

Live Assessment Material

Model Assignment 1

OCR Level 1/2 Cambridge National Award in Creative iMedia
OCR Level 1/2 Cambridge National Certificate in Creative iMedia
OCR Level 1/2 Cambridge National Diploma in Creative iMedia
Unit R084: Storytelling with a Comic Strip

Please note:

This OCR model assignment is to be used to provide evidence for the unit identified above. Alternatively, centres may 'tailor' or modify the assignment within permitted parameters (see 'Information for Teachers'). It is the centre's responsibility to ensure that any modifications made to this assignment allow learners to show that they can meet all of the learning outcomes and provide sufficient opportunity for learners to demonstrate achievement across the full range of marks.

Template and writing frames are not to be used.

INSTRUCTIONS TO TEACHERS

The OCR administrative codes associated with this unit are:

- unit entry code R084
- certification codes Award J807 / Certificate J817 / Diploma J827.

Duration: approximately 10 hours

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Model Assignment: Information for Learners

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Unit R084: Storytelling with a Comic Strip

Scenario for the assignment – A comic strip to promote ‘a new brand of training shoe’

You have been approached by a client to create a multipage comic strip to promote a new brand of trainers for a target audience of 16–21 year olds.

Your client would like the multipage comic strip to be distributed electronically but it could be printed out by the shops selling the trainers. It therefore needs to be in a format that can be printed without specialist software to open the final version of the multipage comic strip.

Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.

Important

- You will need to have access to the marking criteria. Your teacher can explain the marking criteria if you need further clarification.
- You will need to draw upon relevant skills/knowledge/understanding from other units you have studied in this qualification.

Your Tasks

The tasks should take approximately 10 hours to complete.

Task 1: Understand comic strips and their creation

Learning Outcome (LO) 1 is assessed in this task.

To prepare to create your multipage comic strip, you need to understand comic strips, comic strip characters, the software used to construct a multipage comic strip and how panels are used.

The purpose, creation and characters of existing multipage comic strips

You need to investigate comic strip:

- genres
- origins
- history
- target audiences
- characters and their physical and non-physical characteristics.

You need to:

- investigate the various software choices and tools that are available to create a multipage comic strip
- identify how panel placement and layout can create the flow of the story of the comic strip..

Present your findings in a report or presentation.

Task 2: Planning the multipage comic strip

Learning Outcome (LO) 2 is assessed in this task.

You need to organise your time and resources so that you can plan the design of the multipage comic strip to meet the client requirements. You will need to generate the basis of your idea for the design, taking into consideration any external restrictions on what you can use or produce in your product.

Your client and the target audience

You need to:

- interpret your client's requirements for the multipage comic strip.
- identify the characteristics of the target audience.

Creating a plan

You need to:

- create an original script and storyline
- create a storyboard.

Resources and assets

You need to:

- identify assets that are needed to create the comic and how you will use them
- identify any resources you will need to create your comic strip and how you will use them.

Legal restrictions

You need to: consider any legal issues and restrictions on what you will create. The comic strip will be used in a commercial context so copyright must be considered. This applies to any assets used, whether sourced or created.

Present your findings in a report or presentation.

Task 3: Creating the multipage comic strip

Learning Outcome (LO) 3 is assessed in this task.

Create the multipage comic strip for the new brand of trainers making sure it is suitable for its intended audience.

Obtaining assets for use in the comic strip

You need to: source and/or create and store the assets identified in your plan.

Create the comic strip

You need to:

- lay out the panels as appropriate to enable the story to flow
- insert assets into the panel layout and establish focal points within the panels
- incorporate the planned script into the visual storyline
- save the digital multipage comic strip in a format appropriate to the software using version control throughout
- export the multipage comic strip in a file format appropriate to the client requirements.

Task 4: Checking and reviewing the multipage comic strip

Learning Outcome (LO) 4 is assessed in this task.

Now the comic strip for the new brand of trainers has been produced, you need to consider whether you have met all the requirements of your client's initial brief. You will also need to review the overall quality of the product, and identify any improvements that could be made to it.

Reviewing the comic strip

You need to:

- review the multipage comic strip against the client brief
- check that the multipage comic strip meets the client's requirements
- explain how and why the multipage comic strip could be improved
- describe areas for further development, giving reasons for your choices.

Information for Teachers

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Unit R084: Storytelling with a Comic Strip

General guidance on using this assignment

1 General guidance

- 1.1 OCR assignments are available to download free of charge from our website: www.ocr.org.uk.
- 1.2 OCR assignments are intended to be used for summative assessment of learners. The OCR specification gives more information on the arrangements for assessing internally assessed units.
- 1.3 This assignment has been designed to meet the full assessment requirements of the unit. Learners will need to take part in a planned learning programme that covers the underpinning knowledge, understanding and skills of the unit.

2 Before carrying out the assignment

- 2.1 Learners should be provided with a copy of the 'Information for Learners' section of this assignment.
- 2.2 We have estimated that it will take approximately 10 hours to complete all tasks. Learners would need approximately 2 hours to complete Task 1, approximately 3 hours to complete Task 2, approximately 4 hours to complete Task 3 and approximately 1 hour to complete Task 4. These timings are for guidance only but should be used by the teacher to give learners an indication of how long to spend on each task. Centres can decide how the time is allocated between each part or individual task. Centres are also permitted to spread the tasks across several sessions and therefore it is permissible for evidence to be produced over several sessions.
- 2.3 Learners will not need to carry out any preparations prior to undertaking the assessment tasks, such as collating resources to use in the assessment.

3 When completing the assignment and producing evidence

- 3.1 Each learner must produce individual and authentic evidence for each task within the assignment.
- 3.2 Centre staff may give support and guidance to learners. This support and guidance should focus on checking that learners understand what is expected of them and giving general feedback that enables the learner to take the initiative in making improvements, rather than detailing what amendments should be made. It is not acceptable for teachers/deliverers to provide answers, to work through answers in detail or to detail specifically what amendments should be made.
- 3.3 Learners may use information from any relevant source to help them with producing evidence for the tasks.
- 3.4 Learners must be guided on the use of information from other sources to ensure that confidentiality is maintained at all times.

- 3.5 We have specified what evidence the learner is expected to produce. Usually, the type of evidence provided may be modified, with the exception of certain types of evidence listed below under the section 'Permitted changes'. It is important to note that it is possible to generate the evidence in a variety of formats. Centres must advise learners regarding the most appropriate format of evidence. The nature of this assessment means that learners are free to use the format that they feel is most appropriate for the purpose and target audience for each individual task.

4 Presentation of work for marking and moderation

- 4.1 Centres wishing to produce digital evidence in the form of an e-portfolio should refer to the appendix in the specification on guidance for the production of electronic assessment.
- 4.2 Centres may wish to discourage learners from excessive use of plastic wallets for presentation of their evidence as this may hinder the assessment process. Instead, centres may wish to encourage learners to present their work so that it is easily accessible, e.g. spiral bound, stapled booklet, treasury tag.

5 Scope of permitted model assignment modification

The model assignment is self-contained in its present form. The set of tasks form a coherent whole addressing all the learning outcomes and allowing access to the full range of marks.

You must not change the following:

- the learning outcomes
- the marking criteria
- the requirements for supervision and authentication as described in the specification (Section 4 The centre assessed units).

Permitted changes

The model assignment can be modified in terms of the areas described below at the permission of OCR but centres must be sure that learners still have the opportunity to cover all of the learning outcomes and to access the full range of marks.

The type of evidence and the format each takes may vary, **with the exception of:**

- a report or presentation on the understanding of comic strips and their creation
- a script and storyline
- a multipage comic strip in an appropriate format (digital), and screenshots which evidence the creation and the techniques used
- a formal review.

The above are **required types of evidence**; however the formats of these may vary.

A logical approach is suggested, however, centres may wish to change the order of the tasks depending on learners' individual requirements.

The learner's assignment can be contextualised or amended to suit local needs. Whilst the scenario in this model assignment is fictitious, it is based on what is thought to be a 'typical' scenario.

Any additional client requirements that fit in with the brief of producing a multipage comic strip, providing these do not fall outside the content of the unit, and are reasonable to expect learners to understand and be able to achieve

Any appropriate multipage comic strip creation software may be used. It must, however, be suitable for the tasks given and enable learners to achieve the full range of marks available.

Each specific task may be appropriately contextualised to match with any permitted changes you have made to the scenario.

OCR has ensured that in the language used and the tasks and scenario provided that we have avoided discrimination, bias and stereotyping and supported equality and diversity. In the development of qualifications and assessments, we use the guidance given in the Ofqual publication *Fair Access by Design*. Notably this includes:

- using language and layout in assessment materials that do not present barriers to learners
- using stimulus and source materials in assessment materials (where appropriate) that do not present barriers to learners.

If centres wish to modify the model assignment, we strongly advise that staff responsible for modifying the model assignment and the quality assurance of it refer to the publication *Fair Access by Design*.

If modifications are made to the model assignment, whether to just the scenario or to both the scenario and individual tasks, it is up to the centre to ensure that all learning outcomes can still be met and that learners can access the full range of marks.