

BTEC Assignment Brief

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| 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 A : understand the applications and features of digital graphic products |
| Assignment title | Unit 6 Assgt 1: Researching Digital Graphics |
| Assessor | |
| Start date | 06/12/2021 |
| Hand in deadline | 07/01/2022 |

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| 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). |
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| Task 1: Task 1 | <p>Investigate Two Different Graphic Products</p> <p>Before you produce your own graphic products you have been asked to investigate and review at least two graphic products which have been created by others.</p> <p>The two graphic products should be designed for different purposes, for example; logos, signs, posters, magazine covers, packaging, web graphics, engineering drawings, manuals, imagery in movies or computer games.</p> <p>For each graphic product:</p> <ul style="list-style-type: none"> • explain the intended purpose of the graphics product • explain the main features of the graphics product, e.g. <ul style="list-style-type: none"> ◦ type, i.e. vector graphic or bitmap image |
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| | <ul style="list-style-type: none"> (photograph) <ul style="list-style-type: none"> ○ text ○ composition ○ use of colour and texture ○ size and position ○ characters and objects ○ file type, and sizes and resolution • review whether the graphics products are fit for purpose and achieve their intended effect (e.g. to invoke emotion, to educate, to inform, to entertain) on different audiences (e.g. age, gender, interest, need) • discuss the strengths and weaknesses of each of the graphic products. |
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| Checklist of evidence required | <ul style="list-style-type: none"> • Research report on the two different graphic products |
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Criteria covered by this task:

| Criteria reference | To achieve the criteria you must show that you are able to: |
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| 2A.P1 | Explain the intended purpose and features of at least two different graphic products. |
| 2A.M1 | Review how the products are fit for purpose and their intended effect on the audience. |
| 2A.D1 | Discuss the strengths and weaknesses of the graphic products. |

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| Sources of information to support you with this Assignment | <ul style="list-style-type: none"> • Google Classroom Unit 06 resources • Pearson BTEC First Information & Creative Technology Textbook: ISBN 9781446901878 |
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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: |
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| 1A.1 | Identify the intended purpose and features of two different graphic products. |