Model Assignment: Information for Learners

OCR Level 1/2 Cambridge National Award in Creative iMedia

OCR Level 1/2 Cambridge National Certificate in Creative iMedia

OCR Level 1/2 Cambridge National Diploma in Creative iMedia

Unit R082: Creating digital graphics

Scenario for the Assignment –

A Magazine Advertisement

Your client, a game publisher called NuComputerGames, is releasing a computer game called TIMECHASER, aimed at 14-16 year olds and priced at £29.99. In the game the player can travel through time using doorways which are open for a limited period of time. The player has a special Timewatch to help them find the doorways. NuComputerGames plan to promote this game through an advertisement in a magazine which is available in print and online formats. This should be created as a digital graphic and should include a range of appropriate text and images to make it suitable as an advertisement for the game.

NuComputerGames requires two versions of the final digital graphic. One will be of suitable quality to be used in a full colour printed magazine and will be a half page advertisement of 215 mm wide x 140 mm high. The graphic should then be re-purposed for use online at a lower resolution. This should be 600px wide to fit the online format.

Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.

Important

- You will need to have access to the marking criteria. Your teacher can explain the marking criteria if you need further clarification.

- You will need to draw upon relevant skills/knowledge/understanding from other units you have studied in this qualification.

- The final product must be supplied as evidence in its intended format.

Your Tasks

The tasks should take approximately 10 hours to complete.

Task 1: Investigating Digital Graphics

Learning Outcome (LO) 1 is assessed in this task

Before creating your digital graphic, you need to investigate the purpose and properties of digital graphics.

The purpose of digital graphics

You need to:

- investigate how and why digital graphics are used in a range of sectors
- identify the purpose of digital graphics.

Identifying the properties of digital graphics

You need to consider:

- the properties of digital graphics which could affect their compatibility with the intended purpose
- file formats for different types and uses of digital graphics.

Investigate the design and layout of digital graphics

You need to:

- investigate how different purposes and audiences influence the design and layout of digital graphics.

Present your evidence in an appropriate way.

Task 2: Planning your digital graphic

Learning Outcome (LO) 2 is assessed in this task.

You need to organise your time and resources so that you can plan the creation of your digital graphic. You will need to generate the ideas for the digital graphic, taking into consideration any external restrictions on what you can use or produce.

Your client and the target audience

You need to:

- consider the client's requirements and how these are specified
- consider the target audience for the digital graphic
- decide on a visual style and composition of the digital graphic.

Creating a work plan for the project

You need to:

- identify what activities must be completed to create the digital graphic
- estimate how long each activity will take
- identify the workflow sequence, needed to create the digital graphic
- describe the assets and resources you will need to create the digital graphic.

Producing ideas

You need to:

- produce a visualisation diagram of the digital graphic.

Legal restrictions

You need to:

- explain any legal issues and restrictions that need to be considered when creating the digital graphic to be used in a commercial context.

Present your evidence in an appropriate way.

Task 3: Creating your digital graphic

Learning Outcome (LO) 3 is assessed in this task.

You will need to produce the digital graphic, using a range of tools, techniques and assets to ensure it is suitable for its intended uses.

Obtaining assets for use in the graphic

You need to:

- obtain the assets required for the digital graphic
- re-purpose the assets to ensure their technical compatibility with the digital graphic.

Create the graphic

You need to:

- use a range of tools and techniques from the image editing software to combine the assets into the final graphic
- save both versions of the digital graphic in suitable formats as specified in the brief
- submit both digital graphic versions in an electronic format.

Present your evidence in an appropriate way.

Task 4: Checking and reviewing the digital graphic

Learning Outcome (LO) 4 is assessed in this task.

Now the digital graphic has been produced, you need to consider whether you have met all the requirements of the initial brief. You will also need to review the overall quality of the digital graphic and identify any improvements that could be made.

Reviewing the digital graphic

You need to:

- review how well the digital graphic meets the clients requirements
- identify how the digital graphic could be improved
- describe areas for further development, giving reasons for your choices.

Present your evidence in an appropriate way.