

Unit Title: Digital Graphics Editing
 Level: 2
 OCR unit number: 213
 Credit value: 5
 Guided learning hours: 40
 Unit reference number: L/600/7725

Unit purpose and aim

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

- Candidates will explore different types of digital graphics editing and where it is used
- Plan to edit digital graphics to the client brief
- Create and save a new digital graphic using editing techniques
- 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 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	1.1 Explore how and where a range of digital graphics are used 1.2 Identify the purpose of these digital graphics 1.3 Research the design, layout and properties of digital graphics	Candidates should investigate a range of digital graphics. A range indicates a minimum of 3 existing products in both print and electronic format e.g. magazine covers, adverts, posters, cartoons, web images and graphics Candidates should identify the purpose of digital graphics e.g. entertainment, information, education, advertising, promotion 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
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 Identify appropriate file types and formats for the digital graphic montage</p> <p>2.3 Produce a work plan for the original graphics creation; to include</p> <p>a) workflow</p> <p>b) timescales</p> <p>c) resources needed</p> <p>2.4 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>2.5 Identify the legal 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 5 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 and save a digital graphic	<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 required pixel dimensions and resolution</p> <p>3.3 Edit the images and graphics using a range</p>	<p>Identify file formats, properties and fitness for purpose (e.g. print or web resolution, maximum print size, file formats such as jpg, tif, png, gif)</p> <p>A range of different tools and techniques should be a</p>

	<p>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 Create an asset list to include file names, description and properties of graphic files</p>	<p>minimum of 7.</p> <p>Graphics processing and manipulation techniques (for example cropping, rotating, brightness/contrast, levels, colour adjustment, cloning, retouching, red eye removal, filters, selections, use of layers, 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>4. Understand how to review the digital graphic</p>	<p>4.1 Critically review the finished products with the client and record feedback</p> <p>4.2 Describe the quality of the finished products</p> <p>4.3 Explain the fitness for purpose of the finished products</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"> a) source ownership b) any restrictions on use c) where they are located, filenames given 	<p>Critical personal review, commenting on the quality of finished product and its fitness for purpose</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> <p>Candidates should review the digital graphic against the original brief and obtain feedback from their client. They should identify any parameters and constraints that influenced their decisions. For example asset manipulation, file formats, compression techniques, permission and subject matter/location, copyright, IPR, trademarks etc</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>

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 work for a client to using digital graphics editing techniques 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 types and properties digital graphics.
- 2 A plan to show that they have identified 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 work plan for the creation and editing if the digital graphic.

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 digital graphic in line with their plan to include:
 - Sourcing/creating the assets identified for use in the digital graphic montage
 - Modifying/cropping a minimum of 5 images and graphics to the required pixel dimensions and resolution as identified in the plan
 - Editing the images and graphics using a range of at least 7 different graphics tools and techniques
 - Creating the digital graphic montage, using a range of different graphics tools and techniques
 - Save the digital graphic montage in the required pixel dimensions and resolution and in a suitable file format

Evidence should also include a list of file names, description, types and properties of created and sourced 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 edited digital image and the creation process with the client must be recorded and a record of feedback submitted.

In this critical review candidates should also identify areas for improvement and further development of the digital image montage.

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 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

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
213	Digital graphics editing	IM1 PI – 16	Work Effectively in Interactive Media Undertake Technical Adjustment 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.

Additional information

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