

CiDA

UNIT 3: ARTWORK & IMAGING

How you will be assessed for Unit 3: Artwork and Imaging

This unit takes a holistic approach to the assessment of knowledge, understanding and skills. You will demonstrate your knowledge and understanding of the content through how well you perform the tasks in the project brief given to you.

This project brief will require you to produce images and artwork for a specified purpose and audience. It should take you approximately 30 hours to complete. You will be expected to:

(a)	Design and develop graphic products (9 marks)
(b)	Develop scaleable images and artwork (5 marks)
(c)	Develop bitmap images and artwork (7 marks)
(d)	Exhibit work in an eportfolio (7 marks)
(e)	Review the products (5 marks).

(a) Unit 3: Artwork and Imaging – Design and develop graphic products (maximum 9 marks)

Mark	Mark descriptions
0 marks	No rewardable content.
1–3 marks	The student has produced a set of products, each of which meets most requirements of the project brief and incorporates combinations of elements, some of which are appropriate for audience and purpose. They have made comments on their design decisions.
4–6 marks	The student has produced a set of products, each of which meets all requirements of the project brief and incorporates combinations of elements, all of which are appropriate for audience and purpose. They have made detailed comments on their design decisions.
7–9 marks	The student has produced a set of products, each of which meets all requirements of the project brief and incorporates combinations of elements that are effective and well matched to the audience and purpose. They have justified their design decisions.

(b) Unit 3: Artwork and Imaging – Develop scaleable drawings and artwork (maximum 5 marks)

Mark	Mark descriptions
0 marks	No rewardable content.
1–3 marks	The student has used drawing tools to develop a variety of scaleable graphic elements, most of which are suitable for the intended purpose. They have provided brief comments on their use of drawing tools to develop some of the elements.
4–5 marks	The student has used drawing tools to develop a variety of scaleable graphic elements, all of which are suitable for the intended purpose. They have described clearly their use of drawing tools to develop most of the elements.

(c) Unit 3: Artwork and Imaging – Develop bitmap images and artwork (maximum 7 marks)

Mark	Mark descriptions
0 marks	No rewardable content.
1-3 marks	The student has used bitmap tools to develop a variety of graphic elements, most of which are appropriate for the intended purpose. They have described their use of bitmap tools to develop some of the elements.
4-5 marks	The student has used bitmap tools to develop a variety of graphic elements, all of which are appropriate for the intended purpose. They have described their use of bitmap tools to develop most of the elements.
6-7 marks	The student has used bitmap tools to develop a variety of graphic elements, all of which are effective and well-matched to the intended purpose. They have described their use of bitmap tools to develop each of the elements.

(d) Unit 3: Artwork and Imaging – Exhibit work in an eportfolio (maximum 7 marks)

Mark	Mark descriptions
0 marks	No rewardable content.
1-3 marks	The student has produced an eportfolio with a basic user interface that includes graphic elements and provides access to most of the student's evidence. Most elements are appropriate for the audience and purpose. There are brief comments that introduce the content of the eportfolio.
4-5 marks	The student has produced an eportfolio with a suitable user interface that includes graphic elements and provides access to all of the student's evidence. All elements are appropriate for the audience and purpose. There are detailed comments that introduce the content of the eportfolio.
6-7 marks	The student has produced an eportfolio with an intuitive user interface that includes graphic elements and facilitates access to all of the student's evidence. All elements are effective and well-matched to the audience and purpose. There are clear explanations that introduce the content of the eportfolio.

(e) Unit 3: Artwork and Imaging – Review the products (maximum 5 marks)

Mark	Mark descriptions
0 marks	No rewardable content.
1-3 marks	The student has made evaluative comments about the final products, most of which are realistic and has included feedback from reviewers.
4-5 marks	The student has produced realistic evaluation of each of the final products, including their response to feedback from reviewers.