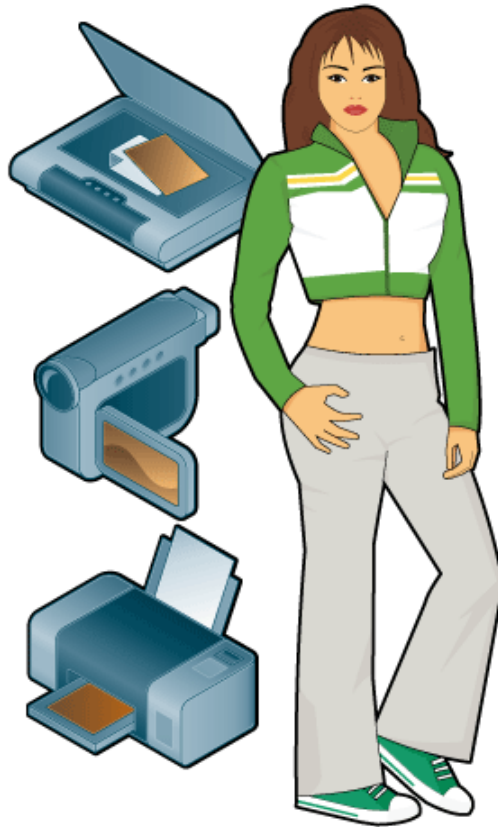


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Digital imaging & plan and produce computer graphics

**Part of the Yodafone Project
Based on OCR Nationals (2010)**



Learning outcomes

By completing this unit candidates will develop a thorough knowledge of computer graphics.

Candidates will be able to:

- describe and evaluate a range of images
- plan the production of graphic images for a client
- source and store components for graphic products
- record the sources of computer graphics and consider relevant legislation
- use appropriate software tools to create, edit and combine graphic images
- present work to a client for a specific purpose, using a suitable format for display.

About Yodafone

Yodafone International is a mobile phone company based in the Dagobah system. In their main office there are a number of employees who help with the day-to-day running. Yodafone have planned to launch 12 new mobile phone shops around England.

Scenario

- Yodafone is looking to promote the 'Yodafone Wednesdays' campaign using a range of new graphics.
- The 'Yodafone Wednesdays' campaign is a special offer which allows users of Yodafone to 2 for the price of one on cinema tickets at participating cinemas for films watched on Wednesdays.
- Yodafone would also like some graphics produced that could be used in this campaign. (Yodafone don't expect you to make all of them)
For example:
 - graphics for a poster
 - graphics for phone boxes
 - graphics for phone wallpapers
 - graphics for phone cases
 - graphics for leaflets and other advertising materials
 - graphics for the company website.
- Yodafone would like you to keep them involved and informed throughout your research, planning and production process. They have instructed you to present your researched images, initial ideas and plans for approval before beginning to create your graphics. You will then source suitable components for use when you create your own graphics for Yodafone. You will need to ensure that you do not breach any legislation and should, therefore, keep a record of all sourced components. You will need to create graphics for Yodafone and present them to Jane using a suitable presentation format. Don't forget to consider who your target audience is!

Topics

- AO1 - Describe and evaluate a range of images
- AO2 - Plan the production of graphic images for a client
- AO3 - Source and store components for graphic products
- AO4 - Record the sources of computer graphics and consider relevant legislation
- AO5 - Use appropriate software tools to create, edit and combine graphic images
- AO6 - Present work to a client for a specific purpose, using a suitable format for display

AO1 - Describe and evaluate a range of images

	Pass	Merit	Distinction
	Candidates will collect and display at least four different graphics. These should be from at least two different sources. They will describe the purpose and will comment on the suitability of each graphic.	Candidates will collect and display at least four different graphics. These should be from at least two different sources. They will describe the purpose and audience and will discuss the suitability of each graphic. They will indicate the dimensions and file size of some of the graphics discussed.	Candidates will collect and display at least four different graphics. These should be from at least two different sources. They will describe the purpose and audience and will discuss the suitability of each graphic. They will describe, with reasons, the extent to which each graphic meets its purpose. They will indicate the dimensions and file size of most of the graphics discussed.
	Info: - Before you begin planning and creating your own graphics, you need to research and collect images relating to the Yodafone scenario. These may be from the Internet, on paper or other sources. - Collect and display graphics from at least two of the sources listed below: - images printed on paper (newspapers, magazines, posters) - images printed on other surfaces (packaging, labels, signs) - images viewed on screen (digital artwork, backgrounds and buttons) - maps, diagrams, plans. - You should note down the source for each graphic you collect. Task: - Collect and display at least four different graphics. These should be from at least two different sources.	Info: - Before you begin planning and creating your own graphics, you need to research and collect images relating to the Yodafone scenario. These may be from the Internet, on paper or other sources. - Collect and display graphics from at least two of the sources listed below: - images printed on paper (newspapers, magazines, posters) - images printed on other surfaces (packaging, labels, signs) - images viewed on screen (digital artwork, backgrounds and buttons) - maps, diagrams, plans. - You should note down the source for each graphic you collect. Task: - Collect and display at least four different graphics. These should be from at least two different sources.	Info: - Before you begin planning and creating your own graphics, you need to research and collect images relating to the Yodafone scenario. These may be from the Internet, on paper or other sources. - Collect and display graphics from at least two of the sources listed below: - images printed on paper (newspapers, magazines, posters) - images printed on other surfaces (packaging, labels, signs) - images viewed on screen (digital artwork, backgrounds and buttons) - maps, diagrams, plans. - You should note down the source for each graphic you collect. Task: - Collect and display at least four different graphics. These should be from at least two different sources.
	Info: - In this task you need to describe the purpose and comment on the suitability of the graphics collected. Task: - Complete worksheet U3AO1 – Review (P) for your graphic. - Save the document in your unit 3 ao1 folder as Graphic Review 1 - Once you have finished reviewing your first graphic you need to repeat the review with a new worksheet for each graphic. Save the worksheet with an incremented name e.g. Graphic Review 2, Graphic Review 3, Graphic Review 4	Info: - In this task you need to describe the purpose, audience and suitability of the graphics collected, and give details of the size of some graphics. Task: - Complete worksheet U3AO1 – Review (M) for your graphic. - Save the document in your unit 3 ao1 folder as Graphic Review 1 - Once you have finished reviewing your first graphic you need to repeat the review with a new worksheet for each graphic. Save the worksheet with an incremented name e.g. Graphic Review 2, Graphic Review 3, Graphic Review 4	Info: - In this task you need to describe the purpose, audience and suitability of the graphics collected. Suggest what message, if any, is being conveyed and discuss why the graphics convey this message effectively or not. Give details of the size of most of these graphics. Task: - Complete worksheet U3AO1 – Review (D) for your graphic. - Save the document in your unit 3 ao1 folder as Graphic Review 1 - Once you have finished reviewing your first graphic you need to repeat the review with a new worksheet for each graphic. Save the worksheet with an incremented name e.g. Graphic Review 2, Graphic Review 3, Graphic Review 4

AO2 - Plan the production of graphic images for a client

	Pass	Merit	Distinction
	Candidates will describe the purpose and audience of graphics that are to be created. They will plan these graphics, producing rough sketches, identifying some of the key areas.	Candidates will describe the purpose and audience of graphics that are to be created. They may refer to ideas gained from the research undertaken in AO1. They will plan these graphics, producing rough sketches, identifying most of the key areas.	Candidates will describe the purpose and audience of graphics that are to be created. They will discuss where the graphics will be used and will identify size, resolution and file format for each. They may refer to ideas gained from the research undertaken in AO1. They will set deadlines for the work. They will plan these graphics, producing rough sketches, identifying all key areas.
	Info: - In this task you should produce the plans for at least three graphics for Yodafone. Planning is essential and must be carried out before you start creating the graphics. You will not start to create the graphics until AO5. Task: - Complete worksheet U3AO2 – Planning (P) (3 times) - Save the document in your unit 3 ao2 folder as plan1, plan2, plan3.	Info: - In this task you should produce the plans for at least three graphics for Yodafone. Planning is essential and must be carried out before you start creating the graphics. You will not start to create the graphics until AO5. Task: - Complete worksheet U3AO2 – Planning (M) (3 times) - Save the document in your unit 3 ao2 folder as plan1, plan2, plan3.	Info: - In this task you should produce the plans for at least three graphics for Yodafone. Planning is essential and must be carried out before you start creating the graphics. You will not start to create the graphics until AO5. Task: - Complete worksheet U3AO2 – Planning (D) (3 times) - Save the document in your unit 3 ao2 folder as plan1, plan2, plan3. Task: - Complete worksheet U3AO2 – Deadlines (D) once - Save the document in your unit 3 ao2 folder as deadlines.
	Info: - In this task you will plan the graphics you intend to create by sketching a design for each. On your sketches you should identify: - paper size and orientation - component parts - resolution, size and colour mode of component parts - line styles and thickness - text style, size and colour - basic shapes - colours. Task: - Produce the sketches with your notes clearly written using worksheet U3AO2 – Sketch (PMD).	Info: - In this task you will plan the graphics you intend to create by sketching a design for each. On your sketches you should identify: - paper size and orientation - component parts - resolution, size and colour mode of component parts - line styles and thickness - text style, size and colour - basic shapes - colours. Task: - Produce the sketches with your notes clearly written using worksheet U3AO2 – Sketch (PMD).	Info: - In this task you will plan the graphics you intend to create by sketching a design for each. On your sketches you should identify: - paper size and orientation - component parts - resolution, size and colour mode of component parts - line styles and thickness - text style, size and colour - basic shapes - colours. Task: - Produce the sketches with your notes clearly written using worksheet U3AO2 – Sketch (PMD).

AO3 - Source and store components for graphic products

	Pass	Merit	Distinction
	Candidates will source and store graphics from two of the listed categories. Some may not be appropriate.	Candidates will source and store graphics from three of the listed categories. Most graphics will be appropriate.	Candidates will source and store graphics from all four of the listed categories. All graphics will be appropriate.
	Info: - In this task you will source the components that you need to create the graphics you have planned. - Sources: - existing electronic images eg clipart library (www or CD-ROM) - other graphics/photographs from the Internet - Digital camera: selecting image quality, save and transfer images onto computer, output to specified size - Scanner: select appropriate scanning software, adjust resolution, manage file size, save and transfer images onto suitable storage device Task: - Select 2 types of graphic from the list above to use in your own creations. - Save them in your unit3 AO3 folder - Make a note of the source in the AO4 table below.	Info: - In this task you will source the components that you need to create the graphics you have planned. - Sources: - existing electronic images eg clipart library (www or CD-ROM) - other graphics/photographs from the Internet - Digital camera: selecting image quality, save and transfer images onto computer, output to specified size - Scanner: select appropriate scanning software, adjust resolution, manage file size, save and transfer images onto suitable storage device Task: - Select 3 types of graphic from the list above to use in your own creations. - Save them in your unit3 AO3 folder - Make a note of the source in the AO4 table below.	Info: - In this task you will source the components that you need to create the graphics you have planned. - Sources: - existing electronic images eg clipart library (www or CD-ROM) - other graphics/photographs from the Internet - Digital camera: selecting image quality, save and transfer images onto computer, output to specified size - Scanner: select appropriate scanning software, adjust resolution, manage file size, save and transfer images onto suitable storage device Task: - Select 4 types of graphic from the list above to use in your own creations. - Save them in your unit3 AO3 folder - Make a note of the source in the AO4 table below.

AO4 - Record the sources of computer graphics and consider relevant legislation

	Pass	Merit	Distinction
	Candidates will keep a record of computer graphics sourced and stored using a table.	Candidates will keep a detailed record of computer graphics sourced and stored using a table. This should allow others to locate some of them if required. Candidates should have awareness of Copyright Law.	Candidates will keep an accurate record of computer graphics sourced and stored using a table. This should allow others to locate most of them if required. Candidates should have an awareness of Copyright Law.
	Info: - Using the table below you can record the source of every graphic you collected in part AO3. - Show the source of each graphic, when you collected it, where you have stored it, the filename, file size and whether or not it is copyright-free. Task: - Complete worksheet U3AO4 – Image Record - Save the document in your unit 3 ao4 folder as source	Info: - Using the table below you can record the source of every graphic you collected in part AO3. - Show the source of each graphic, when you collected it, where you have stored it, the filename, file size and whether or not it is copyright-free. - Your record should be detailed and should be clear enough for others to locate some of your stored graphics. Task: - Complete worksheet U3AO4 – Image Record - Save the document in your unit 3 ao4 folder as source.	Info: - Using the table below you can record the source of every graphic you collected in part AO3. - Show the source of each graphic, when you collected it, where you have stored it, the filename, file size and whether or not it is copyright-free. - Your record should be accurate, detailed and should be clear enough for others to locate most of your stored graphics. Task: - Complete worksheet U3AO4 – Image Record - Save the document in your unit 3 ao4 folder as source.
		Info: - In this task you will need to demonstrate your awareness of the Copyright Law. Task: - Complete worksheet U3AO4 – Copyright - Save the document in your unit 3 ao4 folder as copyright.	Info: - In this task you will need to demonstrate your awareness of the Copyright Law. Task: - Complete worksheet U3AO4 – Copyright - Save the document in your unit 3 ao4 folder as copyright.

AO5 - Use appropriate software tools to create, edit and combine graphic images

	Pass	Merit	Distinction
	Candidates will create graphics using a limited range of vector and bitmap tools. Some development work will be demonstrated.	Candidates will create graphics that are fit for purpose using a range of vector and bitmap tools. Development work will be demonstrated and annotated to explain the processes undertaken. Most graphics will be saved in appropriate file formats.	Candidates will create graphics that are fit for purpose and audience using a wide range of vector and bitmap tools. Development work will be demonstrated and annotated to explain and justify the processes undertaken. All graphics will be saved in appropriate file formats
	Info: - In this task you will use your graphic manipulation skills to create the graphic images you planned in AO2, editing and combining the components sourced in AO3. - Create your graphics ensuring you use a range of vector and bitmap tools. - You must show the development and range of tools used, eg by taking screenshots whilst you are producing each graphic. You do not need a screenshot to show every step of the creation of each graphic, but the combined screenshots for your graphics should show that you have used a range of tools. You must annotate your screenshots to explain what you have done. Task: - Use worksheet U3AO5 – Tools Checklist to track which tools you have used. - Use worksheet U3AO5 – Tools Evidence to evidence some development. - You will create your graphics using a range of bitmap and vector tools and you will show some development work by printing and annotating your work - Save your files in unit 3 AO5.	Info: - In this task you will use your graphic manipulation skills to create the graphic images you planned in AO2, editing and combining the components sourced in AO3. - Create your graphics ensuring you use a range of vector and bitmap tools. - You must show the development and range of tools used, eg by taking screenshots whilst you are producing each graphic. You do not need a screenshot to show every step of the creation of each graphic, but the combined screenshots for your graphics should show that you have used a range of tools. You must annotate your screenshots to explain what you have done. Task: - Use worksheet U3AO5 – Tools Checklist to track which tools you have used. - Use worksheet U3AO5 – Tools Evidence to evidence some development. - You will create your graphics using a range of bitmap and vector tools and you will show some development work by printing and annotating your work. - Save your files in unit 3 AO5 ensuring you use appropriate file formats.	Info: - In this task you will use your graphic manipulation skills to create the graphic images you planned in AO2, editing and combining the components sourced in AO3. - Create your graphics ensuring you use a range of vector and bitmap tools. - You must show the development and range of tools used, eg by taking screenshots whilst you are producing each graphic. You do not need a screenshot to show every step of the creation of each graphic, but the combined screenshots for your graphics should show that you have used a range of tools. You must annotate your screenshots to explain what you have done. Task: - Use worksheet U3AO5 – Tools Checklist to track which tools you have used. - Use worksheet U3AO5 – Tools Evidence to evidence some development. - You will create your graphics using a wide range of bitmap and vector tools and you will show development work by printing, annotating and justifying your work. - Save your files in unit 3 AO5 ensuring you use appropriate file formats.
		Info: - In this task you will demonstrate that you have saved your work in an appropriate location in an appropriate file format. Task: - Complete worksheet U3AO5 – Appropriate - Save your files in unit 3 AO5.	Info: - In this task you will demonstrate that you have saved your work in an appropriate location in an appropriate file format. Task: - Complete worksheet U3AO5 – Appropriate - Save your files in unit 3 AO5.

AO6 - Present work to a client for a specific purpose, using a suitable format for display

	Pass	Merit	Distinction
	Candidates will present work in a suitable format, with some consideration of size.	Candidates will present work in a suitable format, with consideration of size, resolution and file types.	Candidates will present work in a suitable format, with consideration of size, resolution, colour mode and file types. They will justify the use of the medium to present the graphics.
	Info: - In this task you need to present the graphics you created to Yodafone. - You must present your work in a suitable format (e.g. an e-portfolio, a slide presentation, a word processed report, a desktop published document etc). - You must include in your work your consideration of size (physical size and file size) of the images. Task: - Present the graphics using the method(s) that you have chosen. Ensure all your graphics are displayed clearly and in full, including all text and colours. - Store your presentation in unit 3 AO6 or with your tutor.	Info: - In this task you need to present the graphics you created to Yodafone. - You must present your work in a suitable format (e.g. an e-portfolio, a slide presentation, a word processed report, a desktop published document etc). - You must include in your work your consideration of size (physical size and file size), resolution (pixels and dpi), file types (jpg, gif, png etc) of the images. Task: - Present the graphics using the method(s) that you have chosen. Ensure all your graphics are displayed clearly and in full, including all text and colours. - Store your presentation in unit 3 AO6 or with your tutor.	Info: - In this task you need to present the graphics you created to Yodafone. - You must present your work in a suitable format (e.g. an e-portfolio, a slide presentation, a word processed report, a desktop published document etc). - You must include in your work your consideration of size (physical size and file size), resolution (pixels and dpi), file types (jpg, gif, png etc) and colour mode of the images. Task: - Present the graphics using the method(s) that you have chosen. Ensure all your graphics are displayed clearly and in full, including all text and colours. - Store your presentation in unit 3 AO6 or with your tutor.
	Info: - In this task you need to evaluate the way you chose to present your work to the client. Task: - Download and complete worksheet U3AO6 – PMD. - Store the worksheet in your unit 3 AO6 folder.	Info: - In this task you need to evaluate the way you chose to present your work to the client. Task: - Download and complete worksheet U3AO6 – PMD. - Store the worksheet in your unit 3 AO6 folder.	Info: - In this task you need to evaluate the way you chose to present your work to the client. - You must also justify the use of the medium used to present the graphics. Task: - Download and complete worksheet U3AO6 – PMD. - Store the worksheet in your unit 3 AO6 folder.