

Unit Title: Digital Media Skills for Asset Production  
 Level: 2  
 OCR unit number: 202  
 Credit value: 5  
 Guided learning hours: 35  
 Unit reference number: T/600/7685

## Unit purpose and aim

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This unit helps learners to understand the basics of media skills 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 and techniques of media skills and where they are used
- Plan a product to the client brief to develop their media skills
- Create and edit media products
- 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 media skills in asset production and the implications of this technology in the Creative Media sector. The learner will also learn how to exploit technologies to reach new audiences and generate revenue.

| Learning Outcomes  | Assessment Criteria   | Knowledge, understanding and skills  |
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| 1. Be able to investigate the uses and techniques of digital media | 1.1 Investigate a range of uses and sectors in which digital media is used<br><br>1.2 Research target platforms and methods of broadcasting/distribution<br><br>1.3 Investigate the capabilities/limitations of software applications for editing and repurposing digital media files | Research should include the uses of digital media, for example advertising, information, entertainment in both print publishing and web distribution channels<br><br>Candidates should investigate a range of uses and sectors in which digital media is used. A range indicates a minimum of 3 types of digital media uses and sectors. |

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|   | <p>1.4 Identify the properties/limitations of file formats for audio</p> <p>1.5 Identify the properties/limitations of file formats for still images</p> <p>1.6 Identify the properties/limitations of file formats for moving images</p> <p>1.7 Explain the advantages and disadvantages of a range of compressed file formats</p>  | <p>Electronic evidence on capabilities/limitations of software applications in use within the sector</p> <p>Capabilities of different software applications for creating digital media</p> <p>The effect of audio sampling-rates and bit-depth on file-size and data-transfer rates;</p> <p>The effect of image colour-depth, resolution and dimensions on file-size;</p> <p>The effect of video and animation frame-rates and frame dimensions on file-size and data-transfer rates;</p> <p>Appropriate compression techniques and types of compression;</p> <p>How to achieve small file-sizes and low data-transfer rates while maintaining asset quality;</p> |
| <p>2. Be able to produce a plan to edit digital media files</p> | <p>2.1 Identify client requirements based on their brief to include the target audience</p> <p>2.2 Identify appropriate equipment and software for audio, still image and moving image asset editing</p> <p>2.3 Identify appropriate file types and compressed/uncompressed formats for audio, still image and moving image assets in line with the brief</p> <p>2.4 Produce a work plan for the repurposing of an audio, still image and moving image files; to</p> | <p>Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.</p> <p>Equipment list with annotated comments on reasons why suitable for the project</p> <p>Narrative or annotated document that covers relevant techniques for audio, still image and moving image assets. For example, compression techniques, audio bit depth, volume, image pixel dimensions, resolution, moving image video format, pixel dimensions, file formats</p> <p>The workflow to cover the</p>   |

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|  | <p>include,</p> <ul style="list-style-type: none"> <li>a) workflow</li> <li>b) timescales</li> <li>c) resources needed</li> </ul> <p>2.5 Identify any legal issues for all assets to be used, whether sourced or created.</p>  | <p>editing and storage of the assets and final work, including any working file formats and how these differ from the requirements of the end user.</p> <p>Demonstrate knowledge and understanding of copyright, trademarks and intellectual property use</p>   |
| <p>3. Be able to create, edit and test digital media files</p> | <p>3.1 Use identified software applications to edit, repurpose and save files in planned formats to meet client requirements from a supplied</p> <ul style="list-style-type: none"> <li>a) audio file</li> <li>b) still image file</li> <li>c) moving image file</li> </ul> <p>3.2 Save and export the files in line with the plan</p> <p>3.3 Create a list to include file names, types and properties of edited files</p> <p>3.4 Develop and use a basic test plan to test the files</p> <p>3.5 Correct any identified faults and apply improvement based on the test plan</p> | <p>Files supplied in both compressed and uncompressed formats:</p> <p>Audio e.g. wav, mp3</p> <p>Image e.g. tif, psd, jpg, png, gif</p> <p>Moving image e.g. .avi, mpeg-2, mpeg-4</p> <p>Workflow processes to include for example, file naming, album organisation, rating, sorting, tagging, stacking and image processing techniques</p> <p>Only basic editing and processing techniques need to be evidenced for this unit since the primary aim is about the process and workflow.</p> |
| <p>4. Understand how to review digital media files</p>         | <p>4.1 Critically review the finished products with the client and record feedback</p> <p>4.2 Describe the quality of the finished products</p> <p>4.3 Explain the fitness for purpose of the finished products</p> <p>4.4 Identify parameters and</p>   | <p>Critical personal review, commenting on the quality of finished product and its fitness for purpose</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> <p>Candidates should review the</p>  |

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|  | <p>constraints that influenced decisions made</p> <p>4.5 Produce accurate written records of relevant information about assets obtained such as source ownership, any restrictions on use where they are located, filenames given</p> | <p>digital media files against the original brief and obtain feedback from their client. They should identify any parameters and constraints that influenced their decisions. For example asset manipulation, file formats, compression techniques, permission and subject matter/location, copyright, IPR, trademarks etc</p> <p>Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given</p> |
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## Assessment

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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

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This unit aims to equip the candidate with the ability to produce work for a client to create media files 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 media skills.
  
- 2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of media files to meet the brief. Candidates should be able to produce a work plan for the repurposing of an audio, still image and moving image files to create the media files.

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 media files in line with their plan to include:
- Using the identified software applications to edit, repurpose and save files in planned formats to meet client requirements from a supplied
    - a) audio file
    - b) still image file
    - c) moving image file
  - Saving and exporting the files in line with the plan
  - Creating a list to include file names, types and properties of edited files
  - Developing and use a basic test plan to test the files
  - Correcting any identified faults and apply improvement, and retesting based on the test plan

These produced files should be digitised for submission although candidates should be encouraged to create them digitally initially.

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

Candidates should submit the 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 the identification of any parameters and constraints that influenced decisions that were made, a critical review of the quality of the finished products and their fitness for purpose. A review of the media files and the editing process with the client must be recorded and a record of feedback submitted.

In this critical review candidates should also identify areas for improvement and further development of the media files.

## Guidance on assessment and evidence requirements

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Candidates must produce all work to an acceptable standard and meet all the identified assessment objectives and learning outcomes.

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 a

*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

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| OCR Creative iMedia |   | Content crossover with National Occupational Standards |  |
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| Unit                | Title                                     |  |  |
| 202                 | Digital media skills for asset production | IM1<br>IM2<br>IM3                                      | Work Effectively in Interactive Media<br>Obtain Assets For Use In Interactive Media Products<br>Prepare Assets For Use In Interactive Media Products |

## Resources

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Equipment: A computer system capable of running a range of software packages that will enable the candidate to meet the requirements of the client must be used.

## Additional information

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