

Unit Title:	Storytelling with a comic strip
Level:	1
OCR unit number:	106
Credit value:	4
Guided learning hours:	25
Unit reference number:	T/600/7704

## Unit purpose and aim

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This unit helps learners to understand the basics of storytelling with a comic strip 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 storytelling with a comic strip and where they are used
- Plan a product to the client brief with storytelling with a comic strip
- Create and edit a storytelling with a comic strip
- 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 explore types of comic books	1.1 List a range of comic books currently available 1.2 Search for and review different types of comic book stories and their main characters 1.3 Explore the characteristics and/or abilities of key characters 1.4 Rate the quality of the storyline for the reader	Candidates should identify a range of at least 3 different comic book story formats and give a brief overview.  Candidates should rate the quality of the storyline for the reader using a minimum of 4 criteria in the rating in addition to the identification of the media product. There should be a minimum of 3 products rated.
2 Be able to plan and create a simple	2.1 Identify the needs of the client	Candidates should be identifying what the client required in terms

<p>comic strip to a brief</p>	<p>2.2 Create an original short story in line with the brief</p> <p>2.3 Use a series of basic sketches to plan the comic strip</p> <p>2.4 List in order the activities that you will carry out to create the comic strip</p> <p>2.5 Source/create assets required for the comic strip</p> <p>2.6 Open comic strip creation software</p> <p>2.7 Design panel layout for the strip, import assets into the comic strip</p> <p>2.8 Create story and narrative within the strip</p>	<p>of the purpose and the target audience.</p> <p>Candidates should think about how many panels they will have for a small comic strip and the main characters in the strip</p>
<p>3 Be able to save/export the comic strip</p>	<p>3.1 Save and export the comic strip in the required format as specified by the client brief</p> <p>3.2 Organise electronic files using appropriate naming conventions to facilitate access by others</p>	<p>Candidates should ensure that the comic strip can be read by those that do not necessarily have the same software</p>
<p>4 Understand how to review the comic strip against the original brief</p>	<p>4.1 Identify strengths and weaknesses of own work</p> <p>4.2 Compare the finished object to the original brief</p> <p>4.3 Obtain feedback on the product</p> <p>4.4 Suggest improvements for own work</p>	<p>Personal review of the final outcomes identifying the strengths and weaknesses.</p> <p>Candidates should obtain feedback (this can be tutor acting as the client). Candidates should identify strengths and weaknesses and suggest how they could improve their comic strip and any changes to the order of their listed activities.</p> <p>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>

## 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 a comic strip using an original story 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 understanding of the use and purpose of storytelling with a comic strip.
- 2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of creating a comic strip to meet the brief. Candidates will write their own story in a recognised story format with a beginning, middle and end and this can be a complete short story or one of a series. Candidates should be able to list in order the activities to be carried out to create the comic strip.

Candidates should create sketches or drawings of ideas.

These sketches should be digitised and submitted with a planning document that meets all the learning outcomes for moderation.

The original short story should also be submitted for moderation.

- 3 Be able to produce the comic strip in line with their plan and original story to include:
  - Sketches of the comic strip
  - A finished comic strip

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 which will also assist in evidencing their activities.

- 4 Candidates should prepare a review file to compare the finished documents to the original brief and plan.

This should include feedback on the work produced; the candidate should identify strengths and weaknesses of their own work and list suggestions for improvements.

## Guidance on assessment and evidence requirements

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Candidates must produce all work to an acceptable standard.

Electronic evidence in the form of a report or presentation of research carried out to detail the investigation for the existing marketplace.

Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Students should produce a personal review reflecting upon how successfully product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions 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		
106	Storytelling with a comic strip	IM1 ANIM 7	Work Effectively in Interactive Media Write a Script

## Resources

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Equipment: A computer system capable of running the appropriate software packages that meet the requirements of the qualification must be used. Additional resources such as cameras, microphones and props may also be required.

## 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).