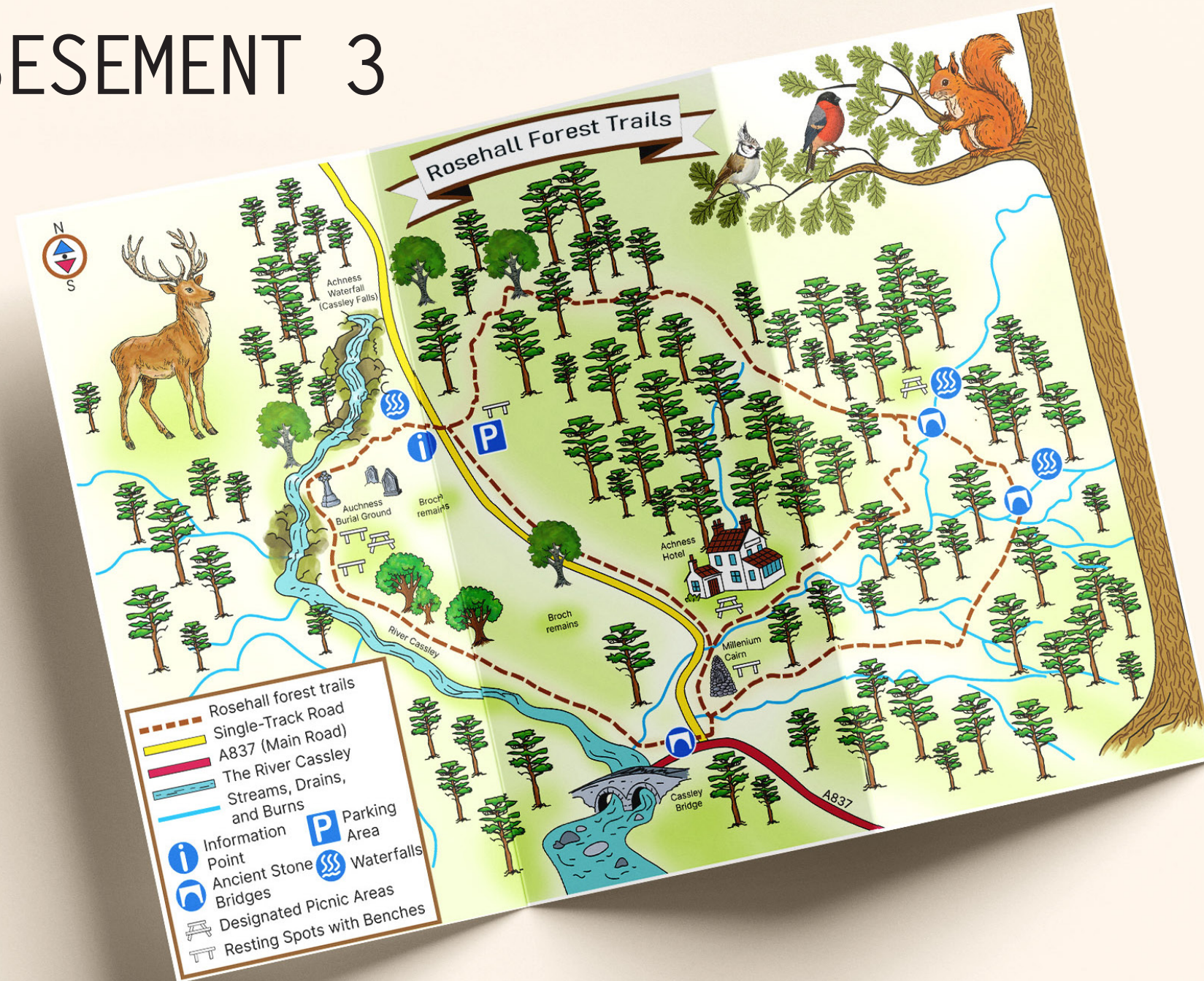
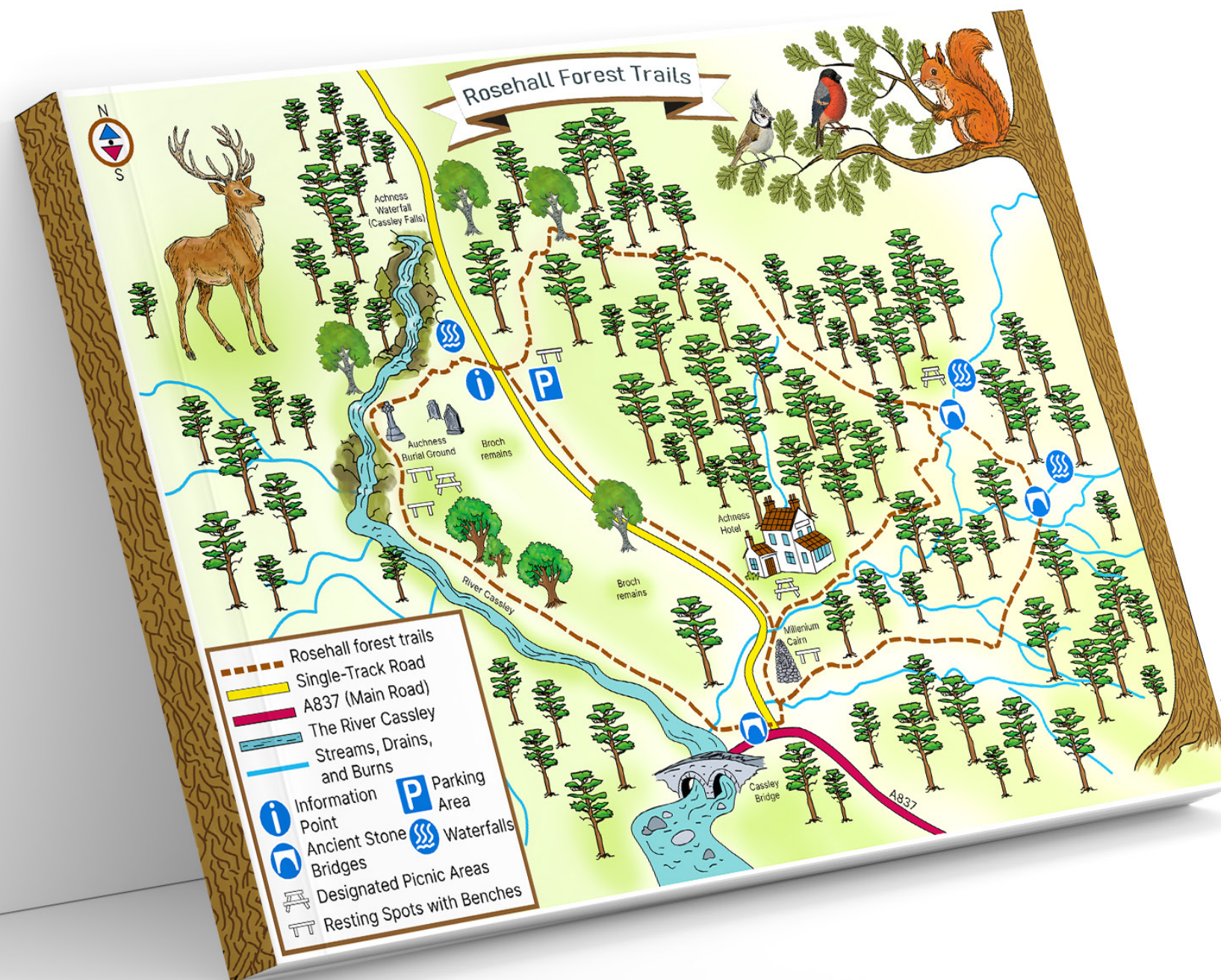


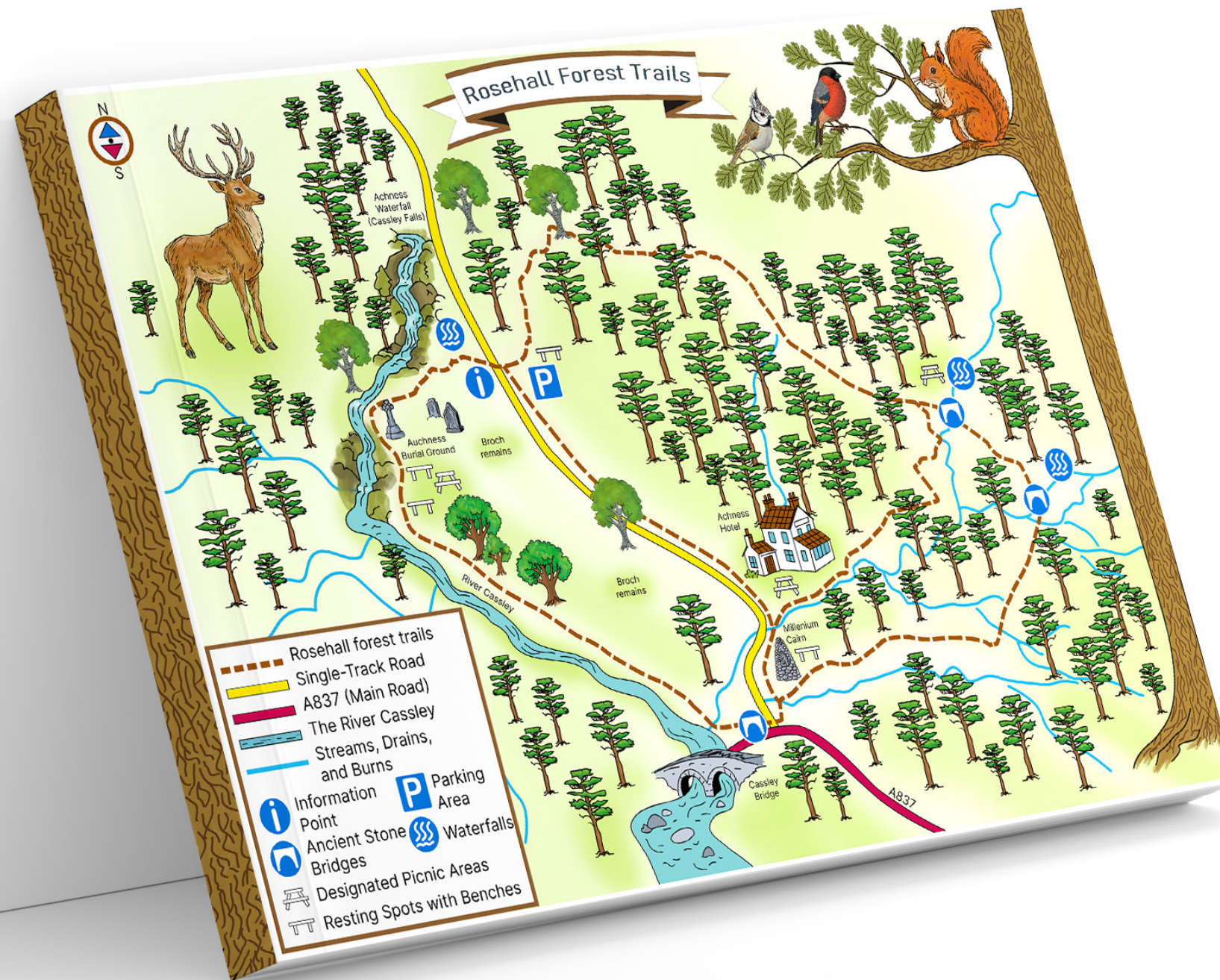
TABLE OF CONTENTS



CONTENTS

TABLE OF CONTENTS	2
1 - COLOUR & TYPOGRAPHY USAGE JUSTIFICATION	4
2 - MOCKUPS	6
3 - MOCK-UP JUSTIFICATION: DESIGN EFFECTIVENESS	8

1 - COLOUR & TYPOGRAPHY USAGE JUSTIFICATION



1 - COLOUR & TYPOGRAPHY USAGE JUSTIFICATION



Primary Blue #0071D4 Fresh Green #00A841 Earth Brown #974F00 Sunshine Yellow #F4E000 Berry Red #C60651 Sky Blue #20B3E8 Olive Lime #92B32F Soft Beige #FDE9C5 Pale Grey #F5F5F5 Light Aqua #84D0D3

Colour Hex Code	Name of Colour	Map Element Used	Justification
#0071D4	Primary Blue	Info & Parking Points, Other Icons	Used for wayfinding icons; consistent with standard signage colours and easily recognisable.
#00A841	Fresh Green	Tree Canopies, Grass, Vegetation	Harmonises with the environment; used to depict vegetation clearly and naturally
#974F00	Earth Brown	Forest Trails	Natural and earthy, clearly showing foot-paths through the forest.
#F4E000	Sunshine Yellow	Single-Track Road	High-contrast yellow makes the road stand out from the background.
#C60651	Berry Red	A837 Main Road	Bold and vivid, used to highlight the main vehicular route.
#20B3E8	Sky Blue	Streams, Drains, Burns, Achness Hotel	Represents water features and glasswork; adds consistency to natural and architectural elements.
#92B32F	Olive Lime	Tree Canopies, Grass, Vegetation	Used to illustrate vegetation including tree canopies, grassy areas, and foliage. Conveys a natural, lively atmosphere.
#FDE9C5	Soft Beige	Parts of Background	A clean, warm base tone that complements illustrated elements without overwhelming them.
#F5F5F5	Pale Grey	Legend Background, Achness Hotel	Used for the legend's background as white icon outlines (e.g., information points, parking) would not be visible on a white background.
#84D0D3	Light Aqua	River Cassley and Achness Falls	A bright, clear tone representing major water features; adds contrast and visual freshness.

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

Font: Inter

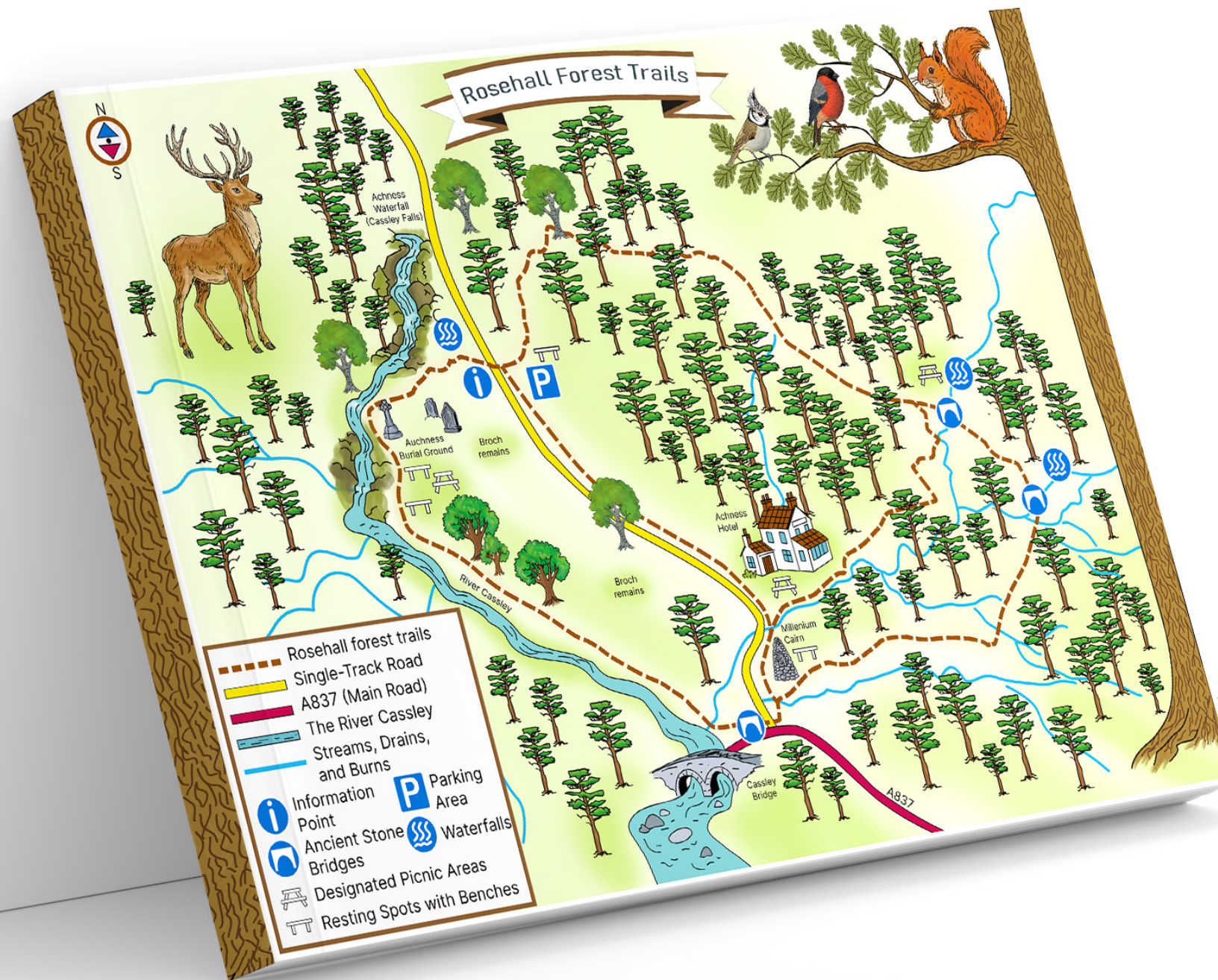
Font: Myriad Pro

Two fonts were used to support the visual hierarchy and legibility of the map design: **Inter** and **Myriad Pro**.

- **Inter** is used throughout the map legend and for smaller landmark labels. Its clean, modern appearance and excellent legibility at small sizes make it ideal for conveying detailed information without clutter.
- **Myriad Pro** was chosen for the “Rosehall Forest Trails” title at the top of the map. When applying curved text effects, Myriad Pro maintains smooth, well-balanced letterforms, making it visually more appealing in arched layouts.



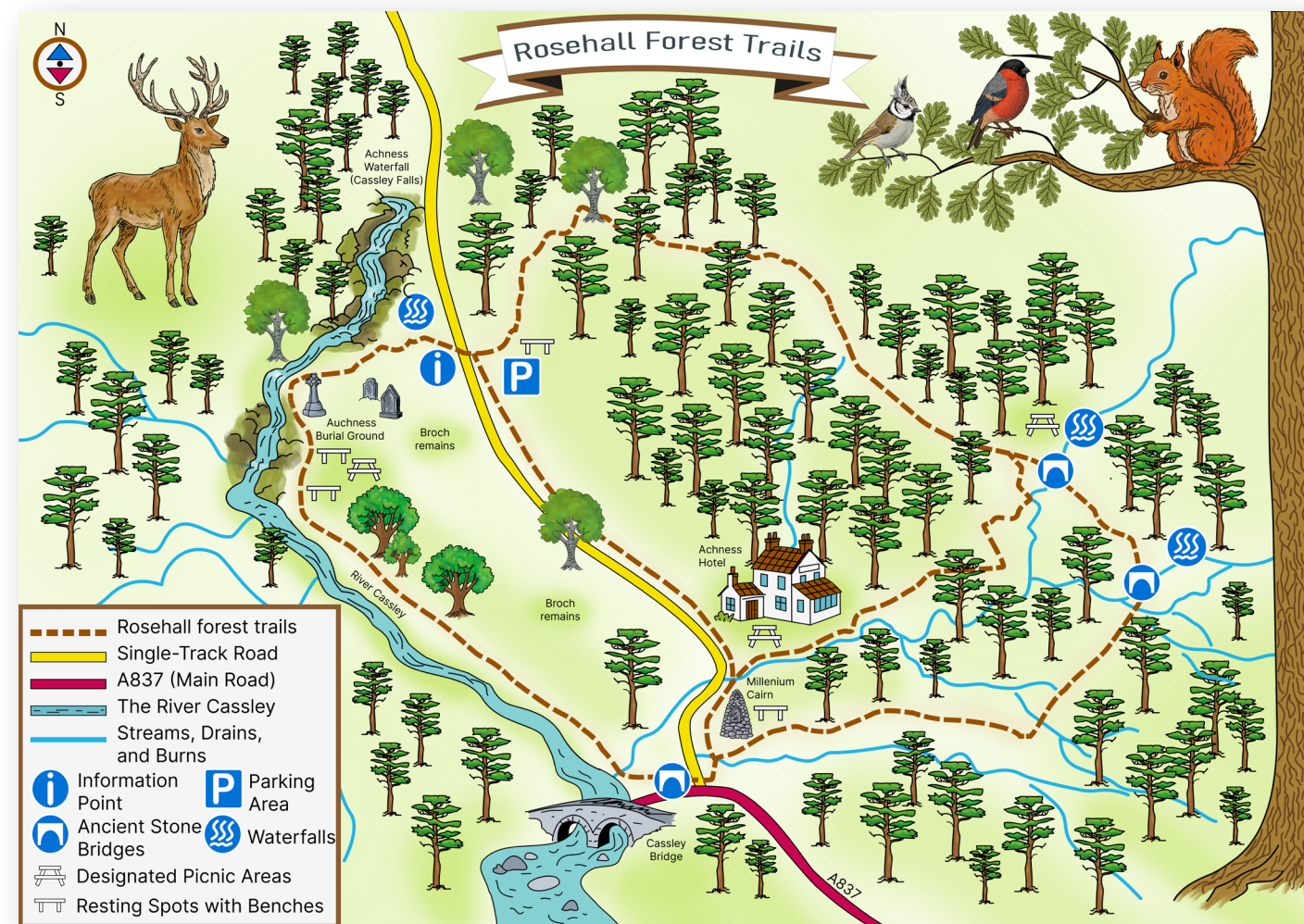
2 - MOCKUPS



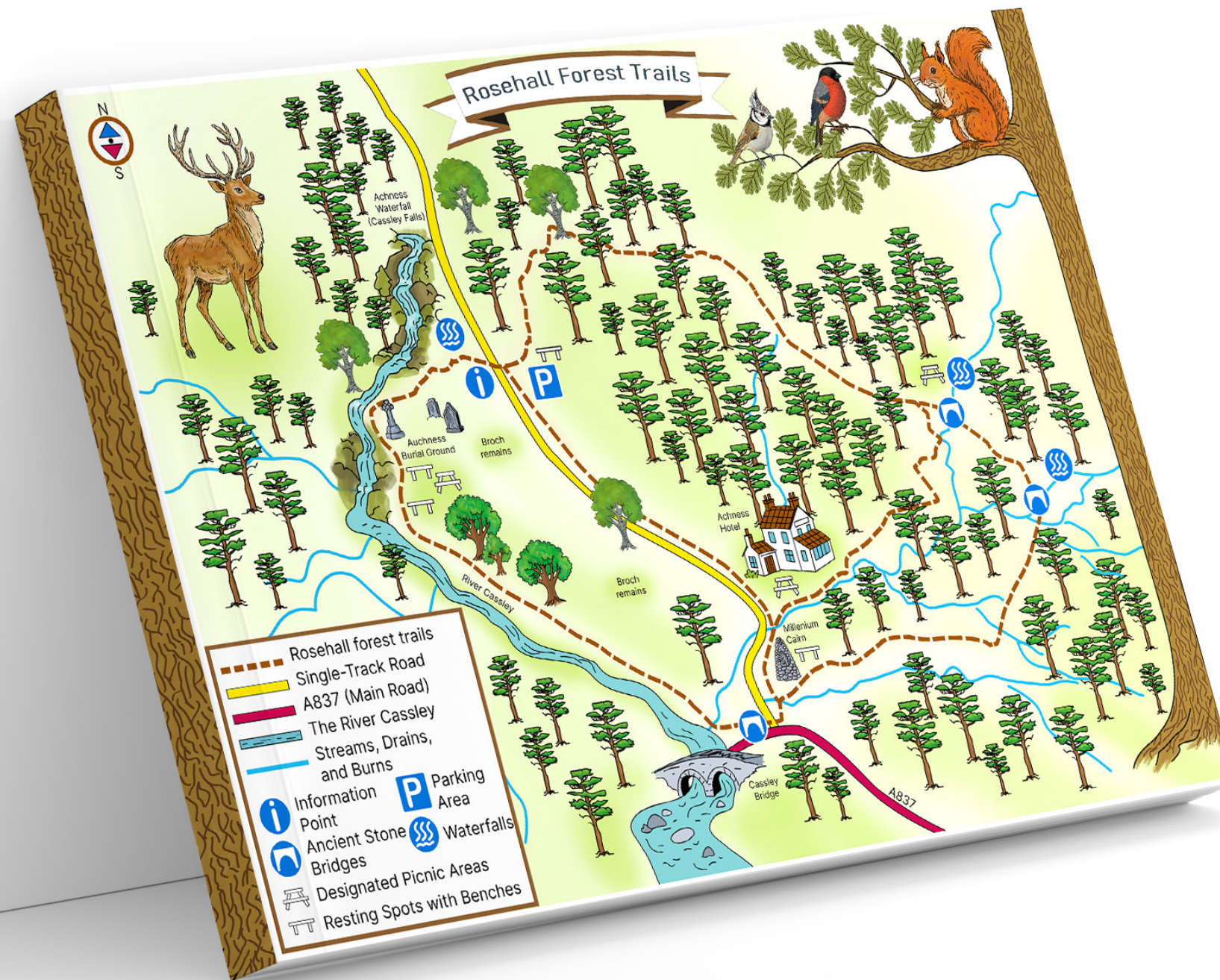
2 - M O C K U P S

The final version of the Rosehall Forest Trails map was designed to be versatile in both print and digital formats. It can be printed as an A4 tri-fold brochure for use by visitors, or shared digitally as a high-resolution PDF, accessible on mobile phones, tablets, and desktop devices.

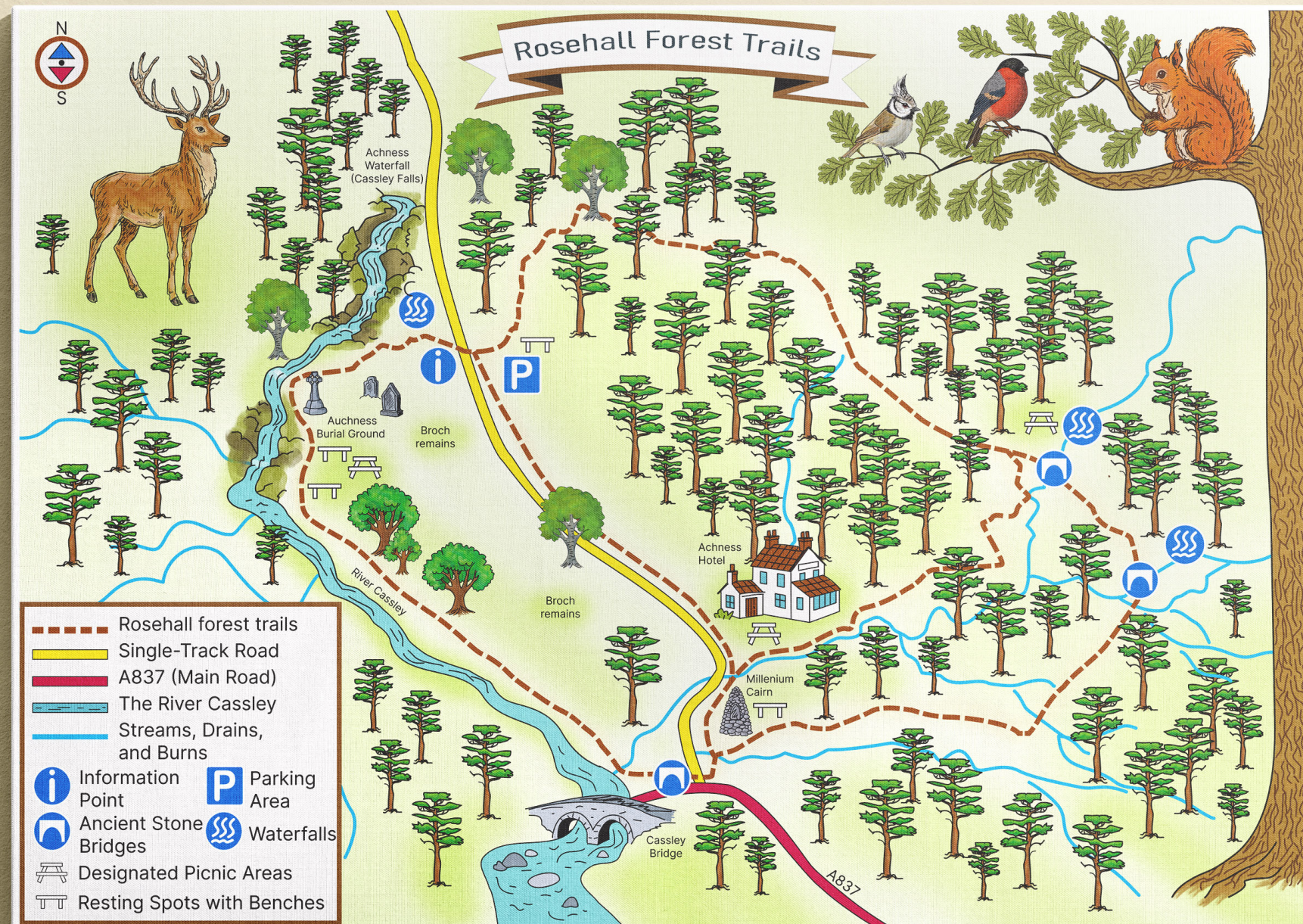
Thanks to the use of vector-based assets and high-resolution export settings, the map maintains excellent clarity and legibility at various sizes. Whether printed as a small folded leaflet or scaled up for display, the quality remains sharp without any loss of detail.



3-MOCK-UP JUSTIFICATION: DESIGN EFFECTIVENESS







3 - M O C K - U P J U S T I F I C A T I O N : D E S I G N E F F E C T I V E N E S S

To evaluate the effectiveness of the Rosehall Forest Trails map design mock-ups were created to demonstrate how the map functions in different real-world scenarios. These mock-ups support the overall design rationale and confirm that the map is both aesthetically engaging and practically usable.

1. Poster Display

The first mock-up situates the map in a busy environment. This scenario demonstrates the clarity and legibility of the design at a large scale. Despite the surrounding motion and visual noise, the map remains eye-catching due to its:

- Illustrative style, which stands out from typical flat maps
- Use of vibrant, contrasting colours, helping different routes and features to be easily distinguished
- Clear iconography and legend, positioned for quick orientation

This mock-up proves that the design successfully draws attention and communicates key information even when viewed briefly in transit spaces, which supports its use in promotional or informational campaigns aimed at urban audiences.

2. Mounted Wall Display in Natural Setting

The second mock-up presents the map as a framed print on a softly lit wall, imitating its use in visitor centres, lodges, or heritage buildings. This setting highlights the decorative quality of the map and shows its potential as a static point of reference for tourists. The following design decisions contribute to this success:

- Hand-drawn illustrations of local wildlife and forest details add character and regional identity
- Natural colour palette complements wood textures and interior displays in eco-tourism environments
- High-resolution vector format ensures that all text, paths, and icons remain crisp at larger sizes

This reinforces the map's dual function as both a navigational tool and a visual enhancement to the visitor experience.

Conclusion

Through these mock-ups, the Rosehall Forest Trails map is shown to be versatile, visually engaging, and user-friendly. It adapts effectively to both public promotional contexts and indoor interpretive settings. The combination of clear structure, artistic detail, and practical legibility justifies the design decisions and demonstrates that the map meets its intended purpose for a broad, mixed-age tourist audience.

