

Unit 21: Creating computer graphics (LEVEL 2)

Learning outcomes

By completing this unit candidates will develop their knowledge of different types of computer graphics that can be used in webpages.

Candidates will be able to:

- research, collect and describe a range of existing graphics/images for use in web pages plan the production of a range of graphic images for a client, to be used on their website
- create a navigation bar or menu bar
- create a set of navigation buttons
- create an advertising banner
- present work to a client for a specific purpose, using a suitable format for display.

It is anticipated that a candidate will require 30 guided learning hours to complete this unit.

Assessment objectives	Knowledge, understanding and skills
1 Research, collect and describe a range of existing graphics/images for use in web pages	<p>Secondary research</p> <p>Images collected from existing web pages eg:</p> <ul style="list-style-type: none"> • logos • graphical navigation bars • advertising banners • navigational buttons • web icons <p>Describe</p> <ul style="list-style-type: none"> • purpose of graphic • suitability for purpose • impact of product • size details (physical size and file size) • target audience
2 Plan the production of a range of graphic images for a client, to be used on their website	<p>Produce sketch diagrams for:</p> <ul style="list-style-type: none"> • navigation bar or menu bar • navigation buttons • advertising banner <p>For each image consider:</p> <ul style="list-style-type: none"> • target audience • purpose/message • house style • size
3 Create a navigation bar or menu bar	<p>Consider:</p> <ul style="list-style-type: none"> • suitability for purpose and audience • a suitable colour contrast • combining graphics and text <p>Navigation options eg:</p>

(Continued)

Assessment objectives	Knowledge, understanding and skills
3 Cont. Create a navigation bar or menu bar	<ul style="list-style-type: none"> • tables • icons • drop-down menus • expanding/collapsing menus
4 Create a set of navigation buttons	Create at least three buttons. Consider: <ul style="list-style-type: none"> • suitability for purpose and audience • interactivity • combining graphics and text
5 Create an advertising banner	Consider: <ul style="list-style-type: none"> • suitability for purpose and audience • interactivity • animation • combining graphics and text
6 Present work to a client for a specific purpose, using a suitable format for display	Present work in a suitable format, eg: <ul style="list-style-type: none"> • mock of webpage • slide presentation • printouts For web image presentation consider: <ul style="list-style-type: none"> • optimising images for the internet eg size, colours • save as suitable file types for use on the web

Assessment

This unit is centre assessed and externally moderated.

In order to achieve this unit, candidates must produce a portfolio of evidence showing that they have met all of the assessment objectives.

Portfolios of work must be produced independently. They will need to be made available, together with witness statements and any other supporting documentation, to the OCR Visiting Moderator when required.

Centres must confirm to OCR that the evidence produced by candidates is authentic. An OCR Centre Authentication Form is provided in the Centre Handbook and includes a declaration for assessors to sign. It is a requirement of the QCA Common Criteria for all Qualifications that proof of authentication is received.

Guidance on assessment and evidence requirements

An OCR model assignment is available for this unit and can be downloaded from our website: www.ocr.org.uk.

This unit is intended to follow on from Unit 3: Digital Imaging (although the completion of Unit 3 is not a pre-requisite) as it covers a different range of graphic skills. This unit could also be combined with Unit 2: Webpage creation as students will produce a range of graphics that can be used on a webpage.

There is no requirement in this unit for the graphics that are part of a navigation system to function. Candidates are being assessed on their graphic skills in this unit.

For Assessment Objective 1, students are expected to visit a range of websites, looking at how images or graphics are used as part of the basic ‘web furniture’ – ie, as a navigational tool, company logo or as part of an advertising strategy. It is not intended that students investigate the use of images in general on webpages. By investigating a range of websites (that could be prescribed by the centre), students should have the opportunity to form judgements about good and less good use of graphics as part of webpages. The evidence for this assessment objective could be a written document but would work best as either a written document or presentation illustrating (through the use of screenshots or downloaded graphics) the different uses observed. When looking at different websites, students only need to look at one page from each.

For Assessment Objective 2, based on their investigations, students should plan three different types of ‘web furniture’. They should plan a navigation bar (or menu bar), a range of buttons to be used as part of a navigation system and an advertising banner. Each of these should be planned to be made using graphic or web authoring software. Each of these products can contain text as well as graphics. Care should be taken to ensure that each product is fit for purpose and suitable for the medium and the target audience. It is acceptable for students to find graphics that already exist and then to adapt them for their specific purpose. If this is the case, evidence (in the form of screenshots or a witness statement) must be provided and detailed information about where the graphics came from should also be provided.

Assessment Objective 3 requires students to produce a navigation bar or menu bar for a website. This does not need to give access to a huge number of pages; it should give a flavour of what could be included on it. Students may choose to create a table and insert different icons along with text that will act as hyperlinks (although they do not actually need to link them together). Others may want to use a drop-down menu system or expanding/collapsing system of navigation. Printouts of this work should demonstrate the actual system produced in sufficient detail.

Assessment Objective 4 requires students to create a set of navigation buttons. These do not need to be created using standard templates available in some software as students may want to be more creative and even use other software that they are familiar with. The creation of three buttons is enough to evidence this assessment objective. The buttons, as graphics themselves, might only contain text although students might want to experiment with just using suitable icons or combining text and graphics.

In order to achieve Assessment Objective 5, students must produce a suitable advertising banner for use on a webpage. They should choose the size themselves. Students at Merit/Distinction should make use of rollovers or animations so that the banner is not static.

Assessment Objective 6 requires students to select a suitable medium to use to present their work. Most students will simply create a mock-up webpage and insert the graphics in a suitable position. This is not the only method that can be used though. Presentation software or simply printing out the different graphics could also be used.

Signposting to Key Skills

- ✓ The unit contains opportunities for developing the Key Skill, and possibly for generating portfolio evidence, if teaching and learning is focused on that aim.

Key Skill reference		Key Skill reference		Key Skill reference	
C2.1a		ICT2.1	✓	N2.1	
C2.1b		ICT2.2	✓	N2.2	
C2.2		ICT2.3	✓	N2.3	
C2.3	✓				

Mapping to National Occupational Standards

National Occupational Standards	Reference ID	Title
Artwork and imaging software Level 2 (e-skills UK)	ART2	Artwork and imaging software Level 2

Resources

This section provides suggestions of suitable resources. The list is neither prescriptive or exhaustive, and candidates should be encouraged to gather information from a variety of sources. Some suggested resources are intended for Tutor use. The resources in this section were correct at the time of production.

Journals/magazines

IDG Communications	<i>Digit</i> IDG Communications Computer Art
--------------------	--

Websites

www.dettol.co.uk
Good example of use of buttons with icons.

Grading

Assessment Objective	Pass	Merit	Distinction
<p>AO1 Research, collect and describe a range of existing graphics/images for use in web pages</p>	<p>Candidates will collect and display examples of graphics from at least two different websites, describe their purpose and be able to comment on the positive and negative aspects of these graphics.</p>	<p>Candidates will collect and display examples of graphics from at least three different websites, describe their purpose and be able to discuss their suitability.</p> <p>They should give details of the size of the graphics.</p> <p>They should comment on the positive and negative aspects of these graphics, giving reasons.</p>	<p>Candidates will collect and display examples of graphics from at least four different websites, describe their purpose and be able to discuss their suitability and impact.</p> <p>They should give details of the size of the graphics.</p> <p>They should comment on the positive and negative aspects of these graphics, giving valid reasons.</p>
<p>AO2 Plan the production of a range of graphic images for a client, to be used on their website</p>	<p>Candidates will produce basic sketch diagrams for three different types of graphic.</p> <p>Some details of target audience and purpose are identified.</p>	<p>Candidates will produce detailed sketch diagrams for three different types of graphic.</p> <p>Details of target audience and purpose are identified.</p> <p>A house style is identified and adhered to and there is some consideration of size.</p>	<p>Candidates will produce detailed sketch diagrams for three different types of graphic, giving comprehensive details of what they plan to create.</p> <p>Details of target audience and purpose are identified.</p> <p>A suitable house style is identified and adhered to and size is considered.</p>
<p>AO3 Create a navigation bar or menu bar</p>	<p>Candidates will produce a basic navigation bar/menu bar that uses some colour and is suitable for purpose.</p> <p>Use is made of a table.</p>	<p>Candidates will produce a navigation bar/menu bar that uses colour well and is suitable for purpose and audience.</p> <p>There is some use of graphics and text, which is combined together well.</p>	<p>Candidates will produce an effective navigation bar/menu bar that makes good use of colour and is fit for purpose and audience.</p> <p>There is some use of drop-down boxes or expanding/collapsing menus.</p>

Assessment Objective	Pass	Merit	Distinction
AO4 Create a set of navigation buttons	Candidates will produce three buttons, using ready-made templates or adapting graphics that already exist.	Candidates will produce three buttons, customising ready-made templates or creating them from scratch. These should be suitable for purpose.	Candidates will produce three interactive buttons, customising ready-made templates or creating them from scratch. These should be suitable for both purpose and audience.
AO5 Create an advertising banner	Candidates will produce a static advertising banner, combining text and graphics.	Candidates will produce an advertising banner that has some form of user interaction, combining text and graphics. This should be fit for purpose.	Candidates will produce an animated/moving advertising banner, combining text and graphics. This should be fit for purpose and audience.
AO6 Present work to a client for a specific purpose, using a suitable format for display	Candidates will present work in a suitable format.	Candidates will present work well in a suitable format, demonstrating the use of suitable file types.	Candidates will present work effectively in a suitable format, demonstrating the use of suitable file types. Graphics will be optimised for use on the web.