

Unit Title:	Digital graphics editing
Level:	1
OCR unit number:	113
Credit value:	4
Guided learning hours:	30
Unit reference number:	J/600/7724

Unit purpose and aim

This unit helps learners to understand the basics of digital graphics editing for the creative and media sector. It allows them to understand the client brief and time frames and deadlines and preparation techniques to form part of the planning and creation process:

- Candidates will explore different types of digital graphics and where they are used
- Plan a montage to the client brief editing digital graphics
- Create and edit the digital graphics montage
- Review the final product with against the original brief

The aim of this unit is for the learner to develop an awareness of the current use of digital graphics and the implications of this technology in the Creative Media sector. The learner will also learn how to exploit these technologies to reach new audiences and generate revenue.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1 Be able to identify the uses and principles of digital graphics	1.1 List a range of different digital graphics styles and their purpose 1.2 Explore and list the basic principles of graphic design 1.3 Rate the quality of digital graphics	A range of 3 digital graphics styles should be identified (e.g. advertising, information, entertainment in both print publishing and web use) each with a clearly different purpose. Image composition and layout, use of colour Candidates should rate the digital graphics using a minimum of 4 criteria in addition to the identification of the graphic. There should be a minimum of 3 digital graphics rated.

<p>2 Be able to plan the editing of a digital graphic montage</p>	<p>2.1 Identify the needs of the client</p> <p>2.2 List in order the activities that you will carry out to create an original digital graphic montage</p> <p>2.3 Identify appropriate file types and formats for the digital graphic montage</p> <p>2.4 Produce a visualisation diagram or sketch for the intended work, to include multiple images and graphics</p>	<p>Candidates should be identifying what the client required in terms of the purpose and the target audience.</p> <p>For example, client discussion, written brief, specification, end user requirements, purpose and timescales.</p> <p>The montage must include a minimum of 3 images/graphic elements</p> <p>Use planning methods, for example visualise and/or conceptualise the final graphic</p> <p>Identify and record sources of graphics with permissions and implications of use in creating graphics</p>
<p>3 Be able to produce a digital graphic</p>	<p>3.1 Source/create the assets identified for use in the digital graphic montage</p> <p>3.2 Edit the images and graphics using a range of graphics tools and techniques</p> <p>3.3 Create the digital graphic montage, using a range of graphics tools and techniques</p> <p>3.4 Save the digital graphic montage in the required pixel dimensions and resolution and in a suitable file format</p>	<p>Identify file formats, properties and fitness for purpose (e.g. print or web resolution, maximum print size, file formats such as jpg, tif, png, gif)</p> <p>A range of tools and techniques should be a minimum of 5</p> <p>Graphics processing and manipulation techniques (for example cropping, rotating, brightness/contrast, levels, colour adjustment, cloning, retouching, red eye removal, filters, selections, use of layers, text)</p> <p>Save in different file sizes and formats for web and print (for example tif, jpg, gif, png) including jpg image quality settings</p>

<p>4 Understand how to review the digital graphic</p>	<p>4.1 Identify strengths and weaknesses of own work</p> <p>4.2 Compare the finished object to the original brief</p> <p>4.3 Obtain feedback on the product</p> <p>4.4 Suggest improvements for own work</p>	<p>Personal review of the final outcomes identifying the strengths and weaknesses.</p> <p>Candidates should obtain feedback (this can be tutor acting as the client). Candidates should identify strengths and weaknesses and suggest how they could improve their web pages and any changes to the order of their listed activities.</p> <p>The review should identify positives and negatives relating to the finished product, rather than the creation process as this has been included in earlier evidence.</p>
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Assessment

Assessment will consist of the candidate producing evidence to an OCR set or centre devised brief. All the learning outcomes and assessment criteria must be clearly evidenced in the submitted work, which is remotely moderated by OCR within their e-portfolio solution.

Results will be Pass or Fail.

Evidence requirements

This unit aims to equip the candidate with the ability to produce work for a client to by editing digital graphics to a standard that meets the requirements of the brief. The candidate is able to work with the client to an agreed design brief to produce a completed product and to use the necessary tools and source the required resources as appropriate.

- 1 Candidates should present a report or presentation to show their understanding of the use and purpose of digital graphics.

- 2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of digital graphics and editing techniques to meet the brief. Candidates should be able to list in order the activities to be carried out to create the digital graphics montage.

Candidates should create sketches or drawings of ideas.

These sketches should be digitised and submitted with a planning document for moderation.

The planning document clearly meeting all the learning outcomes must be submitted for moderation.

- 3 Be able to produce the digital graphics montage in line with their plan to include:
- Sourcing/creating the assets identified for use in the digital graphic montage
 - Editing the images and graphics using a range of at least 5 graphics tools and techniques
 - Creating the digital graphic montage, using a range of graphics tools and techniques

Evidence should also include a list of file names, types and properties of created files.

Candidates should submit the sourced/created and edited files and annotated screen captures in a report will also assist in evidencing their activities.

- 4 Candidates should prepare a review file to compare the finished product to the original brief and plan.

This should include feedback on the work produced; the candidate should identify strengths and weaknesses of their own work and list suggestions for improvements.

Guidance on assessment and evidence requirements

Candidates must produce all work to an acceptable standard.

Electronic evidence in the form of a report or presentation of research carried out to detail the investigation for the existing marketplace.

Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Students should produce a personal review reflecting upon how successfully product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions identifying what they would do differently if faced by a similar task and why.

You should refer to the 'Admin Guide: Vocational Qualifications (A850)' for Notes on Preventing Computer-Assisted Malpractice.

Details of relationship between the unit and national occupational standards

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
113	Digital graphics editing	IM1 PI – 16	Work Effectively in Interactive Media Undertake Technical Adjustment of Images

Resources

Equipment: A computer system capable of running the appropriate software packages that meet the requirements of the qualification must be used. Additional resources such as cameras, microphones and props may also be required.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).