

Unit Title:	Storytelling with a comic strip
Level:	2
Unit number:	206
Credit value:	6
Guided learning hours:	50

## Unit purpose and aim

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This unit helps learners to understand the basics of comic books 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 planning and creation process:

- Candidates will explore different types of comic books, their applications and where they are used
- Plan a comic books to the client brief using an original story
- Create and edit the comic book
- Review the final product with against the original brief

The aim of this unit is for the learner to develop an awareness of the current use of comic strip creation software and the implications of this technology in the Creative Media sector. The learner will also learn how to exploit these technologies to reach new audiences and generate revenue.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1 Be able to investigate the uses and applications of comic books	1.1 Research a range of comic books by genre, audience, country of origin  1.2 Describe a range of methods for creating comic books to include format, styles, and communication conventions used	Candidate should investigate the types of comic books and compare those produced in different countries against the criteria listed. Ideally a range should be 3 or more, detail is more important than quantity. They should describe the methods for creating the comic book such as cartoon, photography, digital and the format – paper size and page

	<p>1.3 Explore a range of key characters in comic books listing their physical features and abilities</p> <p>1.4 List a range of software that may be used to create a comic book</p>	<p>layout. Communication conventions include the use of thought bubbles, speech balloons and narrative. The list of key characters should again be a minimum of 3 with detailed descriptions, detail again being more important than quantity.</p> <p>Candidates should identify a range of commercial and freeware software that could be used to create the comic book.</p>
<p>2 Be able to plan a multi-page comic strip to a specific brief</p>	<p>2.1 Identify client requirements based on their brief to include</p> <p>a) the target audience</p> <p>b) any proposed page layout</p> <p>2.2 Create an original short story in line with the brief</p> <p>2.3 Create a storyboard of rough sketches and a script from the original story, including</p> <p>a) characters</p> <p>b) storyline</p> <p>c) communication</p> <p>d) locations</p> <p>2.4 Create a work plan to produce the comic strip to include</p> <p>a) assets</p> <p>b) resources</p> <p>c) timescales</p> <p>2.5 Identify any legal issues regarding all aspects of comic strip creation</p>	<p>Candidates should discuss the brief with their client (this can be a tutor acting as a client). Page layout and orientation e.g. A5, A6. Multi-page should be at least 2 pages of comic story, not a single image and a title page.</p> <p>They should understand the concepts of writing a story with a three-act structure where there is a start, middle and ending (this may be a cliff hanger for the sequel). Candidates should understand the purpose of the comic strip when writing the story.</p> <p>The storyboard should be a draft layout for their final product and outline their initial ideas and script ideas. Methods of communication will include speech, thought, narrative and facial expression. The storyboard may be created manually and scanned for evidence or may be created digitally by the candidate</p> <p>Candidates should submit the created story as a digital file. Candidates should submit files created at all stages of the process to include the final product. This evidence should be provided</p>

		in a compressed digital format.
3. Be able to produce, test and save the planned multi-page comic strip	<p>3.1 Source/produce assets required for story within the comic strip</p> <p>3.2 Prepare the page layout with panels within the chosen software application</p> <p>3.3 Place the assets into the pre-prepared panels to produce a coherent illustrated story</p> <p>3.4 Integrate the script with the visual storyline, to complete the comic strip</p> <p>3.5 Create and use a test plan to check for readability, storyline and suitability for target audience</p> <p>3.6 Proofread the comic strip and correct all errors identified</p> <p>3.7 Save and export the comic strip in the required format as specified by the client brief</p> <p>3.8 Organise electronic files using appropriate naming conventions to facilitate access by others</p>	<p>Candidates should draw or scan the images required for the pamphlet or capture photographic images in preparation for the final product.</p> <p>When the pamphlet is created, they will then overlay/integrate the additional speech/thought bubbles and any narrative for each panel. Intermediate files do not need to be submitted for moderation but should be securely stored until the final work is completed</p> <p>A formal test plan should be created to identify what has been tested and who did the testing.</p> <p>Assets should be manipulated to ensure the file size is optimised.</p> <p>Final comic strip should be exported in a suitable format for viewing.</p>
4. Understand how to review the comic strip against the original brief	<p>4.1 Critically review the finished product with the client and record feedback</p> <p>4.2 Describe the quality of the finished product</p> <p>4.3 Explain the fitness for purpose of the finished product</p>	<p>Candidates should gain feedback on the comic strip. The review should identify positives and negatives relating to the finished product, rather than the creation process as this has been included in earlier evidence.</p> <p>Candidates The review should identify positives and negatives relating to the</p>

	<p>4.4 Identify parameters and constraints that influenced decisions made</p> <p>4.5 Produce accurate written records of relevant information about assets obtained such as</p> <ul style="list-style-type: none"> <li>a) source ownership</li> <li>b) any restrictions on use</li> <li>c) where they are located, filenames given</li> </ul>	<p>finished product, rather than the creation process as this has been included in earlier evidence.</p> <p>Candidates should identify any parameters and constraints. e.g. asset availability, permissions and subject matter/location, copyright</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

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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

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This unit aims to equip the candidate with the ability to produce work for a client to create comic books to a standard that meets the requirements of the brief based on the candidates original story. 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 understanding of the use and application of comic books.
- 2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of comic books to meet the brief. Candidates should be able to produce a work plan to create the comic books based n their original story.

Candidates should create sketches or drawings of ideas as well as a written story.

These sketches should be digitised and submitted with a planning document for moderation.

The planning document clearly meeting all the learning outcomes must be submitted for moderation.

- 3 Be able to produce the comic book in line with their plan to include:
- Sourcing/producing assets required for creating the story within the comic strip
  - Preparing the page layout with panels within the chosen software application
  - Placing assets into the pre-prepared panels to produce a coherent illustrated story based on the original story
  - Integrating the script with the visual storyline, to complete the comic strip
  - Creating and using a test plan to check for readability, storyline and suitability for target audience
  - Proofreading the comic strip and correct all errors identified
  - Saving and exporting the comic strip in the required format as specified by the client brief

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 a review 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 review of the quality of the finished products and their fitness for purpose. A review of the comic strip and creation process with the client must be recorded and a record of feedback.

In the critical review candidates should also identify areas for improvement and further development of the pre-production documents and process.

## Guidance on assessment and evidence requirements

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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 a compressed digital format.

Students should produce critical review reflecting upon how successfully 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

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OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
206	Storytelling with a comic strip	IM1	Work Effectively in Interactive Media
		ANIM 7	Write a Script

## Resources

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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.

## Additional information

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For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)*.