# OCR
## Oxford Cambridge and RSA

| | |
|---|---|
| Unit Title: | Storytelling with a comic strip |
| Level: | 3 |
| Sub-level: | 306 |
| Credit value: | 6 |
| Guided learning hours: | 50 |

## Unit purpose and aim

This unit helps learners to familiarise themselves with the more advanced aspects of story telling with a comic strip 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 story telling with a comic strip and discuss the features and uses
- Create and maintain a project plan for the creation of a comic strip to the client brief
- Create and edit the comic strip based on the candidates' original story
- 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 comic strip creation 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 comic book story telling | 1.1 Research and describe the current and historical types of a range of comic book to include<br><br>a) their purpose<br><br>b) the genre<br><br>c) target audiences<br><br>d) reading ages<br><br>1.2 Explain the psychology and motivation of a range of comic book | Candidates should explore the different types of comics that exist in different countries. The history of the comic book e.g. how it has been used for propaganda, promotion, education, entertainment etc. A minimum of 5 comics should be researched.<br><br>Candidates should look at the way the content, characters and genre changed depending on audience, author and purpose. |

| | | |
|---|---|---|
| | characters | Candidates should look at the psychology and motivation behind the characters, what drives them and what do they aim to achieve. |
| | 1.3 Investigate industry production techniques to include design, layout and cost implications | |
| | 1.4 Identify a range of software applications used within the comic book industry and key features for each | How has comic production changed and how it may change e.g. the digital comic. |
| 2 Be able to plan a multi-page comic book to a client brief | 2.1 Identify client requirements based on their brief to include the target audience and any proposed page layout | Candidates should develop a range of 3 ideas to show to the client, these may be evidenced as mood boards, spider diagrams. Narrative structure will identify whether this is one of a series, a serial or a one off story. |
| | 2.2 Generate a range of original ideas for the theme and review with the client, identifying the | |
| | a) narrative structure | Page layout and orientation e.g. A4, A5, font sizes, style and formats |
| | b) length of the comic book | The proposed layout should cover a minimum of 4 pages and the story potential should allow for this. |
| | c) format and layout | |
| | 2.3 Create an original story in line with the agreed solution | Para-language is the textual language used for character communication, to replace the intonation found in verbal communications. |
| | 2.4 Create a storyboard of sketches and a script from the original story, including | The storyboard may be created manually and scanned for evidence or may be created digitally by the candidate |
| | a) characters | |
| | b) communication | Candidates should understand planning methods and select the most appropriate to the work. |
| | c) locations | |
| | 2.5 Identify the font sizes, styles and formats used to express para-language | They should identify any assets needed (drawings, photographs etc – bearing in mind copy write). The plan should be for a single story that concludes in the single |
| | 2.6 Create and maintain a project plan to include tasks, timescales and | |

| | | |
|---|---|---|
| | resources | assignment comic book. |
| | a) tasks | The candidate should develop and show evidence of using a project plan throughout their work changing timings, if needs be, as the project progresses |
| | b) timescales | |
| | c) resources | |
| | 2.7 Identify key stages, production constraints and contingency planning | |
| | 2.8 Describe the legal and ethical issues regarding all aspects of comic book creation and publication | |
| 3 Be able to create, test and export the comic book | 3.1 Source/create assets with suitable file sizes and formats and optimise for use within the comic book | Candidate should consider the layout of the panels on the pages for ease of reading. |
| | 3.2 Create the layout and look of pages to include panel placement on the page | Testing should ideally be carried out with the target audience. |
| | 3.3 Import assets into the panel structure | Comic book should be exported in a format that can be read without specialist software. |
| | 3.4 Integrate the narrative script with the visual storyline, to complete the comic book | Candidates must ensure that their finished product would be suitable for publication, this includes the spelling, grammar and consistency of fonts used in addition to the identified criteria. |
| | 3.5 Create and use a detailed test plan to check for flow, readability, storyline and suitability for target audience | |
| | 3.6 Proofread the comic book and correct all errors identified | |
| | 3.7 Save and export the comic book in the required format as specified by the client brief | |

| | | |
|---|---|---|
| | 3.8 Organise electronic files using appropriate naming conventions to facilitate access by others | |
| 4 Understand how to evaluate the comic book against the original brief | 4.1 Identify parameters and constraints that influenced any decisions that were made<br><br>4.2 Critically evaluate the quality of the finished product and its fitness for purpose<br><br>4.3 Evaluate the comic book with the client and analyse feedback<br><br>4.4 Identify areas for improvement and further development of the comic book using your own critical evaluation and the analysis of client feedback<br><br>4.5 Review the technical and aesthetic qualities of the final outcome | Critical personal evaluation, commenting on the quality of finished product and its fitness for purpose<br><br>Obtain feedback from the client and/or the target audience<br><br>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<br><br>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 professional work for a client to create a comic strip 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 based on their original story 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 a comic strip.

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 a comic strip to meet the brief.  Candidates should be able to produce a project plan to create and manage the comic strip using their original story.

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 comic strip in line with their plan and based on their original story to include:

- Sourcing/creating assets with suitable file sizes and formats and optimise for use within the comic book
- Creating the layout and look of pages to include panel placement on the page
- Importing assets into the panel structure
- Integrating the narrative script with the visual storyline, to complete the comic book
- Creating and using a detailed test plan to check for flow, readability, storyline and suitability for target audience
- Proofreading the comic book and correcting all errors identified
- Saving and exporting the comic book in the required format as specified by the client brief
- Organising electronic files using appropriate naming conventions to facilitate access by others

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 comic strip 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 comic strip and their original story 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** | | |
| **306** | Storytelling with a comic strip | IM1 | Work Effectively in Interactive Media |
| | | ANIM 7 | Write a Script |
| | | PI 1 | 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).*