OCR
Oxford Cambridge and RSA

Unit Title:	Creating an Interactive Digital Animation
Level:	3
Sub-level:	Unit 312
Credit value:	8
Guided learning hours:	65

Unit purpose and aim

This unit helps learners to familiarise themselves with the more advanced aspects of digital animation 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 project planning and creation process:

- · Candidates will investigate different types of interactive digital animations and discuss the techniques and key features
- · Create and maintain a project plan for the creation of an interactive digital animation to the client brief
- · Create and edit the interactive digital animation
- · Evaluate 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 animation software 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 investigate digital animation techniques	1.1 Research and explain the current and historical animation techniques to include a) types b) purpose c) techniques d) media usage e) target audience 1.2 Compare a range of digital animation techniques and key features for each 1.3 Investigate the use of techniques to digitally animate movement	Candidates should explore the different types of animation techniques. A minimum of 5 animation techniques should be researched and include: • types of animation (e.g. hand drawn flipbook, cell animation, time lapse photography, frame by frame, cut out animation, computer animation, modelling, stop motion) • the use of digital animation in the media (eg entertainment, advertising) • techniques (eg movement, morphing, fading, masking, onion-skinning)

		When comparing digital animation techniques, candidates should compare a range of at least 3 digital techniques. A minimum of 3 uses should be researched and include • purpose and use of scenes and frame labels (eg create scenes, marking using labels, transitions) • key frames on a timeline • suitable plug-ins and players • animation effects (eg shape and motion tweening/guides, fading, masking,) • appropriate file formats • available software applications
2 Be able to plan a digital animation to a client brief	2.1 Identify client requirements based on their brief to include the target audience	Candidates should develop a range of 3 ideas to show to the client, these may be evidenced as mood boards, spider diagrams as applicable. Candidates should understand planning methods and select the most appropriate to the work.
	2.2 Generate a range of original ideas for the digital animation and review with the client, identifying the techniques, assets, movement and user interaction	
	2.3 Create and maintain a project plan to include a) tasks, b) timescales c) resources	The candidate should develop and show evidence of using a project plan throughout their work changing timings, if needs be, as the project progresses
	2.4 Identify key stages, production constraints and contingency planning	
	2.5 Create a storyboard identifying storyline, animation techniques, assets, key frames and interactive elements	The storyboard should include detailed information to assist in the production process and should follow an industry recognised format.
	2.6 Describe the legal and ethical issues regarding all aspects	They should identify any assets needed for the digital animation.

		of digital animation
3 Be able to create save and test the digital animation	3.1 Source and optimise the assets identified 3.2 Create the assets identified 3.3 Import assets into the animation software 3.4 Position the assets along the timeline as planned to create the animation 3.5 Use a range of functions within the software to enhance and animate movement 3.6 Create interactivity in the digital animation 3.7 Apply naming conventions and good file management techniques 3.8 Create and use a detailed test plan to fully check the animation, the movement and interactivity 3.9 Correct any identified faults and retest using the test plan 3.10 Save and export the digital animation in a format that can be read by the client without specialist software 3.11 Organise electronic files using appropriate naming conventions	Candidates should source and/or create the different types of assets. A minimum of 3 asset types should be included: · images · sounds · video · sourced assets from libraries (eg buttons, graphics, video) The candidate will use a range of 3 functions from the following: • apply animation effects (eg shape and motion tweening/guides, fading, masking) • scenes and frame labels (eg create scenes, marking using labels) • playback control (eg looping) • synchronise with sound (eg event sounds, streaming sounds) Interactivity should be added by the candidate as planned to give the user control over the animation Testing should ideally be carried out with the target audience. All aspects of the animation should be tested and considered on the test plan and candidates should consider the content of their storyboard when developing their test plan. Candidates must ensure that their finished product would be suitable for presenting to a client, this includes the spelling, grammar and consistency of any text and fonts used in addition to the identified criteria. Digital animations should be exported in a format that can

		be read without specialist software.
4. Understand how to evaluate the digital animation against the original brief	4.1 Identify parameters and constraints that influenced any decisions that were made	Critical personal evaluation, commenting on the quality of finished product and its fitness for purpose
	4.2 Critically evaluate the quality of the finished product and its fitness for purpose	Obtain feedback from the client and/or the target audience
	4.3 Evaluate the digital animation with the client and analyse feedback	Identify parameters and constraints that influenced decisions made. For example asset manipulation, file formats, compression techniques, permission and subject matter/location, copyright, IPR, trademarks etc
	4.4 Identify areas for improvement and further development of the digital animation, using your own critical evaluation and the analysis of client feedback	Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given
	4.5 Review the technical and aesthetic qualities of the final outcome	

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 professional work for a client to create an interactive digital animation 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 research and investigations, discussing the use and purpose of digital animations.

2   A project plan to show that they have identified and considered the client requirements, that they understand the appropriate equipment, resources and formats of an interactive digital animation to meet the brief. Candidates should be able to produce a project plan to create and manage the interactive digital animation.

Candidates should create sketches or drawings of ideas.

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

The project planning document, showing workflow, tasks, timescales etc must clearly meet all the learning outcomes must be submitted for moderation.

3   Be able to produce the interactive digital animation in line with their plan to include:

- ·   Sourcing and optimising the assets identified
- ·   Creating the assets identified in the plan
- ·   Importing assets into the animation software
- ·   Positioning assets along the timeline as planned to create the animation
- ·   Using a range of functions within the software to enhance and animate movement
- ·   Creating the planned interactivity in the digital animation
- ·   Applying naming conventions and good file management techniques
- ·   Creating and using a detailed test plan to fully check the animation, the movement and interactivity
- ·   Correcting any identified faults and retest using the test plan
- ·   Saving and exporting the digital animation in a format that can be read by the client without specialist software

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 an evaluation 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 e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions, a critical evaluation of the quality of the finished products, their fitness for purpose and justifying the choices made.

An evaluation of the interactive digital animation with the client must be recorded, feedback logged and analysed.

In this critical evaluation candidates should also identify areas for improvement and further development of the interactive digital animation

using their own critical evaluation and the analysis created from the client feedback.

Guidance on assessment and evidence requirements

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

A report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales must be submitted.

Screen captures of the finished product do not evidence the planning process.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Candidates should submit files created at all stages of the process to include the final product. This evidence should be provided in compressed digital formats.

Students should produce a critical evaluation reflecting upon how successfully the product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions. (e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions) 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		
312	Creating an interactive digital animation	IM1 ANIM 12 ANIM 15 PI 1	Work Effectively in Interactive Media Create 2D Animation Create 3D Animation Apply Copyright and Other Laws Relating to Usage and Licensing of Images

Resources

Equipment: A computer system capable of running a range software packages that will enable the candidate to meet the requirements of the client must be used. Other equipment may include cameras, microphones and props.

Additional information

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