

# Media and Communication (Creative iMedia)

OCR J807/J817/J827 Unit R082 Level 1/Level 2  
Cambridge Nationals Award/Certificate/Diploma in Creative iMedia  
**Unit Recording Sheet**

<b>Unit Title</b>	Creating Digital Graphics			<b>Unit Code</b>	R082	<b>Session</b>	Jan / June / Nov	<b>Year</b>	2	0		
<b>Centre Name</b>							<b>Centre Number</b>					
<b>Candidate Name</b>							<b>Candidate Number</b>					
<b>Criteria</b>						<b>Teacher Comments</b>		<b>Centre</b>	<b>Mod</b>			
<b>LO1: Understand the purpose and properties of digital graphics.</b>												
<b>MB1: 1-3 marks</b>		<b>MB2: 4-6 marks</b>		<b>MB3: 7-9 marks</b>								
Produces a summary of how and why digital graphics are used, demonstrating a <b>limited</b> understanding of the purpose of digital graphics.  Identifies a <b>limited range</b> of file types and formats, only <b>some</b> of which are appropriate to digital graphics.		Produces a summary of how and why digital graphics are used, demonstrating a <b>sound</b> understanding of the purpose of digital graphics.  Identifies a <b>range</b> of file types and formats, <b>most</b> of which are appropriate to digital graphics.		Produces a summary of how and why digital graphics are used, demonstrating a <b>thorough</b> understanding of the purpose of digital graphics.  Identifies a <b>wide range</b> of file types and formats, which are <b>consistently</b> appropriate to digital graphics.								
<b>[1 2 3]</b>		<b>[4 5 6]</b>		<b>[7 8 9]</b>								
<b>MB1: 1-4 marks</b>		<b>MB2: 5-7 marks</b>		<b>MB3: 8-9 marks</b>								
Demonstrates a <b>limited</b> understanding of the connection between the properties of digital graphics and their suitability for use.  Demonstrates a <b>limited</b> understanding of how different purposes and audiences influence the design and layout of digital graphics.		Demonstrates a <b>sound</b> understanding of the connection between the properties of digital graphics and their suitability for use.  Demonstrates a <b>sound</b> understanding of how different purposes and audiences influence the design and layout of digital graphics.		Demonstrates a <b>thorough</b> understanding of the connection between the properties of digital graphics and their suitability for use.  Demonstrates a <b>thorough</b> understanding of how different purposes and audiences influence the design and layout of digital graphics.								
<b>[1 2 3 4]</b>		<b>[5 6 7]</b>		<b>[8 9]</b>								

LO2: Be able to plan the creation of a digital graphic.				
MB1: 1- 2 marks	MB2: 3-4 marks	MB3: 5-6 marks		
<p>Produces an interpretation from the client brief which meets <b>few</b> of the client requirements.</p> <p>Produces a <b>limited</b> identification of target audience requirements.</p> <p>Draws upon <b>limited</b> skills/knowledge/understanding from other units in the specification.</p> <p style="text-align: right;"><b>[1 2]</b></p>	<p>Produces an interpretation from the client brief which meets <b>most</b> of the client requirements.</p> <p>Produces a <b>clear</b> identification of target audience requirements.</p> <p>Draws upon <b>some relevant</b> skills/knowledge/understanding from other units in the specification.</p> <p style="text-align: right;"><b>[3 4]</b></p>	<p>Produces an interpretation from the client brief which <b>fully</b> meets the client requirements.</p> <p>Produces a <b>clear</b> and <b>detailed</b> identification of target audience requirements.</p> <p><b>Clearly</b> draws upon <b>relevant</b> skills/knowledge/understanding from other units in the specification.</p> <p style="text-align: right;"><b>[5 6]</b></p>		
MB1: 1-5 marks	MB2: 6-9 marks	MB3: 10-12 marks		
<p>Produces a work plan for the creation of the digital graphic, which has <b>some</b> capability in producing the intended final product.</p> <p>Produces a <b>simple</b> visualisation diagram for the intended final product.</p> <p>Identifies <b>few</b> assets needed to create a digital graphic, demonstrating a <b>limited</b> understanding of their potential use.</p> <p>Identifies <b>few</b> of the resources needed to create a digital graphic, demonstrating a <b>limited</b> understanding of their purpose.</p> <p>Demonstrates a <b>limited</b> understanding of legislation in relation to the use of images in digital graphics.</p> <p style="text-align: right;"><b>[1 2 3 4 5]</b></p>	<p>Produces a work plan for the creation of the digital graphic, which is <b>mostly</b> capable of producing the intended final product.</p> <p>Produces a <b>sound</b> visualisation diagram for the intended final product.</p> <p>Identifies <b>many</b> assets needed to create a digital graphic, demonstrating a <b>sound</b> understanding of their potential use.</p> <p>Identifies <b>many</b> of the resources needed to create a digital graphic, demonstrating a <b>sound</b> understanding of their purpose.</p> <p>Demonstrates a <b>sound</b> understanding of legislation in relation to the use of images in digital graphics.</p> <p style="text-align: right;"><b>[6 7 8 9]</b></p>	<p>Produces a <b>clear</b> and <b>detailed</b> work plan for the creation of the digital graphic, which is <b>fully</b> capable of producing the intended final product.</p> <p>Produces a <b>clear</b> and <b>detailed</b> visualisation diagram for the intended final product.</p> <p>Identifies <b>most</b> assets needed to create a digital graphic, demonstrating a <b>thorough</b> understanding of their potential use.</p> <p>Identifies <b>most</b> of the resources needed to create a digital graphic, demonstrating a <b>thorough</b> understanding of their purpose.</p> <p>Demonstrates a <b>thorough</b> understanding of legislation in relation to the use of images in digital graphics.</p> <p style="text-align: right;"><b>[10 11 12]</b></p>		

LO3: Be able to create and save a digital graphic.				
MB1: 1-4 marks	MB2: 5-7 marks	MB3: 8-9 marks		
<p>Sources or creates a <b>limited range</b> of assets for use in the digital graphic.</p> <p>Prepares the assets for use in the digital graphic, <b>some</b> of which are technically <b>appropriate</b> or <b>compatible</b>.</p> <p style="text-align: right;">[1 2 3 4]</p>	<p>Sources and creates a <b>range</b> of assets for use in the digital graphic.</p> <p>Prepares the assets for use in the digital graphic, <b>most</b> of which are <b>technically appropriate</b> and <b>compatible</b>.</p> <p style="text-align: right;">[5 6 7]</p>	<p>Sources and creates a <b>wide range</b> of assets for use in the digital graphic.</p> <p>Prepares the assets for use in the digital graphic, <b>all</b> of which are <b>technically appropriate</b> and <b>compatible</b>.</p> <p style="text-align: right;">[8 9]</p>		
MB1: 1-4 marks	MB2: 5-7 marks	MB3: 8-9 marks		
<p>Use of standard tools and techniques to create the digital graphic is <b>limited</b> and therefore creates a <b>simple</b> digital graphic which is appropriate to <b>some</b> aspects of the client brief.</p> <p><b>Occasionally</b> saves and exports the digital graphic in formats which are <b>appropriate</b>.</p> <p><b>Occasionally</b> saves electronic files using appropriate file and folder names and structures.</p> <p style="text-align: right;">[1 2 3 4]</p>	<p>Use of standard tools and techniques to create the digital graphic is <b>effective</b> and therefore creates a digital graphic which shows <b>some</b> detail which is appropriate to <b>most</b> aspects of the client brief.</p> <p><b>Mostly</b> saves and exports the digital graphic in formats and properties which are <b>appropriate</b>.</p> <p><b>Mostly</b> saves electronic files using file and folder names and structures which are <b>consistent</b> and <b>appropriate</b>.</p> <p style="text-align: right;">[5 6 7]</p>	<p>Use of a range of advanced tools and techniques to create the digital graphic is <b>effective</b> and therefore creates a <b>complex</b> digital graphic which is appropriate for the client brief.</p> <p><b>Consistently</b> saves and exports the digital graphic in formats and properties, which are <b>appropriate</b>.</p> <p><b>Consistently</b> saves electronic files using file and folder names and structures which are <b>consistent</b> and <b>appropriate</b>.</p> <p style="text-align: right;">[8 9]</p>		

LO4: Be able to review the digital graphic.						
MB1: 1-2 marks	MB2: 3-4 marks	MB3: 5-6 marks				
<p>Produces a review of the finished graphic which demonstrates a <b>limited</b> understanding of what worked and what did not, making <b>few</b> references back to the brief.</p> <p>Review identifies areas for improvement and further development of the final digital graphic, <b>some</b> of which are <b>appropriate</b> and sometimes <b>explained</b>.</p> <p style="text-align: right;"><b>[1 2]</b></p>	<p>Produces a review of the finished graphic which demonstrates a <b>reasonable</b> understanding of what worked and what did not, <b>mostly</b> referencing back to the brief.</p> <p>Review identifies areas for improvement and further development of the final digital graphic, which are <b>mostly appropriate</b> and <b>explained well</b>.</p> <p style="text-align: right;"><b>[3 4]</b></p>	<p>Produces a review of the finished graphic which demonstrates a <b>thorough</b> understanding of what worked and what did not, <b>fully</b> referencing back to the brief.</p> <p>Review identifies areas for improvement and further development of the final digital graphic, which are <b>wholly appropriate</b> and <b>justified</b>.</p> <p style="text-align: right;"><b>[5 6]</b></p>				
				<b>Total 60/</b>		
If this is a re-sit, please tick	Session and Year of previous submission	Jan / June	<b>2</b>	<b>0</b>	Please tick to indicate this work has been standardised internally	

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website ([www.ocr.org.uk](http://www.ocr.org.uk)).

### Guidance on Completion of this Form

- 1 **One** sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 60. Enter this total in the relevant box.