

Unit Title:	Exploring the Digital World of Media
Level:	1
OCR unit number:	109
Credit value:	4
Guided learning hours:	30
Unit reference number:	R/600/7712

Unit purpose and aim

This unit helps learners to understand the basics of the Digital World within 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 aspects of the Digital World and digital technology devices and where they are used
- Plan a report to the client brief with reference to research in the Digital World
- Create and edit a the Digital World
- Review the final product with against the original brief

The aim of this unit is for the learner to develop an awareness of the world of digital technology devices. 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 the digital world	1.1 Search for a range of different types of digital technology devices 1.2 Identify features and/or capabilities of these devices 1.3 Rate the digital technology devices you have identified	Candidates should list a range of at least 3 different types of devices and 3 features/capabilities for each. Each device identified must be of a different type e.g. mobile phone, games console, netbook. Candidates should know the developments within the digital world to inform their decisions and ratings Candidates should rate the digital technology devices using a minimum of 4 criteria in the rating in addition to identification of the devices. There should be a minimum of 3 devices rated.

<p>2 Be able to plan to inform a client about the digital world</p>	<p>2.1 Identify the needs of the client and the areas for research</p> <p>2.2 Identify the information that you will need and the planned sources</p> <p>2.3 List in order the activities that you will carry out to create the review and where you will get information from</p> <p>2.4 Identify appropriate file types and formats</p>	<p>Candidates should be identifying what the client required in terms of the purpose and the target audience.</p> <p>Candidates should select 2 areas for research from:</p> <p>Internet browsing and searching</p> <ul style="list-style-type: none"> • Construction (e.g. addressing, domains) • Search engines • Advanced searches • Connections (e.g. dial-up, broadband, GPRS, WiFi, Bluetooth) <p>Downloads</p> <ul style="list-style-type: none"> • Issues i.e., copyright permissions, file sizes and locations • On-line shopping and payment security • Personal data • Payment security • Types of shopping (e.g., retail, bid-up, reverse auctions) <p>Communications</p> <ul style="list-style-type: none"> • Messenger services and • Email e.g. Security, Sharing • Discussion Forums/Chat rooms e.g. Purpose, Security • Mobile technology e.g. Recent developments, Options <p>Candidates should list all the activities to be carried out in a logical order. This may change and can be commented on in their review</p>
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<p>3 Be able to create a product for the chosen areas of the digital world in a media format</p>	<p>3.1 Obtain information on planned research areas</p> <p>3.2 Identify the benefits and drawbacks of the chosen research areas</p> <p>3.3 List sources of information and identify whether these are primary or secondary</p> <p>3.4 Prepare an original final product for the client</p> <p>3.5 Save and export the information on chosen topics in the required format as specified by the client</p> <p>3.6 Organise electronic files using appropriate naming conventions to facilitate access by others</p>	<p>Candidates need to identify the primary and secondary sources where they will obtain their information.</p> <p>Candidates should choose to find out about and evidence a number of areas from the list</p>
<p>4 Understand how to review the finished product 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).</p> <p>Candidates should identify strengths and weaknesses and suggest how they could improve their products 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

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 a report for a client on technologies within the Digital World 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 digital technology devices and uses in the Digital World.
- 2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats to create the report on Digital World to meet the brief. Candidates should be able to list in order the activities to be carried out to create the report.

Candidates should create sketches or drawings of ideas.

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.

- 2 Be able to produce the report on the Digital World in line with their plan to include:
 - Research on planned areas of the digital world
 - Identification of the benefits and drawbacks of the chosen research areas
 - A list of sources of information identifying whether these are primary or secondary sources
 - Preparation of an original final report or presentation for the client
 - Saving and exporting the report in the planned format as agreed by the client

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 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

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

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
109	Exploring the digital world of media	IM1	Work Effectively in Interactive Media

Resources

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

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