



Oxford Cambridge and RSA

Unit Title:	Producing and editing images for a media product
OCR unit number:	H1
Life and Living Skill Area:	Media
Level:	Entry 3
Credit value:	2
Guided learning hours:	20

Unit purpose and aim

This unit aims to provide learners with the opportunity to demonstrate that they can produce images for a media product, edit those images in line with feedback received and present the final design solution in a format suitable for the media product.

Learning Outcomes	Assessment Criteria	Example of ways assessment criteria could be met
The Learner will: 1 Be able to produce images for a media product	The Learner can: 1.1 Produce draft images for an agreed media product 1.2 Ask for feedback 1.3 Edit the draft images in line with feedback received 1.4 Present the final images in a format suitable for a media product	Learners should be able to produce draft images suitable for editing. Examples of draft images could include: rough sketches, a digital photograph, a logo produced using creative software. Learners should be able to seek feedback. Examples of feedback could include: asking for a peer evaluation, asking for feedback from a client, asking for feedback from a tutor. Learners should be able to edit images in line with the feedback received. Examples of editing could include: making changes to a drawing and scanning and resizing to fit a CD cover, using editing tools on a digital photograph to be used on a college website, use editing tools to make changes to the design of a logo. Learners should be able to present final images in a format suitable for a media

Learning Outcomes	Assessment Criteria	Example of ways assessment criteria could be met
		product. Examples could include: presenting a digital photograph on a webpage, presenting a printed version of an image sized to fit a CD cover, presenting a printed copy in colour of the finished logo design as it would appear in a letterhead.
2 Be able to work safely	2.1 Work in a way that minimises the risks to self and others 2.2 Use appropriate materials/tools/equipment safely	Learners need to be able to work in ways that minimise the risks to self and others. Examples could include: setting the accessibility options on the computer to minimise eye strain, checking that cables from the printer are tucked safely away, keeping the work area tidy.

Assessment

This unit may be assessed using any method, or combination of methods, which clearly demonstrate that the learning outcomes and assessment criteria have been met.

The images produced must be suitable for use in a media product. For example, if a digital photograph is edited for use on a webpage, the size of the image should be suitable when viewed on the webpage. For example if a logo is produced for use in a range of stationery, then the logo should be sized appropriately for a letterhead, business card or flyer.

Possible ways of demonstrating that the assessment criteria have been met are provided in the third column of the unit, these are examples only, learners may demonstrate their ability to meet the criteria in many other ways.

Evidence requirements

Candidates must show they can produce one image for a media product. Candidates must edit the image in line with feedback received and present the final design solution in a format suitable for the agreed media product.

The Record of Assessment and Evidence for this unit must be completed in full and signed by the assessor to confirm the evidence is authentic and meets the requirements of the learning outcomes and assessment criteria. The completed Record of Assessment and Evidence, together with any other appropriate form of evidence that has been generated for the unit, must be submitted for moderation.