## <u>Digital Graphics - Thought prodders!</u>

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What type of digital graphic is it?
What is its purpose?
Who is the consumer?
Does it aim itself at a particular
market?
Why is the digital graphic used?
Who is it promoting?
What is it promoting?
What does the colour mean?
How is the colour used?
Does the colour convey emotion?
What emotion?
How does the colour convey emotion?
```