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| Unit Title: | Adobe visual communication using Photoshop |
| OCR unit number | A220 |
| Sector unit number | 9.3 |
| Level: | 2 |
| Credit value: | 3 |
| Guided learning hours: | 25 |

Unit purpose and aim

The unit aims prepare the candidate to use Adobe Photoshop to:

- Identify project and client requirements
- Identify design elements to prepare images for identified projects
- Identify settings, set-up, features and functions of Adobe Photoshop
- Manipulate a range of images and formats
- Publish digital images for a range of purposes

| Learning Outcomes | Assessment Criteria | Knowledge, understanding and skills |
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| <p>The Learner will:</p> <p>1 Be able to set project requirements</p> | <p>The Learner can:</p> <p>1.1 Identify the purpose, audience and its needs for preparing images</p> <p>1.2 Apply standard copyright rules for images and image use</p> <p>1.3 Identify project management tasks and responsibilities</p> <p>1.4 Communicate with others about design plans</p> | <p>Candidates should be able to set project requirements to create Logos, Advertisements, Brochures, Collages and Photography.</p> <p>Candidates should know how to comply with copyright rules for all aspects of images and image use and how to apply this to their images.</p> <p>Candidates should be able to communicate with others regarding design plans and be able to understand project management tasks and responsibilities.</p> <p>Others include:</p> |

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| | | <ul style="list-style-type: none"> • peers • clients |
| 2 Be able to use design elements when preparing images | <p>2.1 Select image resolution, image size and image file formats for web, video, and print</p> <p>2.2 Apply design elements to image composition</p> <p>2.3 Implement settings to prepare for project requirements to include:</p> <ul style="list-style-type: none"> • a range of typography options • Photoshop colour correction facilities <p>2.5 Use Photoshop to generate images in a range of formats for editing</p> <p>2.6 Interpret a range digital image terminology to apply edits</p> | <p>Candidates should understand design principles and elements and image composition relating to photographic structure and the “rules” of photography. They should understand how terminology relating to images and images editing, how images are generated and their types/formats for use in a variety of projects to include:</p> <ul style="list-style-type: none"> • Collages and photography • Logos • Business cards • Advertisements • Brochures |
| 3 Be able to apply Adobe Photoshop features | <p>3.1 Use Photoshop functions to edit images, including:</p> <ul style="list-style-type: none"> • layers • masks <p>3.3 Import, export, organise and save files</p> <p>3.4 Produce and repurpose images</p> <p>3.5 Implement a colour management workflow using Photoshop features and elements</p> | <p>Candidates should know how to use Photoshop to use features and functions to include layers and masks. They should be able to import, export, save and manage their files to produce project such as:</p> <ul style="list-style-type: none"> • Collages and photography • Logos • Advertisements • Brochures • Newsletters • Mini-yearbook <p>Candidates should be able to reuse images for different purposes and use Photoshop features as required implement a colour management workflow.</p> |
| 4 Be able to manipulate images using Adobe Photoshop | <p>4.1 Use the selection and measurement features in Photoshop to manipulate images</p> <p>4.2 Use Photoshop guides and rulers to align images</p> <p>4.3 Use Photoshop to manipulate images to meet project requirements, including:</p> <ul style="list-style-type: none"> • Transforming images • Adjusting tonal range, | <p>Candidates should be able to manipulate images to requirements using the features of Adobe Photoshop, retouching and blending images, correcting and transforming by colouring and distorting images. Candidates should consider a range of:</p> <ul style="list-style-type: none"> • Collages and photography |

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| | colour and/or distortions of an image <ul style="list-style-type: none"> • Retouching and blending images • drawing and painting tools • type functions • filters to change the appearance of images | <ul style="list-style-type: none"> • Logos • Business cards • Advertisements • Brochures • Newsletters |
| 5 Be able to publish digital images using Adobe Photoshop | 5.1 Prepare images for publishing on the web 5.2 Prepare images for print 5.3 Prepare images for use in video | Candidates should be able to prepare images for publishing for a range of purposes and projects to include: <ul style="list-style-type: none"> • Collages and photography • Logos • Business cards • Advertisements • Portfolios |

Assessment

Candidates achieve the Visual Communication using Adobe Photoshop exam 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

| Occupational standards | Unit number | Title |
|------------------------|-------------|--|
| Interactive Media | IM5 | Design user interfaces for interactive media products |
| Photo Imaging | PI1 | Apply copyright and other laws relating to usage and licensing of images |
| Photo Imaging | PI3 | Plan and organise photographic assignments |
| Photo Imaging | PI6 | Take standardised and official document photographs |

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| Photo Imaging | PI16 | Undertake technical adjustment of images |
| Photo Imaging | PI17 | Prepare image output |

Resources

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