

Unit Title: Creating an animated object  
 Level: 1  
 OCR unit number: 112  
 Credit value: 6  
 Guided learning hours: 45  
 Unit reference number: T/600/7721

## Unit purpose and aim

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This unit helps learners to understand the basics of animated objects 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 animations and where they are used
- Plan a product to the client brief with animated objects
- Create and edit an animated objects
- 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 digital animation 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 the use of animation	1.1 List a range of different animation styles with examples  1.2 Search for a range of digital animations identifying their purpose  1.3 Rate the quality of digital animations	A range should consist of at least 3 animation styles of digital animation (e.g. hand drawn flipbook, cell animation, time lapse photography, cut out animation, computer animation, modelling, stop motion) with examples of these within the public domain  The range of purposes of the animations may include options from animated objects on a web site through to full cinema films but candidates should identify

		<p>the specific purpose for each.</p> <p>Candidates should rate the animations using a minimum of 4 criteria in addition to the identification of the animation. There should be a minimum of 3 animations rated.</p>
<p>2. Be able to plan a digitally animated object</p>	<p>2.1 Identify the needs of the client</p> <p>2.2 List in order the activities that you will carry out to create an original digitally animated object</p> <p>2.3 Create a storyboard for the digitally animated object</p> <p>2.4 Identify the assets and resources that you will need</p> <p>2.5 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 list all the activities to be carried out in a logical order. This may change and can be commented on in their review.</p> <p>Candidates should understand the concepts of storyboarding and apply this to their planned animated object.</p> <p>Candidates need to identify the file types and formats that they will source and also create for their final product.</p>
<p>3. Be able to create the digitally animated object</p>	<p>3.1 Source and create assets and resources as identified</p> <p>3.2 Organise all asset files using appropriate naming conventions</p> <p>3.3 Use software to create the planned digitally animated object and animate the movement</p> <p>3.4 Save and export the digitally animated object in the required format</p>	<p>Candidates should</p> <p>Source assets</p> <ul style="list-style-type: none"> <li>• scan assets</li> <li>• digitise assets</li> <li>• all required component assets are created (e.g. for different button states)</li> <li>• save in standard format (e.g. gif, png, jpg)</li> </ul> <p>Create assets</p> <p>Use manipulation/editing tools</p> <ul style="list-style-type: none"> <li>• use industry standard software tools: <ul style="list-style-type: none"> <li>- geometric tools</li> <li>- drawing tools</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>- fill and stroke tools</li> <li>• fill colours/colour theory</li> <li>• text/principles of typography</li> </ul> <p>Save in a suitable format (e.g. png, gif, bmp)</p> <p>Use industry standard software</p> <ul style="list-style-type: none"> <li>- select objects</li> <li>- cut, copy, paste</li> <li>- crop, resize, change resolution</li> </ul> <p>Use animation features</p> <ul style="list-style-type: none"> <li>• industry standard software tools</li> <li>• frame by frame animation</li> <li>• tweened animation</li> <li>• save in appropriate format e.g. gif (animated)</li> </ul>
<p>4. Understand how to review the digitally animated object 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 work 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 an animated object 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 animations.
  
- 2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats for animated objects to meet the brief. Candidates should be able to list in order the activities to be carried out to create the animated object.

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.

- 3 Be able to produce the animated object in line with their plan to include:
  - Sourcing and creating assets and resources
  - Organising the asset files using appropriate naming conventions
  - Using software to create the planned digitally animated object and animate the movement

Evidence should also include a list of file names, types and properties of created files.

Candidates should submit the created and 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 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		
112	Creating an animated object	IM1 ANIM 12 ANIM 15	Work Effectively in Interactive Media Create 2D Animation Create 3D Animation

## 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).