

Unit Title:	Character Modelling
Level:	1
OCR unit number:	104
Credit value:	4
Guided learning hours:	30
Unit reference number:	J/600/7691

Unit purpose and aim

This unit helps learners to understand the basics of character modelling 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 characters and where they are used within the sector
- Plan an original character to a client brief
- Create, edit and save the character in line with their plan
- 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 character modelling 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 explore the visual characteristics of 2D/3D characters.	1.1 List a range of 2D/3D characters 1.2 Explore and comment on the visual and facial characteristics for 2D/3D characters 1.3 Rate the types of 2D/3D characters for their appeal and suitability	Candidates should identify a range of at least 3 different 2D/3D characters e.g., cartoons, cut out characters, computer generated characters. Visual and facial characteristics will include the size of the character and the facial features (e.g. eye size and position etc) Candidates should rate the types of 2D/3D characters using a minimum of 4 criteria in the rating in addition to the identification of the media

		product. There should be a minimum of 3 2D/3D characters rated.
2 Be able to plan an original character	<p>2.1 Identify the clients requirements</p> <p>2.2 Identify the assets that will be required</p> <p>2.3 List in order the activities that you will carry out to create your original character</p>	<p>Candidates should be identifying what the client required in terms of the purpose and the target audience.</p> <p>Candidates need to identify the assets that are needed for their character</p> <p>Candidates should plan what their character will look like this can be basic sketches, descriptive text.</p>
3 Be able to produce a character	<p>3.1 Identify the software to produce the character</p> <p>3.2 3.2 Create a character using shapes or freehand drawing tool</p> <p>3.3 Save the character in the format specified by the client</p>	<p>Candidates should choose the best software to create their character.</p> <p>Using shapes and freehand drawing use software to create the character.</p>
4 Understand how to review the character against the original brief	<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 character 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>

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

Candidates should create sketches or drawings of ideas.

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

- 3 Be able to produce the characters in line with their plan to include:
 - The identification of software to be used
 - Identification of the features and tools of this software that they will use and why
 - Saving the character digitally for submission.

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

Candidates should submit the 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 documents 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		
104	Character modelling	IM1 ANIM 17	Work Effectively in Interactive Media Build Characters (Models) for Stop Motion Animation

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).