

Unit Title: Digital media skills for asset production  
 Level: 1  
 OCR unit number: 102  
 Credit value: 4  
 Guided learning hours: 30  
 Unit reference number: M/600/7684

## Unit purpose and aim

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This unit helps learners to understand the basic digital media skills for the creative and media sector. It allows them to understand the client brief and preparation techniques to convert and repurpose files:

- Candidates will explore and understand the use of files and file types within the digital media sector
- Develop skills in planning to convert digital media files
- Develop skills in converting digital media files
- Understand the importance of reviewing and checking the converted files

The aim of this unit is for the learner to develop an awareness of the current use of digital media skills in asset manipulation 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 Know how to explore technologies and uses for digital media	1.1 List a range of digital media types  1.2 Search for where digital media is used and how it is presented  1.3 Rate the quality of a range of digital media available to the public	Candidates should identify where the digital media is, the format it takes, their rating on quality and appropriateness  A range should consist of at least 3 types of digital media (e.g. photography, video, animation and audio) with examples of these within the public domain.

		Candidates should rate the digital media using a minimum of 4 criteria in addition to the identification of the media type. There should be a minimum of 3 digital media types rated.
2 Be able to plan to convert digital media files	<p>2.1 Identify client requirements</p> <p>2.2 List equipment and software for converting media to client requirements</p> <p>2.3 Identify appropriate file types and formats</p> <p>2.4 Create a storyboard of sketches and identify sources for assets</p> <p>2.5 List in order the activities that you will carry out to convert the digital media files</p>	<p>Candidates should be identifying what the client required in terms of the purpose and the target audience.</p> <p>Equipment list with annotated comments on reasons why suitable for the project</p> <p>Narrative or annotated document that covers relevant techniques for audio, still image and moving image assets. For example, compression techniques, audio bit depth, volume, image pixel dimensions, resolution, moving image video format, pixel dimensions, file formats</p> <p>The digital workflow to cover the recording/capture, editing and storage of the assets and final work, including any working file formats and how these differ from the requirements of the end user.</p>
3 Be able to convert digital media files	<p>3.1 Use identified software applications to convert files in planned formats to meet client requirements from a supplier</p> <p>a) audio file</p> <p>b) still image file</p> <p>c) moving image file</p> <p>3.2 Save and export the converted files in line</p>	<p>Files supplied in both compressed and uncompressed formats.</p> <p>Audio e.g. wav, mp3</p> <p>Image e.g. tif, psd, jpg, png, gif</p> <p>Moving image e.g. .avi, mpeg-2, mpeg-4</p> <p>Only basic editing and processing techniques need to be evidenced for this unit since the primary aim is</p>

		with the plan	about the process and workflow.
	3.3	Create a list to include file names, types and properties of converted files	
4 Understand how to review the converted files	4.1	Identify strengths and weaknesses of own work	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.
	4.2	Compare the finished object to the original brief	
	4.3	Obtain feedback on the product	
	4.4	Suggest improvements for own work	

## 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 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 explore the sector looking at a range of file types and identify where these used and different types and digital media purposes. They should then rate the quality of a range of digital media available to the public. They should submit digital files to include a report of presentation to evidence their exploration and a rating table in a format of their choice.
- 2 They should identify client requirements for file conversion and be able to plan what they are doing and how they intend to do it listing appropriate file types and formats and listing in order the activities that they will carry out to convert the digital media files. They should list within this plan the equipment and software they will use to convert or edit the files and submit a digitised storyboard of sketches and identify sources for assets.

A report/presentation and a storyboard should be submitted for moderation.

3 Candidates should use the identified software applications to convert files into the planned formats from a supplied:

- audio file
- still image file
- moving image file

Candidates should save and export the converted files in line with their plan

Create should also create a list to include file names, types and properties of converted 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

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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		
102	Digital media skills for asset production	IM1	Work Effectively in Interactive Media
		IM2	Obtain Assets For Use In Interactive Media Products
		IM3	Prepare Assets For Use In Interactive Media Products

## 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).