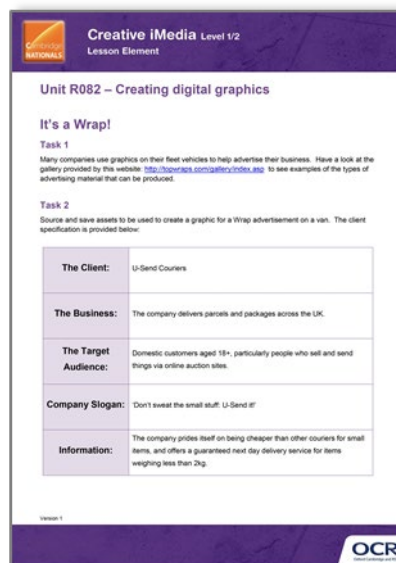


Unit R082 – Creating digital graphics

It's a wrap!

Instructions and answers for teachers

These instructions should accompany the OCR resource 'It's a Wrap!' activity which supports OCR Cambridge Nationals in Creative iMedia Level 1/2 Unit R082, Creating digital graphics.



The Activity:

This resource comprises of 3 tasks.

These activities explore the use of wrap advertising and give learners the opportunity to create graphics based on a client specification and visualisation diagram.



This activity offers an opportunity for English skills development.

Associated materials:

'It's a Wrap!' Lesson Element learner activity sheet.

Suggested timings:

Task 1: 5-10 minutes **Task 2:** 30 minutes **Task 3:** 20 minutes

Task 1

Many companies use graphics on their fleet vehicles to help advertise their business. Have a look at the gallery provided by this website: <http://topwraps.com/gallery/index.asp> to see examples of the types of advertising material that can be produced.

Note for teacher:

The first part of the activity requires learners to research the use of wraps on modes of transport. Although not included as an activity here, research of wrap advertising on sites such as Wikipedia reveals interesting information for LO1: 'Understand the purpose and properties of digital graphics'. For instance, vehicle wraps are prohibited in certain areas of the USA although vocational contexts of working in the UK should be a priority. This is a useful starting point for discussion of the purpose of digital graphics – they are sufficiently eye-catching to be considered a distraction to drivers.

Task 2

Source and save assets to be used to create a graphic for a wrap advertisement on a van. The client specification is provided below:

The Client:	U-Send Couriers
The Business:	The company delivers parcels and packages across the UK.
The Target Audience:	Domestic customers aged 18+, particularly people who sell and send things via online auction sites.
Company Slogan:	'Don't sweat the small stuff: U-Send it!'
Information:	The company prides itself on being cheaper than other couriers for small items, and offers a guaranteed next day delivery service for items weighing less than 2kg.

Note for teacher:

In creating their graphic learners will have to decide the most appropriate format to save the assets they locate or create. They should make use of appropriate folder structures and file names to save their assets. They must also locate a suitable image of a van to use as the vehicle which their graphic sits on.

The assets required therefore are:

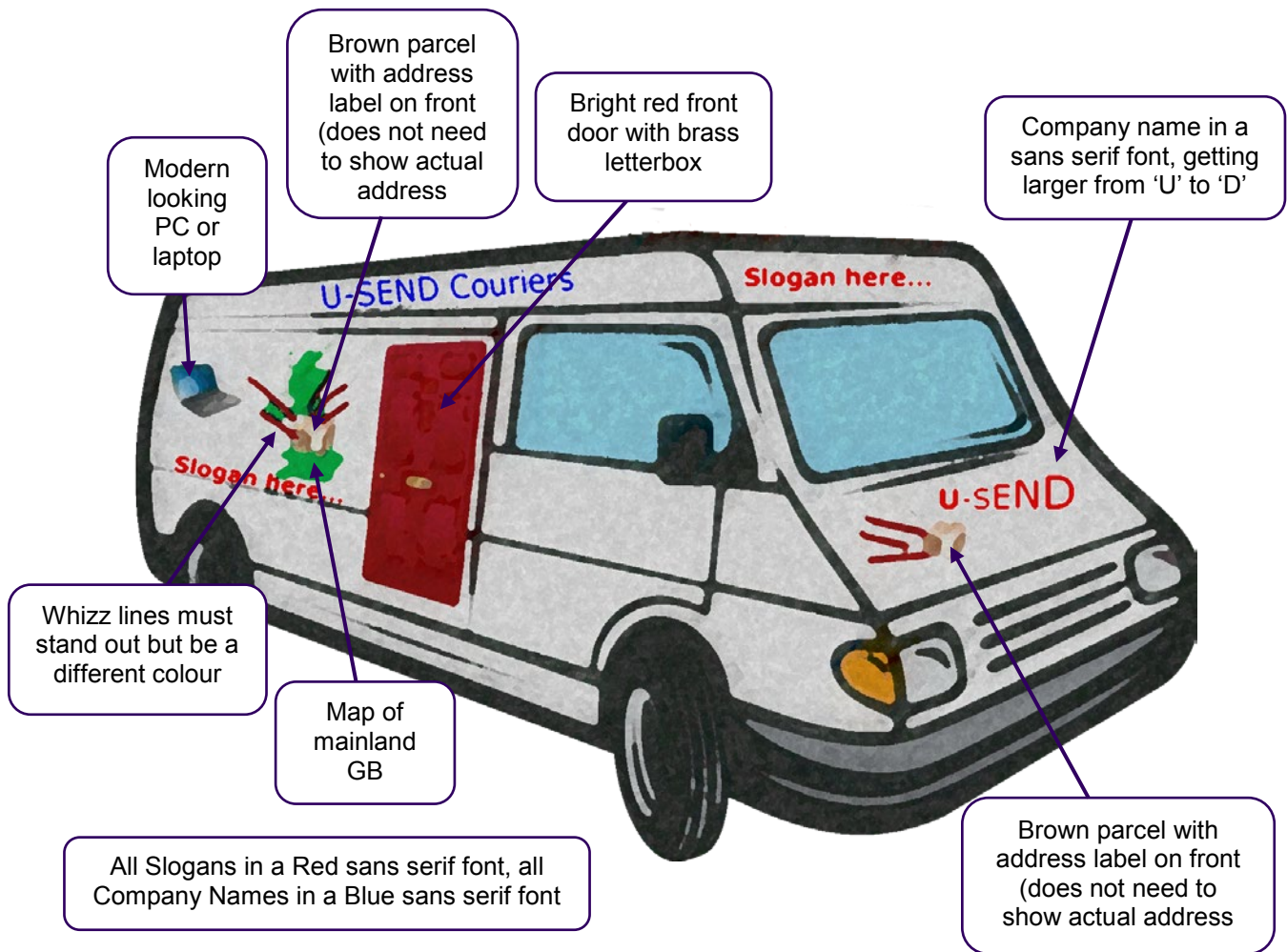
- Image of van
- Image of computer
- Image of GB mainland map
- Image of parcel
- Image of red front door
- Text of company name
- Text of company slogan
- Whizz lines

Task 3

Use the visualisation diagram on the next page to help practice your skills in creating the different graphics for use on the courier van. You will have to locate images and graphics as a starting point and ensure they are saved as appropriate file types for use.

Some of the text slogans would be created using sign writing techniques but you can create a graphic for how you want it to look. For this you will need to use different fonts, font styles and colours.

The graphics such as the UK map, red door and PC can be created separately or they could be combined together for the side wrap. For this exercise we are not too worried about the resolution of the images and graphics to make sure they are large enough for use on the courier van. The aim is to develop skills with the different tools and techniques of the image editing software.



Note for teacher:

Learners can assemble their graphics to show what the van would look like. They should pay attention to the use of layering and transparency of layers.



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