

Unit Title:	Digital Media Skills For Asset Production
Level:	3
Sub-level:	302
Credit value:	7
Guided learning hours:	60

Unit purpose and aim

This unit helps learners to familiarise themselves with the more advanced aspects of digital media skills 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 digital media skills and discuss the features and why the techniques are used
- Create and maintain a project plan for the creation of a digital media skills to the client brief
- Create and edit the digital media skills
- Evaluate the final product against the original brief

The aim of this unit is for the learner to develop an awareness of the current use of digital media skills in asset production and the implications of this technology in the Creative Media sector. The learner will also learn how to exploit technologies to reach new audiences and generate revenue.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1. Be able to investigate digital media usage and techniques	1.1 Investigate the usage of digital media to meet the needs of a client. 1.2 Investigate the needs of the target audience for the format and distribution of digital media across a range of sectors 1.3 Research target platforms and methods of dissemination for a range of digital media 1.4 Investigate the capabilities/limitations of	Report that identifies workflow, legal and ethical restrictions, budget limitations, timescales, working file types and output file types Uses of digital media, for example advertising, information, entertainment in both print publishing and web distribution channels Capabilities of different software applications for editing digital media both in content and format.

	<p>software applications and digital workflow for editing and repurposing digital media files</p> <p>1.5 Discuss the properties/limitations of file formats for audio</p> <p>1.6 Discuss the properties/limitations of file formats for still images</p> <p>1.7 Discuss the properties/limitations of file formats for moving images</p> <p>1.8 Evaluate the advantages and disadvantages of a range of compressed and uncompressed file formats</p>	<p>The target platforms will range from simply audio to full video and animation and the candidates should be able to identify the required medium and formats as appropriate to the client brief and the audience.</p> <p>Methods of dissemination eg broadband, wireless, 3G, CD, radio frequencies</p> <p>The effect of audio sampling-rates and bit-depth on file-size and data-transfer rates;</p> <p>The effect of image colour-depth, resolution and dimensions on file-size;</p> <p>The effect of video and animation frame-rates and frame dimensions on file-size and data-transfer rates;</p> <p>Appropriate compression techniques and types of compression;</p> <p>How to achieve small file-sizes and low data-transfer rates while maintaining asset quality;</p>
<p>2 Be able to plan a digital media project</p>	<p>2.1 Identify client requirements based on their brief and consider the target audience and dissemination</p> <p>2.2 Identify appropriate equipment and software for audio, still image and moving image asset editing</p> <p>2.3 Identify appropriate storage mediums, file types and compressed/uncompressed formats for audio, still image and moving image assets in line with the brief</p>	<p>Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.</p> <p>Equipment list with annotated comments on reasons why suitable for the project</p> <p>Narrative or annotated document that covers relevant techniques for audio, still image and moving image assets. For example, compression techniques, audio bit depth, volume, image pixel dimensions, resolution, moving image video format, pixel dimensions, file formats</p>

	<p>2.4 Produce a plan for the conversion and repurposing of a range of audio, still image and moving image files; to include</p> <ul style="list-style-type: none"> a) workflow b) timescales c) resources <p>2.5 Identify legal and ethical issues on all assets to be used, whether sourced or created.</p>	<p>The digital workflow to cover the recording/capture, editing and storage of the assets and final work, including any working file formats and how these differ from the requirements of the end user.</p> <p>Demonstrate knowledge and understanding of copyright, trademarks and intellectual property use</p>
<p>3 Be able to repurpose and test a range of digital media assets</p>	<p>3.1 Use identified software applications to edit, repurpose and save files in planned formats to meet client requirements from a supplied</p> <ul style="list-style-type: none"> a) audio file b) still image file c) moving image file <p>3.2 Save and export the files in line with the plan</p> <p>3.3 Prepare an asset log to include file names, types and properties</p> <p>3.4 Develop and use a detailed test plan to test the files</p> <p>3.5 Correct any identified faults and apply improvement based on the test plan</p>	<p>Files supplied in compressed format only: Candidates should consider the requirements of the submission platform when submitting files and where appropriate creation of uncompressed files may be evidenced using screen captures.</p> <p>Audio eg wav, mp3</p> <p>Image eg tif, psd, jpg, png, gif</p> <p>Moving image eg .avi, mpeg-2, mpeg-4</p> <p>Workflow processes to include for example, file naming, album organisation, rating, sorting, tagging, stacking and image processing techniques</p> <p>Only basic editing and processing techniques need to be evidenced for this unit since the primary aim is about the process and workflow.</p> <p>Testing will vary for each asset type and candidates should use appropriate format and potentially platforms to test.</p>
<p>4 Understand how to evaluate the digital media</p>	<p>4.1 Identify parameters and constraints that</p>	<p>Critical personal evaluation, commenting on the quality of</p>

project	<p>influenced the choice of file formats selected</p> <p>4.2 Critically evaluate the work and justify the choice of file formats submitted to the client</p> <p>4.3 Obtain and analyse feedback from the client</p> <p>4.4 Identify areas for improvement and further development using your own critical evaluation and the analysis of the feedback obtained</p>	<p>finished product and its fitness for purpose</p> <p>Obtain feedback from the client and/or the target audience</p> <p>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</p> <p>Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given</p>
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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 digital media files 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 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 digital media skills.
- 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 digital media files to meet the brief. Candidates should be able to produce a project plan to create and manage the digital media files.

The project planning document, showing workflow, tasks, timescales etc must clearly meet all the learning outcomes must be submitted for moderation and maintained throughout the project.

- 3 Be able to produce the digital media files in line with their plan to include:
- Using identified software applications to edit, repurpose and save files in planned formats to meet client requirements from a supplied
 - a) audio file
 - b) still image file
 - c) moving image file
 - Saving and exporting the files in line with the plan
 - Preparing an asset log to include file names, types and properties
 - Developing and using a detailed test plan to test the files
 - Correcting any identified faults and applying improvement based on the test plan, then retesting

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 digital media files 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 digital media files 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		
302	Digital media skills for asset production	IM1 IM2 IM3 PI 1	Work Effectively in Interactive Media Obtain Assets For Use In Interactive Media Products Prepare Assets For Use In Interactive Media Products 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).