

Unit 3: Digital imaging – plan and produce computer graphics

Candidate Name: Candidate DH

Assessment Objective	Pass	Merit	Distinction
Guidance for AO1	<p>Assessment Objective 1 requires students to describe and evaluate a range of existing bitmap and vector images from different existing sources. Some might be found on the internet, others could be scanned or included by using a digital camera. Alternatively, candidates might simply include originals, cutting them out and including them in their portfolio of work. When collecting graphics from the different sources listed, they need only use one graphic from each.</p> <p>In evaluating these graphics, candidates should focus on the audience and purpose. They can comment on the medium used and whether any particular message is conveyed (or supposed to be conveyed). Size could be the actual physical dimensions or the file size for digital graphics. Beyond Pass level, a judgement should be made as to whether the graphics are in fact suitable and effective – do they do the job they should?</p>		
AO1 Describe and evaluate a range of bitmap and vector images	<p>Candidates will collect and display a range of graphics from two different sources.</p> <p>They will describe their purpose and will comment on the suitability of the graphics.</p>	<p>Candidates will collect and display a range of graphics from three different sources.</p> <p>They will describe their purpose and audience and discuss the suitability of the graphics.</p> <p>They will indicate the size of some of the graphics discussed.</p>	<p>Candidates will collect and display a range of graphics from three different sources.</p> <p>They will describe their purpose and audience and discuss the suitability of the graphics. They will also suggest the message to be conveyed (if any) and identify why they are effective (or not).</p> <p>They will indicate the size of most of the graphics discussed.</p>
AO1 NOTES PASS	<p>The candidate has reviewed three graphics obtained on the internet, although one was originally a poster, with more internet-based graphics reviewed later. Additionally, three graphics from a catalogue have been reviewed. It should be noted that the guidance for this AO confirms that candidates need only use one graphic from each source.</p> <p>There is no indication of size, physical or file size, for any of these graphics.</p> <p>The purpose and audience are identified and there is some comment on the suitability of the graphics. Although the suitability of some graphics has been discussed, for others (eg the clipart images and the image taken with a digital camera) there is insufficient evidence to consider the award of a Merit grade. A PASS is therefore the best fit for this AO.</p>		
Guidance for AO2	<p>Assessment Objective 2 requires candidates to plan a range of graphic images for a specified client. The number of graphics that is required depends on their complexity – candidates may need to produce two or three graphics in order to meet assessment objective 5 later on which requires candidates to use a wide range of vector and bitmap tools. They must specify the purpose and audience of the graphics to be produced. Rough sketches will be required, detailing some key areas eg: lines, text, shapes, colour, component parts and paper size and orientation.</p>		
AO2 Plan the production of graphic images for a client	<p>Candidates will describe the purpose and audience of graphics that are to be created.</p> <p>They will plan these graphics, producing rough sketches, identifying some of the key areas.</p>	<p>Candidates will describe the purpose and audience of graphics that are to be created. They may refer to ideas gained from the research undertaken in Assessment Objective 1.</p> <p>They will plan these graphics, producing rough sketches, identifying most of the key areas.</p>	<p>Candidates will describe the purpose and audience of graphics that are to be created. They will discuss where the graphics will be used and will identify size, resolution and file format for each. They may refer to ideas gained from the research undertaken in Assessment Objective 1. They will set deadlines for the work.</p> <p>They will plan these graphics, producing rough sketches, identifying all key areas.</p>
AO2 NOTES PASS	<p>The candidate lists the graphics he is going to create, identifying the purpose and audience for each.. Very rough sketches for each of these graphics have been created, with some key areas for each identified. A PASS can be awarded.</p>		

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Guidance for AO3	<p>Assessment Objective 3 requires candidates to source and store components for use in their final graphic products. Candidates might use part of an existing graphic or the whole thing. In using a scanner, some candidates might draw things themselves and then scan them in order to make use of them in their final graphics. As candidates collect graphics, they should complete Assessment Objective 4 at the same time. Candidates must source their graphics from more than one of the listed categories; for higher grades candidates must source their graphics from all categories listed. The categories listed in the Knowledge, Understanding and Skills, further clarified by the Chief Co-ordinator are:</p> <ul style="list-style-type: none"> • WWW • Clip-art library (Internet or CD-ROM) • Digital camera: selecting image quality, save and transfer images onto computer, output to specified size • Scanner: select appropriate scanning software, adjust resolution, manage file size, save and transfer images onto suitable storage device 		
AO3 Source and store components for graphic products	<p>Candidates will source and store graphics from two of the listed categories.</p> <p>Some may not be appropriate.</p>	<p>Candidates will source and store graphics from three of the listed categories.</p> <p>Most graphics will be appropriate.</p>	<p>Candidates will source and store graphics from all of the listed categories.</p> <p>All graphics will be appropriate.</p>
AO3 NOTES PASS	<p>Screenshots show that a range of graphics have been sourced and stored. The source table shows that the graphics have been sourced from only two of the listed categories, most from the internet and some from clip art.</p> <p>All of the graphics, are relevant to the work, however, as the graphics have been sourced from only two of the listed categories, both of which are electronic, a PASS is the most appropriate grade for this AO.</p>		
Guidance for AO4	<p>Assessment Objective 4 requires candidates to keep a record of the source of graphics collected. These details will be stored in a source table, listing the location/source of each graphic, when it was collected, filename, file size and whether any copyright applies to it and its use. There is no need for candidates to seek permission to use graphics.</p>		
AO4 Record the sources of computer graphics and consider relevant legislation	<p>Candidates will keep a record of computer graphics sourced and stored using a table.</p>	<p>Candidates will keep a detailed record of computer graphics sourced and stored using a table. This should allow others to locate some of them if required.</p> <p>Candidates should have awareness of Copyright Law.</p>	<p>Candidates will keep an accurate record of computer graphics sourced and stored using a table. This should allow others to locate most of them if required.</p> <p>Candidates should have an awareness of Copyright Law.</p>
AO4 NOTES PASS	<p>The source table provides the urls for the graphics sourced from the internet. This would allow others to locate them. There is no mention of the digital photograph. No awareness of copyright law is shown. A PASS can be awarded for this AO.</p>		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO5	Assessment Objective 5 requires candidates to use a range of vector and bitmap tools to create, edit and combine graphics. As stated in Assessment Objective 2, the number of graphics they create will depend on their complexity. The list of tools provided in the knowledge, understanding and skills is by no means exhaustive. It is, however, intended that candidates use a range of tools from the list or alternatives. This is a graphics unit and simply using basic tools or basic editing tools (such as the fill tool and copy/paste) to adapt an existing graphic will not meet the requirements of this assessment objective. The range of tools used will be demonstrated through evidence (in the form of screenshots) showing the development of candidate's work. Candidates do not need to provide a screenshot of every step – they should aim to show the use of as wide a range of tools as possible, both bitmap and vector tools. The Knowledge, Understanding and Skills section of the Unit Specification lists a number of example tools that might be used.		
AO5 Use appropriate software tools to create, edit and combine graphic images	Candidates will create graphics using a limited range of vector and bitmap tools. Some development work will be demonstrated.	Candidates will create graphics that are fit for purpose using a range of vector and bitmap tools. Development work will be demonstrated and annotated to explain the processes undertaken. Most graphics will be saved in appropriate file formats.	Candidates will create graphics that are fit for purpose and audience using a wide range of vector and bitmap tools. Development work will be demonstrated and annotated to explain and justify the processes undertaken. All graphics will be saved in appropriate file formats
AO5 NOTES PASS	The candidate provides evidence of using bitmap tools to edit colours and a vector tool to add text to a graphic, which is then cropped and saved. A black and white effect, a blur effect and transparency are added to other graphics. A composite graphic is created by combining these with other graphics. There is evidence of the use of only a limited range of vector and bitmap tools. Although some development work has been annotated to explain the processes these annotations are limited. The final graphic has been exported in a number of different formats, although there is no explanation as to which the candidate considers to be the most appropriate. A PASS is therefore the most appropriate grade for this AO.		
Guidance for AO6	Assessment Objective 6 requires candidates to present their work for a client, using a suitable format chosen by them. This could be a digital portfolio, slide presentation or folder of work. Any suitable method can be used. Consideration of size (file size and physical size) should be considered. Beyond Pass level, candidates will need to think about file types, resolution and colour mode. At the highest level, candidates will need to justify the use of the medium they have chosen.		
AO6 Present work to a client for a specific purpose, using a suitable format for display	Candidates will present work in a suitable format, with some consideration of size.	Candidates will present work in a suitable format, with consideration of size, resolution and file types.	Candidates will present work in a suitable format, with consideration of size, resolution, colour mode and file types. They will justify the use of the medium to present the graphics.
AO6 NOTES PASS	The final graphic, combining all the individual graphics, can be considered to be the presentation of the range of graphics produced. The series of printouts, clearly attempting to reduce the final file size can be considered to be <i>some</i> consideration of size, although it would be expected that candidates should consider the size (physical and/or file size according to the relevance of these to the type of graphic and its purpose) in relation to the purpose of each graphic. There is just enough evidence to justify awarding a PASS for this AO, although this is the minimum that could be accepted.		

Overall Grade

AO1	AO2	AO3	AO4	AO5	AO6
Pass	Pass	Pass	Pass	Pass	Pass

This is a candidate who has not attempted much beyond the minimum Pass requirements. The over-concentration on electronic sources in AO3, coupled with the minimal explanation of AO6 are two areas where the Pass grade has only just been achieved. However, the candidate shows a clear understanding of purpose throughout the portfolio, and some appropriate graphics skills are evidenced, although the range of vector skills evidenced is very limited.

This is an example of a portfolio that can just be awarded a Pass grade.