OCR
Oxford Cambridge and RSA

Unit Title:	Creating a digital animation
Level:	2
OCR unit number:	212
Credit value:	7
Guided learning hours:	55
Unit reference number:	A/600/7722

Unit purpose and aim

This unit helps learners to understand the basics 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 planning and creation process:

- Candidates will explore different types of digital animation techniques and where they are used
- Plan a digital animation to the client brief
- Create and edit and then test the digital animation
- 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 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 a range of animation types detailing where they are used 1.2 Explore the purpose of these animations 1.3 List the advantages and disadvantages of using different animation techniques	Candidates should investigate a range of digital animation types, methods and formats. A range indicates a minimum of 3 types. This should include types of digital animation (e.g. hand drawn flipbook, cell animation, time lapse photography, cut out animation, computer animation, modelling, stop motion) Candidates should consider the types of animation and then list advantages and disadvantages for the identified range
2. Be able to plan a	2.1 Identify client requirements based on	The plan will include details of client requirements, activities to be

digital animation	their brief to include the target audience 2.2 Create a work plan to produce an original digital animation to include a) assets b) resources c) timescales 2.3 Identify the computer hardware, peripherals and software required to produce digital animations 2.4 Create a storyboard of sketches and identify sources for assets 2.5 List copyright implications of any assets to be sourced	carried out with proposed timescales and deadlines, assets to be sourced and equipment to be used. Candidates should identify the computer specification, software applications and requirements together with other equipment needed to produce the digital animation. Candidates should create sketches or drawings of ideas. Work plan should: • identify client requirements (e.g. discussion, written brief/specification/asset) • use planning methods (e.g. visualise, conceptualise and identify sources) • identify timescales and • identify number of frames, timing, frame rate, key frames, digital animation techniques and • software functions • identify assets • identify and record source details, permissions and copyright implications for use
3. Be able to create, save and test the planned digital animation	3.1 Source and create assets and resources as planned 3.2 Organise all asset files using appropriate naming conventions 3.3 Use animation software to create the planned animation 3.4 Import assets and place on a timeline 3.5 Use software interface to manage assets 3.6 Use a range of functions within the software to enhance and animate movement	Software interface to manage assets includes libraries and organisers. Candidates should use a range of tools and techniques within the animation software. A range indicates a minimum of 3 different tools and techniques for example, • tools and options (e.g., selection and transformation) • using assets, tools and timeline to create the digital animation • drawing and text tools (e.g., geometric, line, pen, brush, text, stroke, fill and paint, erase, • applying colour, or equivalent) • the digital animation approach e.g. frame by frame, shape and motion tweening

	3.7 Organise and save the animation and asset files using appropriate naming conventions 3.8 Develop and use a test plan to fully test the digital animation 3.9 Correct any identified faults and apply improvements based on the test plan.	• transitions and effects (e.g., fade, dissolve, cut) The digital animation should be saved/exported in a format so that it can be viewed for moderation purposes. Candidates should: • test/check the saved digital animation file • select appropriate file formats e.g., for web • apply suitable optimisation techniques and settings • use appropriate naming conventions • choose appropriate size relating to quality • export/publish the digital animation Candidates should test their digital animation – and make any improvements required to include: • basic functionality • display • movement Candidates should correct and retest as appropriate.
4. Understand how to review the digital animation against the original brief	4.1 Critically review the finished product with the client and record feedback 4.2 Describe the quality of the finished product 4.3 Explain the fitness for purpose of the finished product 4.4 Identify parameters and constraints that influenced decisions made 4.5 Produce accurate written records of relevant information about assets obtained such as a) source ownership	Critical personal review, commenting on the quality of finished product and its fitness for purpose 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. Candidates should review their digital animation against the original brief and obtain feedback from their client. They should identify any parameters and constraints that influenced their decisions. e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions Parameters and constraints should

	b) any restrictions on use c) where they are located, filenames given	review the entire project and should also discuss the limitations of the equipment used Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given

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 create a 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 understanding of the use and purpose of digital animation techniques.

2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats for a digital animation to meet the brief. Candidates should be able to produce a work plan for the digital animation.

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 digital animation in line with their plan to include:

- Sourcing and creating assets and resources as planned
- Organising all asset files using appropriate naming conventions
- Using animation software to create the planned animation

- Importing assets and placing on a timeline
- Using the software interface to manage assets
- Using a range of functions within the software to enhance and animate movement
- Developing and using a test plan to fully test the digital animation
- Correcting any identified faults and applying improvements based on the test plan, then retesting.

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 e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions, a critical review of the quality of the finished products and their fitness for purpose. A review of the digital animation 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 digital animation.

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 a compressed digital format.

Students should produce critical review reflecting upon how successfully 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**		
212	Creating a digital animation	IM1 ANIM 12 ANIM 15	Work Effectively in Interactive Media Create 2D Animation Create 3D Animation

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.

Additional information

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