OCR Level 1/Level 2 Cambridge National in Creative iMedia
Qualification J834
Unit R094
Unit Recording Sheet

Please read the instructions printed at the end of this form. A Unit Recording Sheet must be completed for each candidate and unit.

Unit Title	Visual identity and digital graphics	Unit Code	R094	Session		Year	2	0		

Scenario Title	

Centre Name		Centre Number	

Candidate Name		Candidate Number	

Marking Criteria	Teacher Comments	Mark	Page No.

Task 1 – Topic Area 1: Develop visual identity
Topic Area 2: Plan digital graphics for products

MB1: 1 - 2 marks	MB2: 3 - 4 marks	MB3: 5 - 6 marks
Design concept for the visual identity is **limited** in its suitability for the client. **[1 2]**	Design concept for the visual identity is **adequate** in its suitability for the client. **[3 4]**	Design concept for the visual identity is **fully** suitable for the client. **[5 6]**

/6

MB1: 1 - 3 marks	MB2: 4 - 6 marks	MB3: 7 - 8 marks
Justification shows **limited** understanding of the extent to which the visual identity is fit for purpose. **[1 2 3]**	Justification shows **sound** understanding of the extent to which the visual identity is fit for purpose. **[4 5 6]**	Justification shows **comprehensive** understanding of the extent to which the visual identity is fit for purpose. **[7 8]**

/8

MB1: 1 - 2 marks	MB2: 3 - 4 marks	MB3: 5 - 6 marks
Produces **basic** planning documentation for the digital graphic product. **[1 2]**	Produces **adequate** planning documentation for the digital graphic product. **[3 4]**	Produces **detailed** planning documentation for the digital graphic product. **[5 6]**

/6

R094/URS

Marking Criteria			Teacher Comments	Mark	Page No.
Task 2 – Topic Area 2: Plan digital graphics for product **Topic Area 3: Create visual identity and digital graphics**					
MB1: 1 - 2 marks	**MB2: 3 - 4 marks**	**MB3: 5 - 6 marks**			
Use of technical skills to create the visual identity is **limited** in its effectiveness. Properties and format(s) of the visual identity are **limited** in appropriateness. **[1 2]**	Use of technical skills to create the visual identity is **adequate** in its effectiveness. Properties and format(s) of the visual identity are **adequate** in appropriateness. **[3 4]**	Use of technical skills to create the visual identity is **effective**. Properties and format(s) of the visual identity are **clearly** appropriate. **[5 6]**		**/6**	
MB1: 1 - 2 marks	**MB2: 3 - 4 marks**	**MB3: 5 - 6 marks**			
Few assets are prepared for use in the digital graphic. Use of technical skills to prepare assets is **limited** in its effectiveness. . **[1 2]**	**Some** assets are prepared for use in the digital graphic. Use of technical skills to prepare assets is **partly** effective. **[3 4]**	**All** assets are prepared for use in the digital graphic. Use of technical skills to prepare assets is **effective.** **[5 6]**		**/6**	
MB1: 1 - 4 marks	**MB2: 5 - 8 marks**	**MB3: 9 - 12 marks**			
Use of tools and techniques to create the digital graphic products is **limited** in its effectiveness. Design concepts and layout conventions are applied in a **limited** way to the digital graphic products. The final digital graphic products meet the client's requirements in a **limited** way. **[1 2 3 4]**	Use of tools and techniques to create the digital graphic products is **partly** effective. Design concepts and layout conventions are applied **adequately** to the digital graphic products. The final digital graphic products **adequately** meet the client's requirements. **[5 6 7 8]**	Use of tools and techniques to create the digital graphic products is **effective**. Design concepts and layout conventions are applied **effectively** to the digital graphic products. Final digital graphic products **fully** meet the client's requirements. **[9 10 11 12]**		**/12**	

R094/URS

Marking Criteria			Teacher Comments	Mark	Page No.
Task 2 (continued) – Topic Area 2: Plan digital graphics for product **Topic Area 3: Create visual identity and digital graphics**					
MB1: 1 - 2 marks	**MB2: 3 - 4 marks**	**MB3: 5 - 6 marks**			
Properties and format(s) of the final digital graphic products are **limited** in their appropriateness. [1 2]	Properties and format(s) of the final digital graphic products are **adequate** in their appropriateness. [3 4]	Properties and format(s) of the final digital graphic products are **clearly** appropriate. [5 6]			
				/6	
Total				/50	

Please tick to confirm this work has been standardised internally	

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).
A Centre Authentication form (CCS160) **must** be completed for each submission to the moderator. This **must** be held in your centre to be available on request at centre inspection.

Guidance on Completion of this Form

1   One form should be used for every candidate.
2   Please make sure that all parts of the form are completed.
3   Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
4   Circle/highlight the mark awarded for each strand of the marking criteria in the appropriate box.
5   Enter the circled/highlighted mark in the 'Mark' column.
6   Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.
7   For Paper-based submissions, one of these sheets, suitably completed, should be attached to the assessed work of each candidate.
8   For Electronic Internal submissions, prior to submitting 'candidate evidence' to OCR (via the Repository/SfA or via a USB), the Centre should add a separate folder containing the Unit Recording Sheets.

R094/URS