

OCR CREATIVE iMEDIA

UNIT R082—Creating Digital Graphics

LO1: Understand the purpose and properties of digital graphics		
MB1: 1 – 3 marks	MB2: 4 – 6 marks	MB3: 7 – 9 marks
Produces a summary of how and why digital graphics are used, demonstrating a limited understanding of the purpose of digital graphics.	Produces a summary of how and why digital graphics are used, demonstrating a sound understanding of the purpose of digital graphics.	Produces a summary of how and why digital graphics are used, demonstrating a thorough understanding of the purpose of digital graphics.
Identifies a limited range of file types and formats, only some of which are appropriate to digital graphics.	Identifies a range of file types and formats, most of which are appropriate to digital graphics.	Identifies a wide range of file types and formats, which are consistently appropriate to digital graphics.
MB1: 1 – 4 marks	MB2: 5 – 7 marks	MB3: 8 – 9 marks
Demonstrates a limited understanding of the connection between the properties of digital graphics and their suitability for use.	Demonstrates a sound understanding of the connection between the properties of digital graphics and their suitability for use.	Demonstrates a thorough understanding of the connection between the properties of digital graphics and their suitability for use.
Demonstrates a limited understanding of how different purposes and audiences influence the design and layout of digital graphics.	Demonstrates a sound understanding of how different purposes and audiences influence the design and layout of digital graphics.	Demonstrates a thorough understanding of how different purposes and audiences influence the design and layout of digital graphics.
LO2: Be able to plan the creation of a digital graphic		
MB1: 1 – 2 marks	MB2: 3 – 4 marks	MB3: 5 – 6 marks
Produces an interpretation from the client brief which meets few of the client requirements.	Produces an interpretation from the client brief which meets most of the client requirements.	Produces an interpretation from the client brief which fully meets the client requirements.
Produces a limited identification of target audience requirements.	Produces a clear identification of target audience requirements.	Produces a clear and detailed identification of target audience requirements.
Draws upon limited skills/knowledge/understanding from other units in the specification.	Draws upon some relevant skills/knowledge/understanding from other units in the specification.	Clearly draws upon relevant skills/knowledge/understanding from other units in the specification.
MB1: 1 – 5 marks	MB2: 6 – 9 marks	MB3: 10 – 12 marks
Produces a work plan for the creation of the digital graphic, which has some capability in producing the intended final product.	Produces a work plan for the creation of the digital graphic, which is mostly capable of producing the intended final product.	Produces a clear and detailed work plan for the creation of the digital graphic, which is fully capable of producing the intended final product.
Produces a simple visualisation diagram for the intended final product.	Produces a sound visualisation diagram for the intended final product.	Produces a clear and detailed visualisation diagram for the intended final product.
Identifies few assets needed to create a digital graphic, demonstrating a limited understanding of their potential use.	Identifies many assets needed to create a digital graphic, demonstrating a sound understanding of their potential use.	Identifies most assets needed to create a digital graphic, demonstrating a thorough understanding of their potential use.
Identifies few of the resources needed to create a digital graphic, demonstrating a limited understanding of their purpose.	Identifies many of the resources needed to create a digital graphic, demonstrating a sound understanding of their purpose.	Identifies most of the resources needed to create a digital graphic, demonstrating a thorough understanding of their purpose.
Demonstrates a limited understanding of legislation in relation to the use of images in digital graphics.	Demonstrates a sound understanding of legislation in relation to the use of images in digital graphics.	Demonstrates a thorough understanding of legislation in relation to the use of images in digital graphics.
LO3: Be able to create and save a digital graphic		
MB1: 1 – 4 marks	MB2: 5 – 7 marks	MB3: 8 – 9 marks
Sources or creates a limited range of assets for use in the digital graphic.	Sources and creates a range of assets for use in the digital graphic.	Sources and creates a wide range of assets for use in the digital graphic.
Prepares the assets for use in the digital graphic, some of which are technically appropriate or compatible.	Prepares the assets for use in the digital graphic, most of which are technically appropriate and compatible.	Prepares the assets for use in the digital graphic, all of which are technically appropriate and compatible.
MB1: 1 – 4 marks	MB2: 5 – 7 marks	MB3: 8 – 9 marks
Use of standard tools and techniques to create the digital graphic is limited and therefore creates a simple digital graphic which is appropriate to some aspects of the client brief.	Use of standard tools and techniques to create the digital graphic is effective and therefore creates a digital graphic which shows some detail which is appropriate to most aspects of the client brief.	Use of a range of advanced tools and techniques to create the digital graphic is effective and therefore creates a complex digital graphic which is appropriate for the client brief.
Occasionally saves and exports the digital graphic in formats which are appropriate .	Mostly saves and exports the digital graphic in formats and properties which are appropriate .	Consistently saves and exports the digital graphic in formats and properties, which are appropriate .
Occasionally saves electronic files using appropriate file and folder names and structures.	Mostly saves electronic files using file and folder names and structures which are consistent and appropriate .	Consistently saves electronic files using file and folder names and structures which are consistent and appropriate .
LO4: Be able to review the digital graphic		
MB1: 1 – 2 marks	MB2: 3 – 4 marks	MB3: 5 – 6 marks
Produces a review of the finished graphic which demonstrates a limited understanding of what worked and what did not, making few references back to the brief.	Produces a review of the finished graphic which demonstrates a reasonable understanding of what worked and what did not, mostly referencing back to the brief.	Produces a review of the finished graphic which demonstrates a thorough understanding of what worked and what did not, fully referencing back to the brief.
Review identifies areas for improvement and further development of the final digital graphic, some of which are appropriate and sometimes explained .	Review identifies areas for improvement and further development of the final digital graphic, which are mostly appropriate and explained well.	Review identifies areas for improvement and further development of the final digital graphic, which are wholly appropriate and justified .