OCR LEVEL 3
CAMBRIDGE TECHNICAL
CERTIFICATE/DIPLOMA IN
ART AND DESIGN

DIGITAL IMAGE CREATION
K/504/0270
LEVEL 3 UNIT 24
GUIDED LEARNING HOURS: 60
UNIT CREDIT VALUE: 10
DIGITAL IMAGE CREATION

K/504/0270

LEVEL 3

AIM OF THE UNIT

By completing this unit, learners will understand the work of a range of digital artists/photographers. They will be able to create and manipulate a range of digital images, and be able to generate and develop ideas for a final digitally manipulated image, to be produced in response to a brief or project.
### ASSESSMENT AND GRADING CRITERIA

<table>
<thead>
<tr>
<th>Learning Outcome (LO)</th>
<th>Pass</th>
<th>Merit</th>
<th>Distinction</th>
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<tbody>
<tr>
<td>1 Understand the work of digital photographers and/or artists</td>
<td>P1 Learners use annotated studies to investigate the work of a range of digital photographers and/or artists</td>
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<tr>
<td>2 Be able to produce digital images using photography and other technology</td>
<td>P2 Produce a range of competent digital images using: a) photography b) other digital image creation</td>
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<td>3 Be able to use digital image manipulation software to edit digital images</td>
<td>P3 Learners experiment with digital image manipulation software to change the digital images they have produced. They use basic image manipulation techniques</td>
<td>M1 Learners make further creative and effective changes to their digital images by using complex digital image manipulation techniques</td>
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<td>4 Be able to develop ideas for a digitally manipulated image, in response to a brief or project</td>
<td>P4 Generate appropriate ideas for a digitally manipulated image, to be produced in response to a brief or project</td>
<td>M2 Learners use their exploration into the work of their chosen digital photographers and/or artists to influence the development of an original, imaginative and thoughtful idea</td>
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<tr>
<td>5 Be able to produce a final digitally manipulated image, in response to a brief or project</td>
<td>P5 Develop one suitable chosen idea for a digitally manipulated image, to be produced in response to a brief or project</td>
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<td></td>
<td>P6 Produce a competent final digitally manipulated image, in response to a brief or project</td>
<td>M3 Learners demonstrate proficient skills in producing a successful final digitally manipulated image that satisfies the requirements of the brief or project. The outcome produced is generally of a good quality</td>
<td>D1 Learners produce a very original final digitally manipulated image that fully meets the brief or project. The outcome produced is skilfully finished, generally of a high quality and displays a thorough understanding of the materials and processes used</td>
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TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

Understand the work of digital photographers and/or artists

Consider, for example:
- purpose
- technique
- subject/content
- structure/composition
- colour
- unique characteristics
- juxtaposition/distortion of space.

Be able to produce digital images using photography and other technology

For example:
- using different types of digital cameras to take photographs, downloading/transferring to computer
- scanning, hand drawn images using digital software (e.g. Adobe Illustrator, Corel Draw etc)

The digital images could relate to a project, be influenced by the artists/photographers investigated or be linked by a theme.

Be able to use digital image manipulation software to edit digital images

For example:
- optimize size and resolution, adjusting image colour attributes
- complex image adjustment, filters, layers, masks and paths, multiple images, combining images from different sources.

Be able to develop ideas for a digitally manipulated image, in response to a brief or project

Brief or project could be set by a client, or the tutor acting as a client. The context for the brief could be, for example:
- fashion magazine cover
- promotional illustration
- digital artwork exhibition poster

The image could originate from photographs, scanned images, hand drawn images using digital software, text, or a combination of these.

Record decisions and developments in a personal journal. This might include, for example:
- stages of development, thumbnails
- artists/photographers used for reference
- techniques used
- software and tools used
- source material
- selective decisions.

Be able to produce a final digitally manipulated image, in response to a brief or project

The outcome should be presented in a format that satisfies the requirements of the brief or project.
**DELIVERY GUIDANCE**

This unit is centre-assessed and externally moderated.

In order to achieve this unit, learners must produce a portfolio of evidence showing that they can meet all the pass grading criteria.

Portfolios of work must be produced independently. Portfolios put forward for moderation must be available for the OCR Visiting Moderator to access freely during the moderation visit, along with witness statements and any other necessary supporting documentation.

Centres must confirm to OCR that the evidence produced by learners is authentic.

In order to achieve this unit, learners must produce evidence that meets all the pass grading criteria. There are no other additional requirements for this unit.

Learners can evidence **P1** using annotated studies to investigate the work of a range of digital artists/photographers. This can be done using books, the internet, visits to exhibitions etc. and should help the learner establish areas of interest and reference that will help direct the practical experimentation for **P2**, **P3** and **M1** and later, the generation and development of ideas.

In providing evidence for **P4 P5 P6 M2 M3** and **D1** learners will respond to a brief which could be set by a client or the tutor acting as a client, for example, a fashion magazine cover, a promotional illustration, digital artwork exhibition poster etc. The quality and detail of the brief is very important but should present a context that allows the learner to work and develop in an area of personal interest.

The learner will respond to the brief generating initial ideas from which one will be chosen and developed. A final digitally produced image will be produced for **P6**.

Learners should be encouraged to appropriately present their final digital image work to meet the requirements of the brief or project.

The final portfolio of work should contain evidence of all investigations, a range of images produced as part of the development of practical skills in creating and manipulating images, development work that supports decisions made, and records of how final ideas and work was developed, produced and presented.
RESOURCES

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and learners should be encouraged to gather information from a variety of sources.

Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

Books

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
<th>Publisher</th>
<th>ISBN</th>
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</thead>
<tbody>
<tr>
<td>Uelsmann, Jerry N.</td>
<td>Other Realities</td>
<td>Bulfinch</td>
<td>ISBN-10: 0821257420</td>
</tr>
<tr>
<td>Hoy, Anne H.</td>
<td>The Book of Photography: The History, the Technique, the Art, the Future</td>
<td>National Geographic</td>
<td>ISBN-10: 0792236939</td>
</tr>
<tr>
<td>Dawber, Martin.</td>
<td>Pixel Surgeons: Extreme Manipulation of the Figure in Photography</td>
<td>MITCH</td>
<td>ISBN-10: 1845331575</td>
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</tbody>
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LINKS TO NOS

Skillset – Photo Imaging (2007)
PI – 7  Undertake photographic assignments
PI – 16  Undertake technical adjustment of images

ENTO – Health and Safety Standalone Units
HSS1  Make sure your own actions reduce risks to health and safety
CONTACT US

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

We’re always delighted to answer questions and give advice.

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