

BTEC Assignment Brief

Qualification	Pearson BTEC Level 1/Level 2 First Certificate in Information and Creative Technology
Unit Title	Unit 6: Creating Digital Graphics
Learning aim(s)/objective(s)	Learning aim B : design digital graphic products
Assignment title	Unit 6 Assgt 2: Design Graphic Products
Assessor	
Start date	17/01/2022
Hand in deadline	04/02/2022

Vocational Scenario (or Vocational Context)	<p>You work for a company that makes technology products. You have been asked to produce two graphic products to be used in a promotional campaign for a new smartphone. The promotional campaign will include the following:</p> <ul style="list-style-type: none"> • A user guide – containing a line drawing(s) of the new smartphone illustrating the size and main features. • An advert – containing an image(s) of the smartphone in use and compressed appropriately for viewing on screen (i.e. on the website used to advertise the smartphone) and on paper (i.e. in a high-end magazine).
--	---

Task 1:	<p>Design Graphic Products</p> <p>Using what you have learned from your investigation, design your own graphic products, providing a justification for your final design. Based on the brief given above, produce:</p> <ul style="list-style-type: none"> • a user guide – containing a line drawing(s) of the new smartphone illustrating the size and main features • an advert – containing an image(s) of the smartphone in use and compressed appropriately for viewing on screen (i.e. on the website used to advertise the smartphone) and on paper (i.e. in a high-end magazine) • both designs must include text and must be for a minimum of one vector graphic product and one bitmap graphic product.
----------------	---

	<p>For each graphic product:</p> <ul style="list-style-type: none"> • describe the purpose of the graphic product • describe the target audience for the graphic product • include a list of ready-made and original assets to be used • describe the requirements for the product as outlined in the brief; for example, the dimensions of a static advert. <p>Your designs must not be finished products but should demonstrate accuracy; for example, they should show where vector lines join or backgrounds removed from images.</p> <p>You should also include the following:</p> <ul style="list-style-type: none"> • Describe your alternative design ideas, e.g. photographing the smartphone from different angles under different lighting conditions, and then, as part of your justification, outline the reasons why you rejected these ideas. • Justify why you chose the final design ideas. • Explain how each asset helps meet the purpose and requirements outlined in the brief. • Explain how the design meets the needs of the target audience. Your designs must include detailed designs for each graphic product (e.g. specify colours, font types, textures, photo images and characters) and should be prepared accurately with a good sense of scale. • Justify the reasons why you have chosen to fulfil the brief by combining graphics assets and text in the way you have, and justify why the chosen design was selected. <p>Annotate your design documents to show explanations for your decisions e.g. 'I have used a texture here because ...'.</p>
Checklist of evidence required	<ul style="list-style-type: none"> • Design documents or prototypes including: • a description of the requirements, intended purpose and target audience for both products • a list of ready-made and original assets, including a fully referenced sources table • alternative design ideas • annotated design documents • a justification for your design choice
Criteria covered by this task:	
Criteria reference	To achieve the criteria you must show that you are able to:
2B.P2	Describe the audience and purpose for the design of a graphic product.
2B.P3	Produce designs for two digital graphic products with different purposes and

	<p>audiences. One design must be for a vector image and the other must be for a bitmap image. Each design must include:</p> <ul style="list-style-type: none"> • requirements of the brief • documented product ideas and/or prototypes • a list of any ready-made assets to be used.
2B.M2	Produce detailed graphic product designs, including reasons why alternative ideas have been discarded.
2B.D2	<p>Justify the final design decisions, explaining how they will:</p> <ul style="list-style-type: none"> • fulfil the stated purpose and requirements in the brief • meet the needs of the audience.

Sources of information to support you with this Assignment	<ul style="list-style-type: none"> • Google Classroom resources • Pearson BTEC First Information & Creative Technology textbook: ISBN 9781446901878
---	---

FOR 2012 L2 BTEC Firsts: If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met.	
Criteria reference	To achieve the criteria you must show that you are able to:
1B.3	Produce outline design(s) for the digital graphic products. Each design must include outline product ideas.
1B.2	Identify the audience and purpose for the design of a graphic product.