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 C : create, test and review digital graphic products.
Assignment title	Unit 6 Assgt 3: Create test and review graphic products
Assessor	
Start date	07/02/2022
Hand in deadline	04/03/2022

Vocational Scenario (or Vocational Context)	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: • 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: Create and test the graphics products	**Create and Test the Graphics Products** Following the designs you created earlier, create and test the two graphic products. • Create your original assets, e.g. take appropriate photographs and/or produce vector images using drawing software. • Prepare (gather and edit) ready-made vector and bitmap assets, e.g. crop photographs appropriately for inclusion in the graphic products. • Update the asset list/sources table to show where you obtained the ready-made graphics and add the details for any new ready-made assets to the table. • Combine the assets with text to create the main illustration for the user guide and an advert for the

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smartphone.

Test the products for quality; for example, to make sure that images are cropped appropriately and accurately, that vector lines join, and that backgrounds have been removed from the images.

- Check that the products are suitable for their intended purpose and target audience, and they meet the original requirements outlined in the brief.
- Annotate copies of your graphic products to show how you have checked them by carrying out appropriate tests.
- Ask at least one other person to provide user feedback on the quality and suitability of your graphic products against the original brief.
- As a result of your testing and user feedback, make any improvements as necessary.
- Carry out further refinements to your graphic products to ensure they are of high quality.
- Justify any changes that were made, explaining the rationale for those changes and why the products are suitable and meet the needs of the target audience.

Reminder

Once complete, you should consider which elements of the product investigation and design you would like to showcase in your digital portfolio (as part of Unit 3) and also think about how this will fit in with your portfolio design. You should save a copy, in an appropriate format, of the selected documents and/or files for inclusion in your digital portfolio at a later date.

Checklist of evidence required	- Digital files of ready-made and original graphic assets. - Updated sources/assets list. - Completed graphic assets in native or compressed file types. - Evidence of testing and feedback, e.g. completed questionnaire or witness statement. - Evidence of refinement, e.g. 'before and after' versions of your graphics with the refinements annotated. - Finished products in a suitable digital file format:

Criteria covered by this task:

Criteria reference	To achieve the criteria you must show that you are able to:
2C.P4	Prepare assets for the graphic products, demonstrating awareness of purpose, with a list of sources for ready-made assets.
2C.P5	Edit assets to create two graphic products that both include text.

	Test the products for quality, purpose and against the original requirements, making any necessary improvements.
2C.M3	Prepare high-quality assets for the graphic products, demonstrating awareness of audience, with all sources of assets fully referenced.
2C.M4	Gather feedback on the quality of the products, and use it to improve the product, demonstrating awareness of audience and purpose.
2C.D3	Refine assets to create two high-quality digital graphic products.

Task 2: Review graphic products	**Review Graphic Products** It is now time to review the products to see if they meet the needs of the intended audience and are suitable for the intended purpose. • Review the user feedback received on how suitable the products are. • Consider and explain any legal and ethical constraints you encountered during the creation of your graphic products. • Evaluate the final products against the initial designs in terms of target audience, intended purpose and any requirements outlined in the original brief. • Justify any changes that were made; explaining the reason for these changes. This should include an explanation of how the resolution, size and compression of the final products make them fit for purpose and suitable for the target audience. Suggest at least three improvements you would make if you created these graphic products again. **Reminder** Once each task is complete, you should consider which elements of the products' creation and review you would like to showcase in your digital portfolio (as part of Unit 3) and also think about how this will fit in with your portfolio design. You should save a copy, in an appropriate format, of the selected documents and/or files for inclusion in your digital portfolio at a later date.
Checklist of evidence required	• Feedback questionnaire. • Evaluation report.
Criteria covered by this task:	
Criteria	**To achieve the criteria you must show that you are able to:**

reference	
2C.P6	For each of the final graphic products, explain how the final product is suitable for the intended audience and purpose.
2C.M5	Review the extent to which each of the final graphic products meets the needs of audience and the purpose, considering feedback from others and any constraints.
2C.D4	Evaluate the initial designs and the final graphic products and justify any changes made, making recommendations for further improvement.

Sources of information to support you with this Assignment	**Websites** • http://design.tutsplus.com Tutorials on how to use a wide range of features in Adobe Photoshop and Adobe Illustrator. • Google Classroom resources **Textbook** 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:**
1C.5	Edit assets to create graphic products, and test them for functionality, with guidance.
1C.4	Prepare assets for the graphic products, with guidance.
1C.6	For each of the final graphic products, identify how the final product is suitable for the intended purpose.