

COMPUTING: Media and Business KNOWLEDGE ORGANISER

Overview



Business Key terms

Entrepreneur: An entrepreneur is someone who runs an enterprise with the willingness to take risk.

Enterprise: Is the term used to describe a business or company.

Brand identity: Brand identity is the visible elements of a brand, such as color, design, and logo that identify and distinguish the brand in consumers' minds.

Innovative: Introducing new ideas; original and creative in thinking.

Creating effective social media documents

Social media is websites and applications that enable users to create and share content or to participate in social networking.



Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create

Different Types of Social Media Networks

Social Networks: Facebook, Twitter, LinkedIn.

Media Sharing Networks: Instagram, Snapchat, YouTube.

Discussion Forums: Reddit, Quora, Digg.



Most Business documents will contain their **logo** to ensure the consistency.

Features of Good logo

Good logo's are simplistic and memorable.

As well as being unique, logos must be attractive, and easy on the eye. They should make people want to look at them. This serves an important purpose; close appreciation of the logo can often lead to close appreciation of the brand.



5 Principles of Logo Design

Simple. Your logo needs to be easily identifiable at a glance. ...

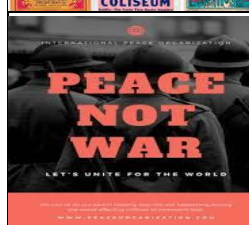
Memorable. An effective logo should be memorable.

Appropriate.

Timeless. An effective logo should be timeless and should avoid trends. ...

Versatile. A good logo can be used in a variety of colours and sizes.

Making Effective Flyer



Purpose: The purpose is the reason for your poster/flyer – what is it for? You should make sure that your poster / flyer meets its purpose.

Audience: The audience are the people who your flyer is aimed at. You should make decisions with your target audience in mind.

Copyright: You should only use images that are copyright-free. Many images are owned by people/ companies and cannot just be reused.



A well thought out, well-designed flyer should be: Eye-catching – enough to make people stop and take an interest in reading it. Targeted – the flyer needs to speak directly to the audience you're targeting.

Important Vocabulary

Business

Enterprise

logo

Flyers/poster

Entrepreneur

Business card Social media

Profit

Brand identity