

Unit Title:	Digital Graphics editing
Level:	3
Sub-level:	Unit 313
Credit value:	6
Guided learning hours:	50

Unit purpose and aim

This unit helps learners to familiarise themselves with the more advanced aspects of digital graphics editing 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 graphics editing and discuss the concepts, principles and techniques and where they are used
- Create and maintain a project plan for the creation of a digital graphics editing to the client brief
- Create and edit the digital graphics editing
- Evaluate 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 digital graphics 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 digital graphics technologies	1.1 Research and describe the current and historical concepts and principles of graphics design to include: <ul style="list-style-type: none"> a) composition and layout b) influential styles c) design principles 1.2 Explore how, where and when digital graphics are used and their purpose 1.3 Identify colour management procedures	Properties of images sourced from digital cameras, scanners, the internet and photo libraries, to include pixel dimensions, resolutions and suitability for use in creating graphics Properties of bitmap/raster images and vector based graphics. The use of colour, composition and layout for graphics design Uses of graphics, for example advertising, information, entertainment in both print publishing and web

	to be used when creating digital graphics	use The use of embedded colour profiles as part of a colour managed workflow to ensure accurate colour reproduction
2. Be able to plan the editing of a digital graphic montage	<p>2.1 Identify client requirements based on their brief to include the target audience</p> <p>2.2 Generate and document a range of original ideas for the digital graphic montage and review with the client, identifying different techniques, layout and visual styles</p> <p>2.3 Create and maintain a project plan to include</p> <p>a) tasks</p> <p>b) timescales</p> <p>c) resources</p> <p>2.4 Identify appropriate file types and formats for the digital graphic montage</p> <p>2.5 Produce a visualisation diagram or sketch for the intended work, to include</p> <p>a) multiple photographic images</p> <p>b) scanned graphics</p> <p>2.6 Identify legal and ethical restrictions on all images and graphics to be used, whether sourced or created</p>	<p>For example, client discussion, written brief, specification, end user requirements, purpose and timescales.</p> <p>Identify digital workflow needed to produce the digital graphic montage. The montage must include a minimum of 7 images/graphic elements</p> <p>Use planning methods, for example visualise and/or conceptualise the final graphic</p> <p>Identify and record sources of graphics with permissions and implications of use in creating graphics</p> <p>Understanding of copyright, trademarks and intellectual property use</p>
3. Be able to create a digital graphic montage	<p>3.1 Source/create the assets identified for use in the digital graphic montage</p> <p>3.2 Modify/crop the images and graphics to the</p>	<p>Identify file formats, properties and fitness for purpose (eg print or web resolution, maximum print size, file formats such as jpg, tif, png, gif)</p>

	<p>required pixel dimensions and resolution</p> <p>3.3 Edit the images and graphics using a range of graphics tools and techniques</p> <p>3.4 Create the digital graphic montage, using a range of different graphics tools and techniques</p> <p>3.5 Save the digital graphic montage in the required pixel dimensions and resolution and in a suitable file format</p> <p>3.6 Save a copy of the digital graphic as a low resolution file for proofing purposes</p> <p>3.7 Create an asset management list to include file names, description and properties of graphic files</p>	<p>A range of different tools and techniques should be a minimum of 7.</p> <p>Graphics processing and manipulation techniques (for example cropping, rotating, levels, curves, colour adjustment, cloning, retouching, filters, selections, paths, use of layers, layer styles, adjustment layers, masks, vector based shapes and text)</p> <p>Graphics pixel dimensions, print size and dpi resolution</p> <p>Save in different file sizes and formats for web and print (for example tif, jpg, gif, png) including jpg image quality settings</p> <p>The proof copy may be supplied as a low resolution jpg or pdf</p>
<p>4. Understand how to evaluate the digital graphic montage</p>	<p>4.1 Identify parameters and constraints that influenced the choices made and file format selected</p> <p>4.2 Critically evaluate the work and justify the selection of graphics 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>4.5 Review the technical and aesthetic qualities of the final outcome</p>	<ul style="list-style-type: none"> • Critical personal evaluation, commenting on the quality of finished product and its fitness for purpose • Obtain feedback from the client and/or the target audience • 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 • Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any

		restrictions on use, where they are located, filenames given
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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 graphics editing 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 graphics editing.

- 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 graphics editing to meet the brief. Candidates should be able to produce a project plan to create and manage the digital graphics editing.

Candidates should create sketches or drawings of ideas.

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

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 graphics editing in line with their plan to include:
 - Sourcing/creating the assets identified for use in the digital graphic montage
 - Modifying/cropping the images and graphics to the required pixel dimensions and resolution
 - Editing the images and graphics using a range of graphics tools and techniques
 - Creating the digital graphic montage, using a range of different graphics tools and techniques

- Saving the digital graphic montage in the required pixel dimensions and resolution and in a suitable file format
- Saving a copy of the digital graphic as a low resolution file for proofing purposes

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 edited digital graphics 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 edited digital graphics 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		
313	Digital graphics editing	IM1 PI – 16 PI 1	Work Effectively in Interactive Media Undertake Technical Adjustment of Images 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).