Model Assignment

Issued September 2006

Please note:

This OCR model assignment may be used to provide evidence for the unit above. Alternatively, centres may wish to adapt this assignment or devise their own assignment for the purposes of assessment. It is the centre's responsibility to ensure that any adaptations made to this assignment allow candidates to meet all the assessment objectives and provide sufficient opportunity for candidates to demonstrate achievement across the full range of grades.

The scheme codes for these qualifications are:

OCR Level 2 National First Award in ICT   06324

OCR Level 2 National Award in ICT   06325

OCR Level 2 National First Certificate in ICT   06299

OCR Level 2 National Certificate in ICT   06276

The QCA Accreditation Number for this unit is:

Unit 21: Creating computer graphics   F/500/2236

This OCR model assignment remains live for the life of these qualifications.

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OCR Level 2 Nationals in ICT

Unit 21: Creating computer graphics

Guidance For Centres

1   General

1.1   OCR model assignments are issued free to centres on approval and are available to download from our website www.ocr.org.uk.

1.2   Centres may choose to:

- use OCR model assignments for formal summative assessment of candidates
- tailor OCR model assignments for formal summative assessment of candidates
- use OCR model assignments as a benchmark for devising their own assignment.

1.3   This assignment has been designed to meet the full assessment requirements of the unit. Candidates will need to take part in a planned learning programme that covers the underpinning knowledge and skills of the unit.

2   Before carrying out the assignment

2.1   Candidates should be provided with a copy of the Candidate Information section of this assignment.

2.2   Candidates may carry out preparations prior to undertaking the tasks; there is no time limit for this.

3   When completing the assignment

3.1   Candidates should be allowed sufficient time to complete all of the tasks. The time required may vary depending on the nature of the tasks and the ability of individual candidates. It is suggested that evidence is produced in several sessions.

3.2   Each candidate must produce individual and authentic evidence for each task within the assignment.

3.3   Centre staff may give support and guidance to candidates. This support and guidance should focus on checking that candidates understand what is expected of them. It is not acceptable for tutors to provide model answers or to work through answers in detail.

3.4   Candidates may use information from any relevant source to help them with producing evidence for the tasks.

3.5   It is acknowledged that candidates in their responses will refer to situations in the case studies but as the case studies are fictitious this does not break any rules of confidentiality. However, candidates must be guided on the use of information from other sources to ensure that confidentiality is maintained at all times.

4   After completing the assignment

4.1   Candidates' evidence is assessed by the centre's assessor against the qualification specification contained in the Centre Handbook. When grading candidates' work, centres **must** use the grading descriptors in the unit. For further information about assessment please refer to the section on Assessment and Moderation in the Centre Handbook.

4.2   Assessors' decisions should be quality assured across the centre through internal moderation. For further information about internal moderation please refer to the section on Assessment and Moderation in the Centre Handbook.

5   Presentation of work

5.1   Candidates may use the *Candidate Checklist* provided to ensure that they submit evidence for ALL tasks. They can do this by using the *Candidate Checklist* as a contents page inserting references/page numbers in the boxes provided.

5.2   Centres may wish to discourage candidates from excessive use of plastic wallets for presentation of their evidence as this may hinder the assessment process. Instead centres may wish to encourage candidates to present their work so that it is easily accessible, eg spiral bound, stapled booklet, treasury tag.

6   Acceptable evidence

6.1   For guidance on generation and collection of evidence please refer to the section on Assessment and Moderation in the Centre Handbook.

7   Reworking the assignment

7.1   If candidates do not meet the minimum PASS requirements for the assessment objectives, further work will be required.

7.2   Tutors may give feedback to candidates to support and guide them in producing evidence to the required standard.

Notes For Tutors

Introduction to the Tasks

The tasks have been designed to guide candidates to create a set of web graphics for use on the website for Recycle GB.

The tasks have been designed so that all of the assessment objectives in Unit 21 are addressed.

These guidance notes should be used in conjunction with the unit specification and Centre Handbook.

The Tasks

Task 1: Research, collect and describe a range of existing graphics/images for use in webpages

Assessment Objective 1 is assessed in this task.

The scenario for Recycle GB should give candidates a good basis from which to work in the planning and creation of three graphical products to be used on a website.

Candidates should visit a range of different websites and collect a variety of web graphics. It is not expected that candidates investigate the use of graphics in general. Researching existing web graphics should enable the candidates to form judgements about what works and what doesn't when considering the use of graphics on webpages.

Once a range of graphics have been collected, students should comment about them (in a written document, using presentation software, through the means of an oral presentation, etc), describing their purpose and commenting on the positive and negative aspects of them. Higher level candidates will also need to consider the suitability of the graphics, their impact, size and target audience.

The best way to evidence part B of this task is either through a slide presentation containing screenshots of graphics, by inserting the downloaded graphics into a document, by the use of a written document or through discussion groups. If this assessment objective is achieved through an oral presentation or discussion groups, the graphics considered must be included in the candidate's portfolio and a tutor witness statement must be completed to support the evidence provided by the candidate. Alternatively, candidate presentations may be videoed.

Centres might consider providing candidates with website addresses to visit. The websites selected should provide examples of the full range of graphics to be researched. To enable the candidate to make judgements about the graphics, the websites provided must include sufficient examples of both effective and less effective use of graphics as part of the webpage.

Task 2: Plan the production of a range of graphic images for a client, to be used on their website

Assessment Objective 2 is assessed in this task.

Before candidates create the web graphics, they must plan their design. They must produce a sketch diagram (either by hand or using ICT) for the navigation bar/menu bar, the three navigation buttons and the advertising banner.

All products may contain a combination of text and graphics and may make use of existing graphics that are edited to suit the candidate's needs. Annotation of the sketch diagrams to indicate the colour of the different parts (if appropriate) will aid the planning and creation of the products.

For each web graphic, candidates must give details of audience and purpose. To achieve the higher grades candidates must also give details of a housestyle and give some consideration to the size of each graphic. At Distinction level, comprehensive details of what they plan to create must be included. For example, sufficient detail is provided to enable someone else to implement the designs.

For tasks 3, 4 and 5 if existing graphics are used and adapted, screenshots or a witness statement must be provided to demonstrate how they have been adapted. Detailed information about where they came from should also be provided – URL, date collected, copyright information, etc.

Task 3: Create a navigation bar or menu bar

Assessment Objective 3 is assessed in this task.

Using their plan, candidates must create the navigation bar or menu bar, using colour. This could be done using graphics software or a suitable web authoring package.

Pass level candidates must use some colour and make use of a table. The navigation bar or menu bar must be suitable for purpose. Merit candidates must use colour appropriately and combine text and graphics that make the navigation bar or menu bar suitable for purpose and audience. Distinction candidates must make good use of colour and make some use of drop-down boxes or expanding/collapsing menus. The navigation bar or menu bar must be fit for purpose and audience.

The navigation bar/menu bar does not need to give access to a large number of pages; instead it should give a flavour of what **could** be included. It is not necessary to actually create hyperlinks as part of the navigation bar/menu bar.

Annotated printouts or screenshots would be an appropriate way to provide evidence for this task.

Task 4:   Create a set of navigation buttons

Assessment Objective 4 is assessed in this task.

Using their plan, candidates must create three navigation buttons. The navigation buttons do not need to include hyperlinks.

Pass level candidates may use ready-made templates such as Flash buttons or adapt graphics that already exist. Higher level candidates will need to customise ready made templates or create their buttons from scratch. Distinction candidates must produce three interactive buttons.

Higher level candidates should produce buttons that are suitable for purpose and appropriate to the intended audience.

Annotated printouts or screenshots would be an appropriate way to provide evidence for this task.

Task 5:   Create an advertising banner

Assessment Objective 5 is assessed in this task.

Using their plan, candidates must create a suitable advertising banner that combines text and graphics. Candidates should choose the size themselves.

Pass level candidates may produce a static banner. Merit candidates must include some form of user interaction and must ensure the banner is suitable for purpose. Distinction candidates must create an animated/moving banner that is fit for purpose and appropriate for the intended audience.

The advertising banner should be designed to promote the work of Recycle GB.

Annotated printouts or screenshots would be an appropriate way to provide evidence for this task.

Task 6:   Present work to a client for a specific purpose, using a suitable format for display

Assessment Objective 6 is assessed in this task.

Candidates must present their work using a suitable format.

An appropriate way to present their work would be to create a mock-up of a webpage for Recycle GB, containing all three products. If candidates attempt Unit 2 Webpage creation using the OCR model assignment, the completed website could be used as evidence for part C. However, candidates could also create a slide presentation, an oral presentation using the graphics as visual aids, or simply provide printouts of the final products.

Merit level candidates will present their work appropriately and will demonstrate the use of suitable file types. Distinction level candidates will present their work effectively. They must demonstrate that they have saved the files using appropriate file types and that the graphics have been optimised for use on the web.

Annotated screenshots may be used to provide evidence of file type and optimisation.

Witness Statement – Task 1B

AO1	Research, collect and describe a range of existing graphics/images for use in webpages

CANDIDATE NAME	
ASSESSOR NAME	
Date of presentation	

ASSESSOR FEEDBACK

Task 1B	Comments

FEEDBACK TO CANDIDATE
AREAS FOR IMPROVEMENT/GENERAL COMMENTS

ASSESSOR SIGNATURE:		**DATE:**	

CANDIDATE SIGNATURE:		**DATE:**	

Witness Statement – Task 6C

AO6	Present work to a client for a specific purpose, using a suitable format for display

CANDIDATE NAME	
ASSESSOR NAME	
Date of presentation	

ASSESSOR FEEDBACK

Task 6C	Comments

FEEDBACK TO CANDIDATE

AREAS FOR IMPROVEMENT/GENERAL COMMENTS

ASSESSOR SIGNATURE:		DATE:	

CANDIDATE SIGNATURE:		DATE:	

Model Assignment: Candidate Information

OCR Level 2 Nationals in ICT

Unit 21: Creating computer graphics

CANDIDATE NAME:

General Information for Candidates

Q   Do I have to pass this assignment?

A   Yes. You must pass this assignment to achieve the full qualification.

Q   What help will I get?

A   Your tutor will help you when completing the OCR model assignment and will make sure that you know what resources/facilities you need and are allowed to use.

Q   What if I don't understand something?

A   It is your responsibility to read the assignment carefully and make sure you understand what you need to do and what you should hand in. If you are not sure, check with your tutor.

Q   Can I copy other people's work?

A   No. The work that you produce must be your own work. You should never copy the work of other candidates or allow others to copy your work. Any information that you use from other sources, eg books, newspapers, professional journals, the internet, must be clearly identified and not presented as your own work.

Q   Can I work in a group?

A   Yes. However, if you work in a group at any stage you must still produce work that shows your individual contribution.

Q   How should I present my work?

A   You can present your work in a variety of ways, eg hand-written, word-processed, on video. However, what you choose should be appropriate to the task(s). For some work, eg presentations, coaching sessions, role-play, work experience, you will need to provide proof that you completed the task(s). A witness statement or observation sheet could be used for this. If you are unsure, check with your tutor.

Q   When I have finished, what do I need to hand in?

A   You need to hand in the work that you have completed for each task. Do not include any draft work or handouts unless these are asked for. When you hand in your work make sure that it is labelled, titled and in the correct order for assessing.

Q   How will my work be assessed?

A   Your work will be marked by an assessor in your centre.   The assessor will mark the work using the assessment objectives and grade descriptors in the qualification specification.

Scenario

You have been asked to plan and create some graphics for the Recycle GB website. Recycle GB is a new, national company that has been asked to co-ordinate household recycling for the whole country.

Recycle GB is working with local councils to provide every house in the country with the following equipment:

- a black recycling bin for general household waste
- a green recycling bin for garden waste and cardboard
- a yellow box for tins, plastic and glass
- a green box for paper.

Recycle GB wants their website to perform the following functions:

- to inform people what they should recycle in each bin/box
- to encourage people to recycle more of their rubbish
- to involve young people early so they are more environmentally aware
- to seek feedback from people about the website and how it could be improved.

Recycle GB wants to create a high impact website and want some graphics to make the website look professional. They have asked for a navigation bar/menu bar, some navigation buttons and an advertising banner that they can use to promote the work they do.

You will be required to research some existing examples of graphics used on webpages before planning the graphics and creating them. You will then present your work to Recycle GB before they place them on their website.

The graphics you create do not have to be created from scratch – you may use some ready-made components and adapt them to suit your purpose. If you are going to be studying Unit 2 (Webpage creation), you may wish to use these graphics in your work for this unit.

Tasks

Task 1: Research, collect and describe a range of existing graphics/images for use in webpages

Assessment Objective 1

Before you start planning the graphics for Recycle GB, you must carry out some research into graphics already in use on different websites. You will need to collect and describe a range of these graphics. This will give you ideas for the graphics that Recycle GB want.

Good examples of graphics that have been created for use on the WWW are frequently found on large commercial websites that have spent a great deal of money on design.

Use the activities below to produce evidence for your assignment.

A   Collect a range of web graphics from at least two different websites. For example:

- logos
- graphical navigation bars
- advertising banners
- navigational buttons
- web icons.

At Pass level, graphics from at least two different websites must be collected. To achieve a Merit, graphics must be collected from at least three different websites. To achieve a Distinction, graphics must be collected from at least four different websites.

(No evidence is needed here – the collected graphics will be used in Part B)

B   Describe the web graphics you have collected. Consider:

- purpose of the graphic
- suitability for purpose
- impact of product
- size details (physical size and file size)
- target audience.

To achieve a Pass, the purpose of the graphics must be described and some comments on the positive and negative aspects of the graphics must be made.

To achieve a Merit, the purpose of the graphics must be described and observations made on their suitability. Reasons for the positive and negative aspects of the graphics and details of their size must be given.

To achieve a Distinction, the purpose of the graphics must be described and comments made on their suitability and impact. Valid reasons for the positive and negative aspects of the graphics and details of their size must be given.

(This could be evidenced by creating a word-processed document with the graphics you have collected inserted, by using presentation software or by giving an oral presentation)

Task 2:   Plan the production of a range of images for a client, to be used on their website

Assessment Objective 2

In this task you will plan three different types of graphic that will be used by Recycle GB on their website. You need to create a sketch diagram for each graphic and also consider a range of factors about them, including target audience and purpose.

Use the activities below to produce evidence for your assignment.

A   Produce a sketch diagram for:

   (i)   a navigation bar/menu bar

   (ii)   a set of three navigation buttons

   (iii)   an advertising banner to promote the work of Recycle GB.

   To achieve the higher levels, the sketch diagram must be detailed. To achieve a Distinction, comprehensive details of what will be created must be given. For example, sufficient detail is provided to enable someone else to implement the designs.

   (This could be done by hand, using a word-processed or DTP document, or using graphic software to simulate what will be produced)

B   For each graphic provide details of:

   - target audience
   - purpose/message
   - housestyle
   - size.

   At Pass level, some indication of purpose and audience must be given.

   At Merit level, you will need to identify the target audience and purpose of the graphics. You will also need to identify a housestyle and give some consideration to size.

   At Distinction level, you will need to identify the target audience and purpose of the graphics. You will also need to identify a suitable housestyle (and adhere to it) and consider the size of the graphics.

   (This could be evidenced using a written document)

Task 3:   Create a navigation bar or menu bar

Assessment Objective 3

In this task you will use the plans you drew up in task 2 to create a navigation bar or menu bar to be used on the Recycle GB website.

Use the activities below to produce evidence for your assignment.

A   Create the navigation bar or menu bar that you designed in Task 2, making use of the following, where appropriate:

- tables
- icons
- drop-down menus
- expanding/collapsing menus.

Consider:

- suitability for purpose and audience
- suitable colour contrast
- combining graphics and text.

At Pass level, a table is used to produce a basic navigation bar/menu bar with some colour. It must be suitable for purpose.

To achieve a Merit, graphics and text are combined together well and colour is used well. It must be suitable for audience and purpose.

To achieve a Distinction, the navigation bar/menu bar must be effective and make good use of colour as well as making some use of drop-down boxes or expanding/collapsing menus. It must be fit for purpose and audience.

(This could be evidenced through the use of annotated screenshots or printouts of the navigation bar/menu bar)

Task 4:   Create a set of navigation buttons

Assessment Objective 4

In this task you will use the plans you drew up in task 2 to create a set of three navigation buttons to be used on the Recycle GB website.

Use the activities below to produce evidence for your assignment.

A   Create the set of three navigation buttons that you designed in task 2.

Consider:

- suitability for purpose and audience
- interactivity
- combining graphics and text.

To achieve a Pass the buttons may be created by using a ready-made template or by adapting existing graphics.

To achieve a Merit the navigation buttons must be suitable for purpose. A customised template must be used **or** the buttons must be created from scratch.

To achieve a Distinction, interactive buttons must be included. The buttons should be suitable for both purpose and audience. A customised template must be used **or** the buttons must be created from scratch.

(This could be evidenced through the use of annotated screenshots or printouts of the buttons)

Task 5:   Create an advertising banner

Assessment Objective 5

In this task you will use the plans you drew up in task 2 to create an advertising banner to be used on the Recycle GB website, promoting some of the work that they do.

Use the activities below to produce evidence for your assignment.

A   Create an advertising banner. Consider:

- suitability for purpose and audience
- interactivity
- animation
- combining graphics and text.

At Pass level, the advertising banner may be static but must combine text and graphics.

To achieve a Merit, the advertising banner should involve some form of user interaction and combine text and graphics. It must be fit for purpose.

To achieve a Distinction, the advertising banner should involve some animation/movement and combine text and graphics. It must be fit for purpose and audience.

(This could be done using annotated screenshots or printouts of the advertising banner)

Task 6:   Present work to a client for a specific purpose, using a suitable format for display

Assessment Objective 6

In this task you will present your web graphics to Recycle GB.

Use the activities below to produce evidence for your assignment.

A   Prepare to present your web graphics. You may use any of the following methods to present your work:

- a mock-up webpage
- a slide presentation
- printouts
- an oral presentation using your graphics as visual aids.

B   Consider:

- optimising images for the internet (size and colours)
- suitable file types.

At Pass level, part B does not need to be attempted. To achieve the higher levels, evidence of suitable file types must be shown. At Distinction level, evidence of suitable file types and of optimising the graphics for use on the web must be shown.

(This could evidenced through the use of annotated screenshots or printouts)

C   Present your work.

To achieve the higher levels, the work must be presented well/effectively.

(This could evidenced through the use of a witness statement)

Model Assignment: Candidate Checklist

OCR Level 2 Nationals in ICT

Unit 21: Creating computer graphics

CANDIDATE NAME: _____

For task 1 (AO1) have you:	Completed (✔)
A collected a range of web graphics from at least two different websites?	
Evidence provided (please ✔):	Ref/Page no(s)
❑ no evidence required	

For task 1 (AO1) have you:	Completed (✔)
B described the web graphics you have collected?	
Evidence provided (please ✔):	Ref/Page no(s)
❑ presentation/written notes	
❑ or other (please give details) _____	

For task 2 (AO2) have you:	Completed (✔)
A(i) produced a sketch diagram for a navigation bar/menu bar?	
Evidence provided (please ✔):	Ref/Page no(s)
❑ sketches	
❑ or other (please give details) _____	

For task 2 (AO2) have you:	Completed (✓)
A(ii) produced a sketch diagram for a set of three navigation buttons?	
Evidence provided (please ✓):	Ref/Page no(s)
❏ sketches	
❏ or other (please give details) _____	

For task 2 (AO2) have you:	Completed (✓)
A(iii) produced a sketch diagram for an advertising banner?	
Evidence provided (please ✓):	Ref/Page no(s)
❏ sketches	
❏ or other (please give details) _____	

For task 2 (AO2) have you:	Completed (✓)
B provided details for each product? (eg target audience and purpose)	
Evidence provided (please ✓):	Ref/Page no(s)
❏ written document	
❏ or other (please give details) _____	

For task 3 (AO3) have you:	Completed (✓)
A created a navigation bar or menu bar?	
Evidence provided (please ✓):	Ref/Page no(s)
❏ screenshots/printouts	
❏ or other (please give details) _____	

For task 4 (AO4) have you:	Completed (✓)
A created three navigation buttons?	
Evidence provided (please ✓):	Ref/Page no(s)
❏ screenshots/printouts	
❏ or other (please give details) _____	

For task 5 (AO5) have you:	Completed (✔)
A created an advertising banner?	
Evidence provided (please ✓):	Ref/Page no(s)
❑ screenshots/printouts	
❑ or other (please give details) _____	

For task 6 (AO6) have you:	Completed (✔)
A prepared your work in a suitable format?	
Evidence provided (please ✓):	Ref/Page no(s)
❑ no evidence required	

For task 6 (AO6) have you:	Completed (✔)
B considered optimising the images and the file types? (Merit and Distinction only)	
Evidence provided (please ✓):	Ref/Page no(s)
❑ printouts/screenshots	
❑ or other (please give details) _____	

For task 6 (AO6) have you:	Completed (✔)
C presented your work?	
Evidence provided (please ✓):	Ref/Page no(s)
❑ printouts	
❑ witness statement	
❑ or other (please give details) _____	