![OCR Oxford Cambridge and RSA]

Unit Title: Adobe rich media communication using Flash Professional

OCR unit number   A218

Sector unit number   9.3

Level: 2

Credit value: 3

Guided learning hours: 25

Unit purpose and aim

The unit aims prepare candidates to use Adobe Flash to:

- Identify project and client requirements

- Identify rich media design elements and to prepare to create them

- Identify elements and properties of the Adobe Flash interface.

- Build a range of rich media content using tools, assets and Adobe Flash functionality

- Evaluate the quality and usability of created rich media elements

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Be able to set project requirements	**The Learner can:** 1.1 Identify the purpose, audience and their needs for a website 1.2 Identify rich media content that is relevant to the purpose of the media in which it will be used 1.3 Choose solutions for producing accessible rich media content 1.4 Identify standard copyright rules used for the project 1.5 Identify project management tasks and responsibilities 1.6 Communicate with others about design and content plans	A candidate should know how to plan a digital narrative and create a script, then should be able to create a storyboard for and build a digital narrative. The candidate should also be able to review and redesign a digital narrative. Standard copyright rules: related terms obtaining permission citing copyrighted material Candidates should understand how to improve and enhance a user experience with video and advanced animation techniques.

				Candidates should know how to create effects and film techniques with Adobe Flash Professional. Others include: • peers • clients
2	Be able to plan to use rich media design objects	2.1	Identify general and Flash-specific best practice for designing rich media content for a website	A candidate should know how to create effects and film techniques using Adobe Flash Professional and to create a storyboard for and build a digital narrative.
		2.2	Identify design elements and principles for use in a narrative	
		2.3	Identify general and Flash-specific techniques to create rich media elements that are accessible and readable.	
		2.4	Use a storyboard to plan rich media elements	
		2.5	Organise a Flash planning document	
3	Be able to use Adobe Flash software interface to structure the development environment	3.1	Identify elements of the Flash interface	The candidate should understand how to enhance the user experience with rich media, video and advanced animation techniques.
		3.2	Implement settings for the development environment using the: • property inspector timeline • document properties • Flash guides and rulers • Motion Editor • range Flash file types for web and video	Candidates should be able to create effects and film techniques with Adobe Flash Professional.
		3.8	Identify best practice to manage file size of a published Flash document	
4	Be able to build rich media elements using Adobe Flash to meet project requirements	4.1	Analyse design specifications to select rich media content to meet project requirements	The candidate should understand how to enhance the user experience with rich media, video and advanced animation techniques.
		4.2	Use Adobe Flash in line with the storyboard plan to: • select, create and manipulate graphics and text to meet project requirements	Candidates should be able to create effects and film techniques with Adobe Flash Professional and build a digital narrative. The should use changes in shape, position,

		• Import and modify graphics • Create text • Adjust text properties • Create and convert objects to symbols, graphics, movie clips, and buttons • Edit symbols and instances • Create masks • Create animations • Add controls through ActionScript • Import and use sound • Add and export video • Publish and export Flash documents • Make a document accessible	size, colour, and transparency. Candidates should know how to write a design document and build elements of a client site.
	4.3	Record the use of symbols and the library	
5 Be able to evaluate rich media elements created using Adobe Flash by testing	5.1 5.2	Use a test plan to conduct technical tests Identify techniques for usability tests	Candidates should be able to create effects and film techniques with Adobe Flash Professional and build a digital narrative. Candidates should be able to review and redesign a digital narrative. Technical tests include: • Frame rate • Transitions • Movement

Assessment

Assessment for this unit is through an examination set by the vendor. The examination is available through digital assessment at a local testing centre or on site at an approved Adobe centre.

Evidence requirements

Candidates will submit a digital copy of their certification via the e-portfolio.

Guidance on assessment and evidence requirements

Candidates will achieve certification via on-line testing in an approved test centre under controlled testing conditions.

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

National Occupational Standards (NOS) mapping/signposting

This unit has been mapped to:

Occupational standards	Unit number	Title
Interactive Media	IM6	Use authoring tools to create Interactive media products
Interactive Media	IM16	Plan content for web and multimedia products
Interactive Media	IM24	Create 2D animations for interactive media products
Animation	ANIM3	Conceptualise and Direct the Product
Animation	ANIM11	Create 2D Assets for Production

Resources

Resources are available to the candidate from the Vendor Website and within the Flash Application.

Additional information

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