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

Unit Title	Creating Digital Graphics		Unit Code	R082	Session	Jan / June / Nov	Year	2	0		

Centre Name		Centre Number			
Candidate Name		Candidate Number			

Criteria	Teacher Comments	Centre	Mod
LO1: Understand the purpose and properties of digital graphics.			

MB1: 1-3 marks	MB2: 4-6 marks	MB3: 7-9 marks
Produces a summary of how and why digital graphics are used, demonstrating a **limited** understanding of the purpose of digital graphics. Identifies a **limited range** of file types and formats, only **some** of which are appropriate to digital graphics. **[1 2 3]**	Produces a summary of how and why digital graphics are used, demonstrating a **sound** understanding of the purpose of digital graphics. Identifies a **range** of file types and formats, **most** of which are appropriate to digital graphics. **[4 5 6]**	Produces a summary of how and why digital graphics are used, demonstrating a **thorough** understanding of the purpose of digital graphics. Identifies a **wide range** of file types and formats, which are **consistently** appropriate to digital graphics. **[7 8 9]**
MB1: 1-4 marks	MB2: 5-7 marks	MB3: 8-9 marks
Demonstrates a **limited** understanding of the connection between the properties of digital graphics and their suitability for use. Demonstrates a **limited** understanding of how different purposes and audiences influence the design and layout of digital graphics. **[1 2 3 4]**	Demonstrates a **sound** understanding of the connection between the properties of digital graphics and their suitability for use. Demonstrates a **sound** understanding of how different purposes and audiences influence the design and layout of digital graphics. **[5 6 7]**	Demonstrates a **thorough** understanding of the connection between the properties of digital graphics and their suitability for use. Demonstrates a **thorough** understanding of how different purposes and audiences influence the design and layout of digital graphics. **[8 9]**

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

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

LO4: Be able to review the digital graphic.				
MB1: 1-2 marks	**MB2: 3-4 marks**	**MB3: 5-6 marks**		
Produces a review of the finished graphic which demonstrates a **limited** understanding of what worked and what did not, making **few** references back to the brief. Review identifies areas for improvement and further development of the final digital graphic, **some** of which are **appropriate** and sometimes **explained**. **[1 2]**	Produces a review of the finished graphic which demonstrates a **reasonable** understanding of what worked and what did not, **mostly** referencing back to the brief. Review identifies areas for improvement and further development of the final digital graphic, which are **mostly appropriate** and **explained well**. **[3 4]**	Produces a review of the finished graphic which demonstrates a **thorough** understanding of what worked and what did not, **fully** referencing back to the brief. Review identifies areas for improvement and further development of the final digital graphic, which are **wholly appropriate** and **justified**. **[5 6]**		
		Total 60/		

If this is a re-sit, please tick		Session and Year of previous submission	Jan / June	**2**	**0**		**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).

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.