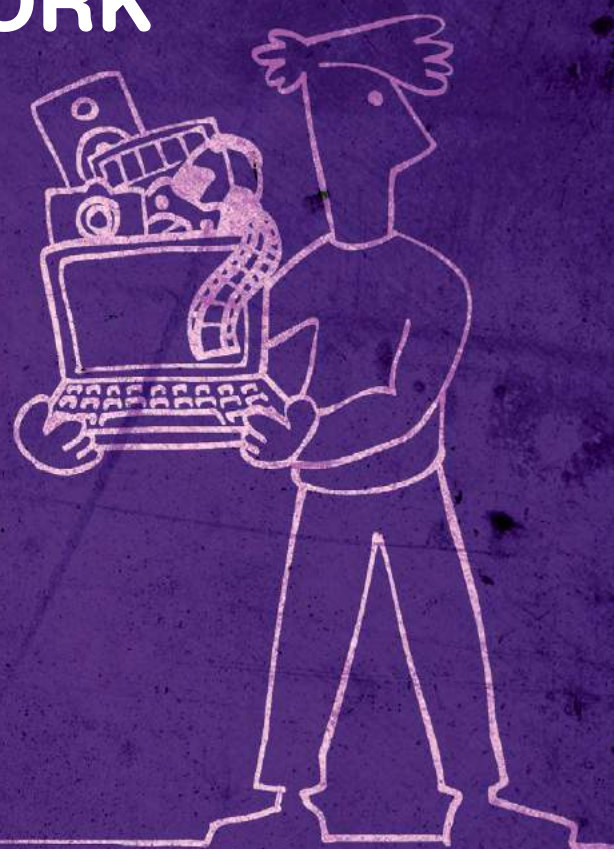




Accredited

SAMPLE LEARNER WORK WITH COMMENTARY

UNIT R082:
CREATING DIGITAL
GRAPHICS



CREATIVE iMEDIA

Level 1/2

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INTRODUCTION

This is a guide for teachers so that you can see how we would mark work, Cambridge Nationals are designed to give the learners the project and let them create the work.

The guide contains sample learner work for this unit and covers all learning objectives, graded at Marking Band 1 (MB1) and Marking Band 3 (MB3).

The accompanying commentary explains why each piece of work was awarded its grade.

For MB1 graded work, additional guidance has been added to suggest improvements that could be made to make it an MB2 graded piece of work.

For MB3 graded work, additional guidance has been added to explain why it was awarded that grade and not the lower grade of MB2.

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Learning Objective 1 – Understand the purpose and properties of digital graphics MB1

SAMPLE LEARNER WORK

Task One: What needs to be designed?

The purpose of the graphic

A digital graphic is an electronic/eye catching image/picture that can be used in the entertainment industry for magazine covers, logos, trademarks, posters, book covers, newspapers, film advertisements and leaflets. The purpose of the graphic on these sources is to engage and inform the target audience, firstly to catch their eye and drag them in to look, and then secondly to inform them, if it was a film poster it would include the date its released and the main actors included in the film to attract the target audience and try to persuade them to watch their film.

On a magazine cover the colours are bright and eye catching depending on who the target audience is. If it's for a child under the age of 10, the colours and writing will be bold and bright with many pictures of characters and animations related to their interests, whereas with a teen/adults magazine it would have less colour and pictures and more writing. But still enough pictures and colour to catch your eye and make you want to read further. This is an example of working to the target audience and providing them with the colours and interests they're interested in.

On a logo the pictures and information provided are limited. The colours need to be bright and eye catching to attract the target audience they are aimed at. For example, if it was a pizza delivering takeaway they'd have the best pizza they provide on their logo attracting the person ordering to buy the best pizza they make.

The graphic I'm going to create is intended to catch the target audience's eyes. The target audience is 12+ which suggests that the colour scheme and theme of the movie is more grown up and should have more information than pictures. The theme and colour scheme should engage the target audience and make them want to read on/watch the film. For example with a child's DVD cover, the colours would be mainly primary colours and for an adults DVD, the colours would be blacks, whites and grey colours. The pictures would also give more information on the adults DVD cover about the theme and setting of the film.

The file format for the print version would be a .tiff file. A .tiff file is the right file for this because it's not compressed, has a large file size and has a very high quality of printing. No colour/quality lost and no blurs. This type of file would be the wrong file to upload to the internet. It takes too long to load and the internet wouldn't be able to process an image of the size it would be and the dpi would be too large of a file.

Marking commentary on MB1 sample learner work

The work is basic and briefly covers all areas of LO1. The learner has explained why digital graphics are used; identifying purposes such as 'to inform', 'to persuade' and 'to attract/engage'. A limited list of digital graphics types is included in the first paragraph. There is some understanding that graphics will look different depending on the age of the target audience, but this does not include other aspects of the target audience such as gender, location and so on. Consideration of the way that purpose and audience influence design and layout is limited to the balance of text and images and the use of colour. Only one file format is mentioned and this is linked to print use. Some of the work presented for LO1 here is more appropriately placed in LO2 but it nevertheless indicates some understanding of the connection between properties and their suitability for use.

Suggested improvements to progress sample learner work to MB2

To move this work into MB2, there needs to be a consideration of the technical aspects of digital graphics. In particular, an identification of a range of file formats is required, where this learner refers only to Tiff files. In considering the properties of file types and their suitability for use, some reference to specific resolutions for print and web use, compression and features such as vector/raster and alternative formats and their advantages and disadvantages would be expected. An explanation of design concepts such as the use of colour wheel, rule of thirds, white space and so on, would help to move the work into MB2 by demonstrating a sound understanding of design and layout.

Learning Objective 2 – Be able to plan the creation of a digital graphic MB1

SAMPLE LEARNER WORK

Task 2

The client has given a brief of how they would like a DVD cover based on the movie they are making to be organised. However as they would not give a specification I would be allowed a little freedom in what I include. Therefore I would include the general ideas but the image that I would picture in mind should be related to what the client has ordered the title as but I would be able to add my own touch into it.

The target audience would be rated 12 and over. This means you would want to make it suitable for 12 year olds to understand. If it is too complicated 40 year olds may understand but others would find it hard. You would try and make it as simple as you can so everyone can understand the general idea.

The movie is related to energy and it will show how energy is running out so I think the composition must be serious. It will show the importance of it. The colours would not be so bright to reflect the mood towards the actual movie.

The things that need to be included to create the graphic would be a title, rating of the movie to show who it is suitable for. You would also need a blurb to give brief information of the movie. Resources required to do this would be like Photoshop to edit things around so it would show the characters that are important to the plot. Also you would need Microsoft word to make a blurb for the movie. You would need to make sure you have asked permission for the copyrighted information from the owners.

Work Plan:

Activity	Time	Resources and assets
Create a visualisation diagram	50 minutes	Photoshop, publisher, paper, pencil, glue
Identify the assets in the diagram	30 minutes	Photoshop, publisher
Check for Suitability for use for individual assets	10 minutes	Pc, internet
Modify the properties to ensure compatibility	15 minutes	Pc, internet
Combine the assets into final graphic	60 minutes	Pc, internet
Save the graphic as high quality for print purposes	5 minutes	Pc, internet, Photoshop
Recreate for a web version with low resolution	10 minutes	Internet, pc, Photoshop

Bibliography:



http://en.wikipedia.org/wiki/File:Red_Hot_Sun.PNG



<http://simple.wikipedia.org/wiki/Earth>

SAMPLE LEARNER WORK



http://www.videographics.info/joomla/index.php?option=com_remository&Itemid=37&func=fileinfo&id=37



<http://en.wikipedia.org/wiki/Barcode>



http://en.wikipedia.org/wiki/Four-star_rank



<http://www.shutterstock.com/pic-54148108/stock-vector-earth-globe-icon-vector-illustration.html>



http://www.freedigitalphotos.net/images/Wind_Power_g387-Wind_Turbine_On_Green_Grass_Field_p128168.html



<http://www.publicdomainpictures.net/view-image.php?image=1703&>



<http://www.publicdomainpictures.net/view-image.php?image=3061&picture=solar-power-plant>



<http://en.wikipedia.org/wiki/Earth>



http://www.wpclipart.com/space/stars_universe/galaxy/galaxies.jpg.html

SAMPLE LEARNER WORK

Visualisation Diagram



Marking commentary on MB1 sample learner work

The learner has interpreted the client brief in reasonable detail, including some indication of how the title and content of the DVD will influence the images and style of the design. Target audience requirements are considered by the stated need to include a certification symbol and a level of detail in the text which is appropriate to the age of the target audience. Synoptic links with Unit R081 are shown in the visualisation diagram which is reasonably detailed although lacking in annotation which would be expected for MB2 and in the work plan. A work plan is provided but this is brief and does not encompass all the activities required to complete the unit successfully, nor does it include an appropriate time allowance to carry out the activities which are listed. Resources are briefly mentioned and assets are listed in the bibliography section with their sources.

Suggested improvements to progress sample learner work to MB2

The learner's interpretation of the client brief could extend to considering the physical dimensions and layout of the required digital graphic, for example by locating a DVD cover and recording the dimensions of each panel and of the spine. A consideration of the purpose of the DVD cover would also move this into MB2 if the learner also explained how the design would persuade, inform, describe and so on. The work plan lacks the detail required for MB2 in terms of the activities listed and the times allocated to complete each task. The unit content also describes features such as milestones and contingencies which are omitted here. There is insufficient evidence of understanding of the purpose and intended use of the assets and resources to place this work within MB2, and there is no consideration of legislation. A best fit approach therefore places this work in MB1.

Learning Objective 3 – Be able to create a digital graphic MB1

SAMPLE LEARNER WORK

Evidence of Features Used

Creative iMedia

I used the age rating of the DVD and also followed all of the instructions on the brief like the blurb and pictures to show aspects of the film and scenes what's to come in the film. And also the title in a fancy text

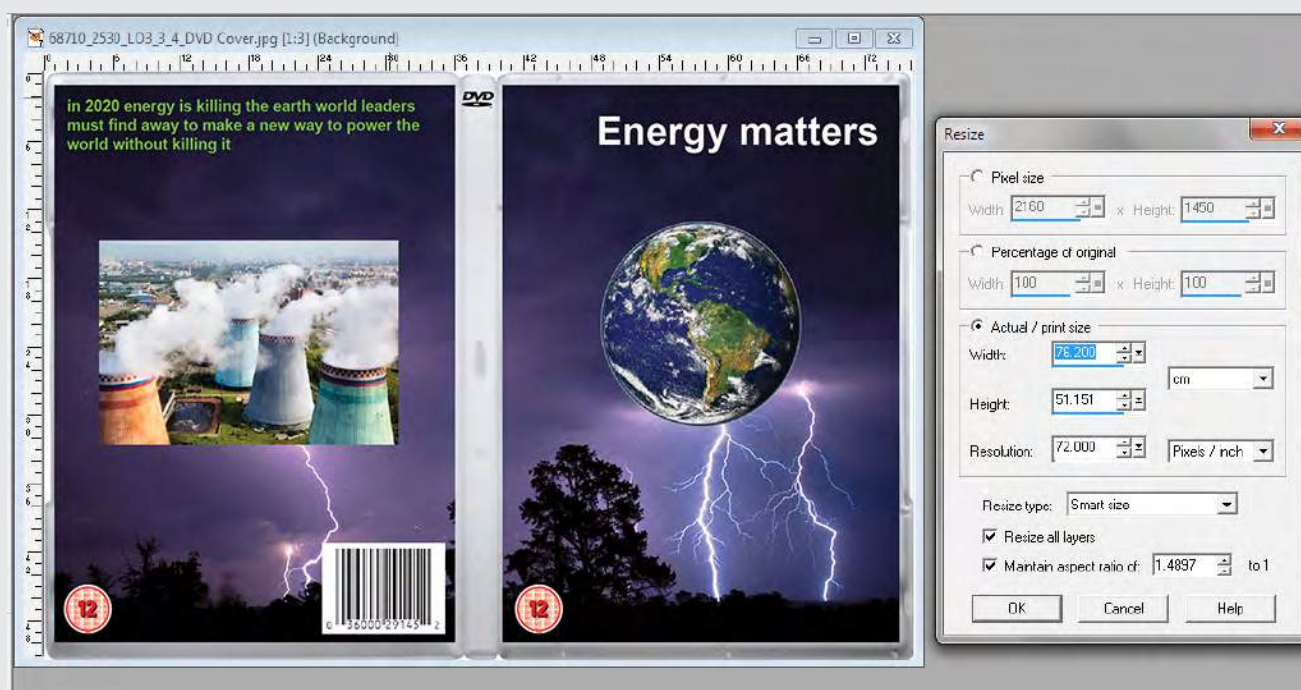
Looking at my design I wanted to make a cover with a blue and light background with a perky view also my design was all about planet earth and I wanted it to be as naturalistic as possible with manmade machines that are destroying mankind.

The tools I used were the magic wand and the rectangular marquee tool and finally I used the text tool to create the writing on the cover and the tools were for editing and cropping the photos needed for my design.

On the front of my cover it contains my main title energy matters and pictures of and a brief interpretation of the film.

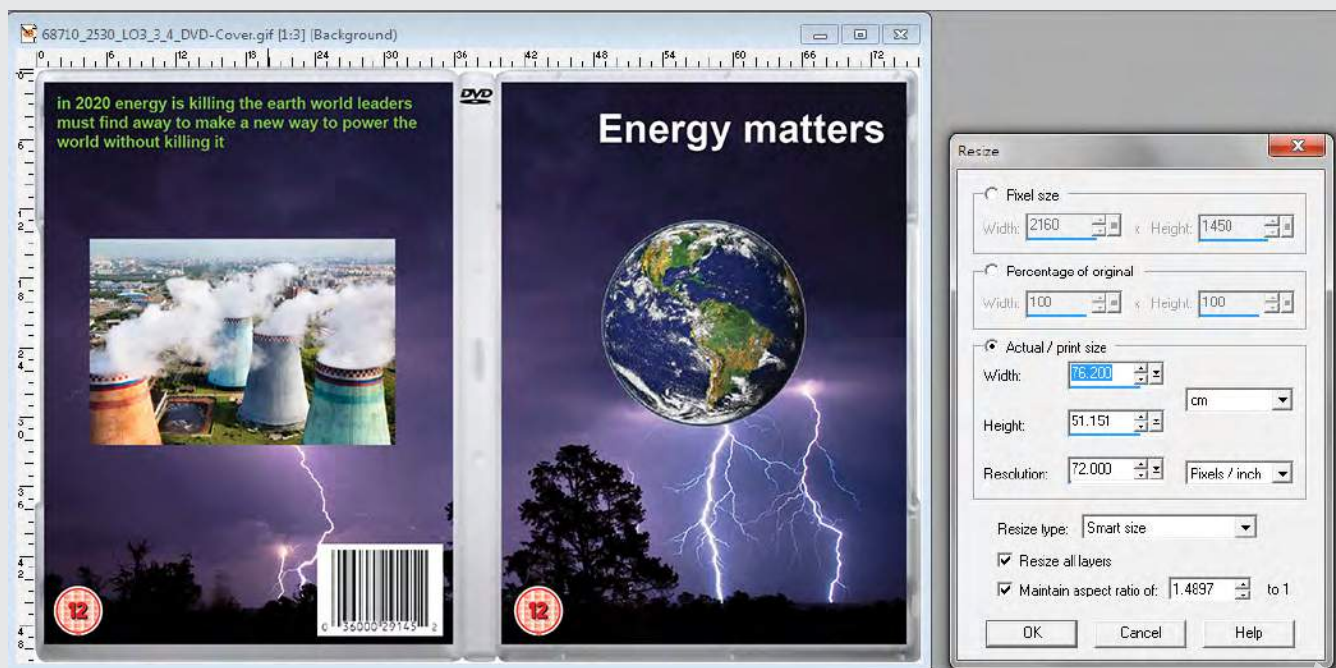
I have saved my work correctly.

Name	Date modified	Type	Size
DVD Cover	20/10/2014 16:30	JPEG image	1,454 KB
DVD Cover	20/10/2014 16:10	Adobe Photoshop...	16,101 KB
DVD-Cover	20/10/2014 16:30	GIF image	1,540 KB
Evidence of Features Used	05/11/2014 15:50	Microsoft Word D...	2,119 KB



jpg file properties

SAMPLE LEARNER WORK



gif file properties

Marking commentary on MB1 sample learner work

Assets have been sourced from the internet and have not been repurposed or prepared prior to use. The DVD cover has been created using simple tools and techniques, building up the digital graphic in layers and cropping, arranging and resizing each element in turn. Parts of the graphic such as the 12 certificate are truncated and errors in punctuation and spelling in the description on the reverse of the cover mean that it is not fit for purpose. The assets have been combined into a single digital graphic and saved as a jpg and a gif. However, the jpg file is saved at 72dpi which is inappropriate for print use, and the gif file is not saved at a width of 400 pixels for use on the web.

Suggested improvements to progress sample learner work to MB2

The assets sourced could be prepared for use by ensuring they are saved at 300dpi in order to create a high quality graphic for print use. A wider range of sources or the addition of created assets would move the work into MB2 for strand 1. Evidence of the tools used to create the graphic, in the form of screen captures of the creation process and the properties of the tools used, is required for MB2, and accurate proof reading of the text components would ensure the graphic meets the client requirements. The final graphic should be saved with properties which are appropriate; that is, with a suitable resolution and dimensions for print and web use in the respective formats. The final graphic should also be appropriately named to indicate which file is intended for print use and which for web.

Learning Objective 4 – Be able to review a digital graphic MB1

SAMPLE LEARNER WORK

Task 4

I met the client's requirements by using artwork that includes images. I put a copyright image on my DVD cover, the DVD cover is two sided that included a back front and a spine. it is also suitable for a website version. I put "energy matters" as the title of the DVD cover used appropriate images that relate to energy's made a print version which is good for print, I also made the final digital graphic formats fit for print.

The graphic for the DVD cover could be improved by making my title bigger so it stands out more, changing the colour of my blurb, and using a 12 rating image.

The DVD cover matches the requirements, the 12 rating for the DVD cover is appropriate for a child aged 12 because of the colour used on the DVD cover, the images are also appropriate because they're interesting and they catch the readers eye. I also used bright colours to make the DVD cover stand out.

Marking commentary on MB1 sample learner work

The review describes the graphic which has been created and states which elements are successful. The review focusses largely on the aesthetic aspects of the graphic and provides simple reasoning for its suitability for the target audience based on the colour scheme employed. A few areas for improvement are listed.

Suggested improvements to progress sample learner work to MB2

In relating to the client brief, the review could describe and explain the choice of file format and properties for print and web use. The interpretation of the brief could be reviewed in detail if the choice of style was explained; for instance whether a documentary or a movie style of DVD cover was created from the original brief. The areas for further development could be explained rather than simply being listed.

Learning Objective 1 – Understand the purpose and properties of digital graphics

MB3

SAMPLE LEARNER WORK

Game, CD and Movie Cover Analyses



Three three main characters, (also on the front cover) show quite strong figures and show the kind of character they are also in writing there names are next to them same font as the front and main name.

The game logo would be designed in a programme like Illustrator and saved as a vector without losing quality when needed.

The purpose of the graphic is to go with the packaging when you purchase the game. It shows front, back and side views from any angle.



This is a good bold title displayed well as the bright colours stand bold compared to the others.

Vector logo

Bitmap graphics that would have probably been designed in something like Adobe Photoshop.

This is a high resolution graphic that has been designed for print. Probably about 300 ppi.

Characters from the game most likely main characters in this case a main character.

Scenes from the games (action to make you more interested).

Logo from game makers showing the company that created and licensed the product as their own.

Certificate rating is a bold sign for legal purchasing based on age.

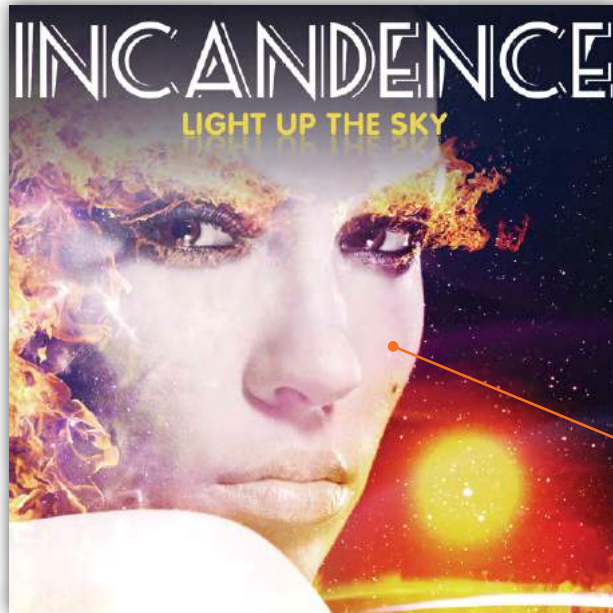
SAMPLE LEARNER WORK

Incandence cover - Light up the sky

The artwork for this cover would most likely been made with software like Adobe Photoshop. I can tell this as there looks to be many images all put together to make this final design, it looks as though in the background has been made using various images such as the Sun, solar flares, flame effect (also used on the face). It looks to be that there has been a photo taken of the face then layer masks have been used to rub out sections of the face and backgrounds.

This image has been made in a really high resolution 300ppi

The colours on this case are very bold most of the colours are ones that show, warmth, radiance and mystery.



The word 'Incandence' has a unique font and is easily recognisable for this album and artist. Most of the image is vector as I know this as I have zoomed in and it has not got pixelated, they would have produced the logo as vector in a programme such as Illustrator so that it can be easily resized if needed, and would be saved as a vector.

The images take of her face will be bitmaps as they will be taken with a camera and has not been digitally made.

The colour red is a very affective colour it really attracts the eye and red goes very well with the kind of message it is showing as it can mean fear, pain and aggressive.

This sort of billboard would have most likely been made in a programme such as Photoshop.

The words of which are on there would most likely be a vector image and would be made in a programme like illustrator as it is a vector crafting software.



This image is a bitmap i know this as when I zoom in it goes very pixelated but this graphic would have been made in high resolution something like 300ppi I know this as it is a digital graphic.

Billboard analysis

SAMPLE LEARNER WORK

Normal



A bitmap image is made up of pixels which makes an image blurry (pixelated) when zoomed in on or blown up as the pixels become stretched. This means if making graphics for print the pixels/ resolution needs to be high and then it can be made bigger or smaller without losing quality. This has some advantages and disadvantages compared to a vector image.

Bitmap

Zoomed



The advantages:

Better for printing as you can work with the suitable amount of pixels.

You will get a much better quality image if there is a lot of detail such as the image to the right.

You can take bitmap images with a camera and is easily printable where as a vector image is made purely of shapes.

The disadvantages:

The image will become very blurry if blown up but the more pixels in the image the less blurred.

The file of a bitmap is much higher as the computer has to save all the individual pixels where as most vectors are just a few shapes.

Not as good for onscreen use as the image will not appear as sharp.

Normal



Zoomed



A vector image is where an image is made purely of shapes and are used for things such as computer games and cartoons as they are better displayed as a vector on screen. Vector images are easily resized with no blur or loss of quality, also often used for designs and making of company logos as they are simple shapes and designs good examples of these are things like SEGA, infinity award and Rockstar all been made as vectors as they gong have much detail but are very sharp and look better as they can be easily resized. They are also good as they can easily be edited, such as recolour is easy simply selecting the whole shape and changing it, also easy for change shape, size and position.

Vector

The advantages:

Easily resizable with no loss of quality.

Good for use on logos, cartoon creation and animations.

A vector is not a very big file even i the image is quite large.

A much sharper higher resolution image.

The disadvantages:

There is not as much detail with a vector image as it is hard to vectorise an image and keep small individual bits of detail.

They are usually very unrealistic looking (hence mainly used for animation/ cartons)

Only used for simple animations though.



SAMPLE LEARNER WORK

Image Resolution



High resolution image at 300 dpi (dots per inch), suitable for book printing



Low resolution image at 72 dpi which will look crisp on a monitor but look choppy when printed in a book.

Image Resolution is a very important factor to think about when creating digital graphics as you need to think about the uses of the graphic for instance will it be used for onscreen use such as a website banner or is it for print and being used as a dvd cover or a poster. This needs to be put into consideration as the quality of an image for print will need to be higher than for onscreen as if the image is printed larger than made on the computer there would not be much detail lost and will not become extremely pixelated, whereas on screen it will be made to the same size and not needed to be made bigger or smaller. The sizes/resolutions are 72dpi (lo-res) and 300dpi (hi-res) this also means that the file sizes are different being either quite large or really small.

TRUE COLOURS

The colour theory is the idea that certain colours give a certain idea about the product/graphic or what ever it is. Some of the top brands and the colours they use can have a dramatic effect on the idea of a colour or the company itself for instance a **McDonalds** sign is red and yellow and both of these colours have a relation to food in the colour theory they are also both warm colours also creating a more positive idea about the place/company. Although red can be a quite positive colour it can also have a negative effects as it could mean danger or risky therefore not being the best idea to be used on airlines or finance, as this could cause a negative reaction to the idea of safety.

SAMPLE LEARNER WORK

GREEN

When I see the colour green I think of nature and the environment but according to the colour theory and statistics it is not 100% thought to be about nature and the environment it is usually used for things such as energy, health, finance and technology. The reason behind these having such effects is because they usually tend to make you think about health, wealth and prestige showing strength.

HEALTH**YELLOW**

The colour yellow tends to be on graphics made for things such as food places, the household (that being appliances and property market) and also energy this is a warm colour and gives the brain a positive reaction towards the product/company. This colour also shows things like positivity, warmth, light motivation and creativity this will have a knock-on affect especially towards things such housing companies as it shows positivity and warmth making a possible customer feel comfortable with the company.



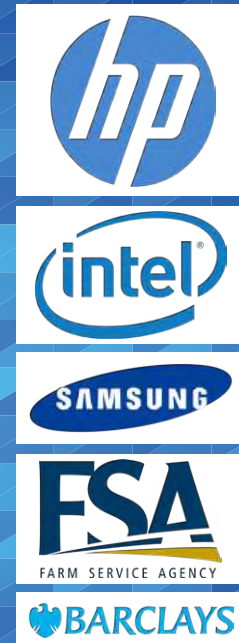
SAMPLE LEARNER WORK

BLUE

Blue is a cooler colour than the previous example yet it has many more uses because it has a trustworthy and dependable feeling. The main places it is used are for the following:

- Technology
- Health
- Agriculture
- Airlines
- Finance
- Energy

The reason why an airline company would use the colour blue would be for the fact it shows responsibility which will be very re-assuring on the mind and also shows that its dependable so you will feel safe boarding one of the companies planes.

**File Formats**

File format	Name	Properties
.tiff	tagged image file format	Uncompressed format for high quality printing. File sizes are larger due to the format being uncompressed.
.jpg	Joint photographic experts group	can reduce files sizes up to 60% of their normal size. some detail is lost in the compression but this is usually minimal.
.png	Portable Network Graphics	is a raster graphics format that supports lossless data compression. PNG's can be saved with transparent backgrounds.
.bmp	Bitmap	Another popular format like jpg for saving graphics compressed.
.gif	Graphics Interchange Format	Gif's are popular for making animated gif's where you can include many pictures into one file.
.pdf	Portable Document Format	One of the most popular image file formats. Opened in Acrobat Reader and popular with graphic designers because they can be easilty compressed.
.psd	Photoshop Data file	This is used for photoshop and can make bitmaps or vectors. Usually large in size because of the amount of editing information in the file like layers, filters, layer masks etc.

Marking commentary on MB3 sample learner work

The work is detailed and covers all aspects of LO1. Specific examples of graphics are analysed in order to show how purposes and audiences affect the design and layout although a more general summary of how and why graphics are used would place it more towards the middle of MB3 rather than the lower end. A wide range of digital graphics formats is compared and the formats described are all appropriate. Lack of discussion of the suitability of each format for print or web places this at the lower end of MB3. There is detailed discussion of technical aspects such as resolution and bitmap/vector graphics which are relevant to the creation of the digital graphics in LO3. Throughout the report the learner indicates how designs are influenced by audience and purposes; although this tends to rely heavily on colour rather than layout or content which places the work at the lower end of the band.

Why it was awarded MB3 not MB2

The explanation of the links between colour and use are sophisticated and suggest a thorough understanding. The number of file formats accurately described constitutes a 'wide range'. The connection between properties and suitability for use is thoroughly explored, since it refers to resolution and bitmap/vector properties when describing the creation of logos and photographs for print or web use. A little more depth in explaining design and layout would place the work more securely within MB3 but a best fit approach for strand 2 means that the work is more appropriately assessed at the lower end of MB3 than the upper end of MB2.

Learning Objective 2 – Be able to plan the creation of a digital graphic MB3

SAMPLE LEARNER WORK

LO2

Interpreting client requirement

The client is producing a new film which is called 'energy matters' and needs to begin developing a DVD cover. The film is about the World's demand for energy in the year 2020 which is expected to have a certificate 12 rating when it is released and will include renewable energy and non-renewable energy and also the different forms of energy. The DVD cover being produced must be a single piece of digital graphic artwork that will include front and back cover and the spine. It will also include pictures of how energies are made and what types of devices make it.

It will have a high quality when printed and will be created together with a low resolution suitable for the website so it will load relatively quickly and that version will be used for promotion and be 400 pixels to fit the webpage layout.

The file formats that I would save my DVD cover in will need to be:

- .psd (whilst working in Photoshop in order to keep the layer information so that it can be edited)
- .tiff (so when I print it out it would be in high quality and this would be with a resolution of 300dpi)
- .gif (for using it on the internet. This will be done by changing the properties of the psd file and saving it at 400 pixels wide and as a jpg at a resolution of 72dpi)

Target audience

In the brief that the client has given to me I know that the target audience is supposed to be people who are aged 12 years old and over. This means that I have to display this rating on my DVD cover which means I have to put it in front and back of the DVD cover but also the spine. I came to this hypothesis by looking at the brief and it saying that it had a certificate of a 12 rating. The reason why I settled for that target audience of what rating it got is because I know to do so would be appropriate. The rating could be PG or U but this might discourage a teenage audience. Even though it is aimed at 12 years and older, I must make sure I do not include images that are not suitable for a younger audience to see. This is because the DVD will be displayed where anyone could see it regardless of the rating of the film. Because it is a serious sounding film I will not use cartoon style images on the DVD cover. These would appeal to a younger audience but would not give the impression of a serious film. If the DVD is a documentary then photographs of energy-making or saving devices would be suitable. If it is a movie then the images can be less precise and might include suggestions at emotional content such as dark moody skies, explosions or pictures of the actors or action from the movie. The spine of the DVD cover will have the title in a clear font because this needs to be easily read if it is on a shelf. Most DVD covers put the text sideways rather than writing downwards so this is also what I should do. The back of the DVD cover will have a blurb about the film or movie so I will include a space for this in my design.

Assets

For assets I will be using lots of photos that I got from the internet so I am able to complete my digital graphics such as lightning, a barcode and age 12 certificates which will be included in my work. According to my visualisation diagram, I need to collect these assets for use to create my DVD cover.

1. I will require an image of a 12 rating logo from the internet. This is a very important piece of my DVD cover because I would have to make it visible to show my target audience to the viewer. It would be on every side of the DVD cover including the spine so it would be very visible and can't be missed by the naked eye.

SAMPLE LEARNER WORK

2. I will also use a barcode from the internet. This will be saved in my assets folder the same with the 12 rating where I would be editing it in Photoshop so it will fit on my cover. The barcode will be used as a standard method of paying for the DVD in a shop. This will be included as it is the easiest way of identifying the purchased item and also this will only be used on the back of the DVD cover because if we put it on the front of the cover it will look less appealing to whoever ever wants to buy it. 3. I will locate a dark blue background that will go dark to light down, which is going to be saving my assets folder. I am hoping if I could find one that doesn't or won't have a lot of changes to it so I could just easily include it in my DVD cover so would be able to finish in time. This background could bring to mind to people the idea of an empty sky were we could see nothing which could portray that if we keep using unrenewable energy it will lead to nothing but darkness.

4. According to my visualisation diagram I will also need two different pictures of windmills which is going to be one with a single windmill and the other with at least four with no background if possible. This will also be included in my assets folder and that this portrays what renewable energy we could have as an alternative for the normal energy we use in our modern society.

5. The first that I put on my visualisation diagram that I will be using is a big green planet with roots growing out of it, this will also be added in my assets folder. this will be one of the first to be edit in Photoshop because I have design it at the back because of it being large on my design in my visualisation diagram. This picture will mostly be in front cover but it will be also over lapping in the back cover. I have seen some pictures of planets like this but I would prefer to create my own out of a picture of a planet and using tools in Photoshop. This will mean there is less copyright material in my design.

6. Finally, the last thing that I added in the front cover is a roller coaster that goes loop the loop which symbolizes that people turn it around to a much safer use of energy quite quickly instead of keeping with the bad energy.

Resources

The resources are the physical hardware and software that I would need to be able to complete my DVD cover for my digital graphic work. I could potentially use lots of different hardware but would only need to use a few essential items.

1. I need a computer with an internet connection to go on the internet to find pictures for my DVD cover. The computer will let me search for images in a search engine, so I could be able to create and complete my DVD cover. The monitor will allow me to see the changes I will be making to see how my DVD cover will look like. this will be a very important resource because without this I will not be unable to make my DVD cover or even look for my assets to make it because will not be able to see anything,

2. I would probably need a mouse to edit my DVD cover by using Photoshop. I will be editing my DVD cover to make it look presentable and appealing to other people that they would want not just for the documentary. I will be editing my work by using the software on the computer, also by having this it will help select different tools and be able to move my different images for different affects.

3. I will require a keyboard in order to fully access Photoshop so I will be able to create my DVD cover. I will need it to write the title of the text that says energy matters in front of the cover and also on the spine. Another use that I will need the keyboard with is typing the blurb on the back about the film.

4. Optionally, I could even use a camera to take my own pictures to use on my DVD cover. if I use my own pictures because I could find the images that I'd would want and also I would be able to take as what I see fit in DVD cover. However, this would mean I wouldn't probably need any of the resources from the internet. Although I don't think I would need to use this because I could easily find the resource on the internet and it would take less time to find it on the internet.

SAMPLE LEARNER WORK

Legislation

I know that if have gathered images from the internet and used them on my DVD cover they wouldn't belong to me; this would mean that I would need to ask whoever made the images to have their permission to use their image on my DVD cover because some of my pictures could be copyrighted. However if I do use the image and use it without permission and they found out I know that I could be prosecuted. Although because I am using them for educational purposes I would be able to use copyright images. But if the DVD was used for real and on sale I would need the permission to use the images. I could avoid this by looking for images which are copyright free, open source or royalty free when searching but this would narrow down my choice.

Visualisation DiagramWork Plan

	Task	Resources	Time needed (hours)										Contingency
			1	2	3	4	5	6	7	8	9	10	
Milestone 1	Make my work plan	PC											
	Visualisations and work plan update	pencil, paper, PC											
	Record assets and resources to be collected	PC, Internet											
	Collect assets and check resources	PC, Internet, magazines or books, camera											
Milestone 2	Prepare assets if needed - repurpose and save	computer											
	create first versions of digital graphic	computer											
	get feedback on first version	folder											
	Amend and improve first draft, change any assets that are unsuitable	printer											
	generate final version of graphic in intended formats												
	check final version												
Milestone 3	review the digital graphic	computer											
	make any improvements identified in the review	computer											

Marking commentary on MB3 sample learner work

The interpretation of client requirements is detailed, though a consideration of the precise dimensions needed for a DVD cover and the type of graphics (vector or raster/bitmap) needed for each type of asset would place this at the top end of MB3 rather than the lower end for strand 1. The work plan and visualisation diagram are clear and detailed, though the lack of annotation of the visualisation diagram places this at the lower mark for strand. Assets, resources and legislation are all covered here, though if these were linked to the actual assets to be used there would be greater contextualisation and relevance perhaps leading to a higher mark in band 3.

Why it was awarded MB3 not MB2

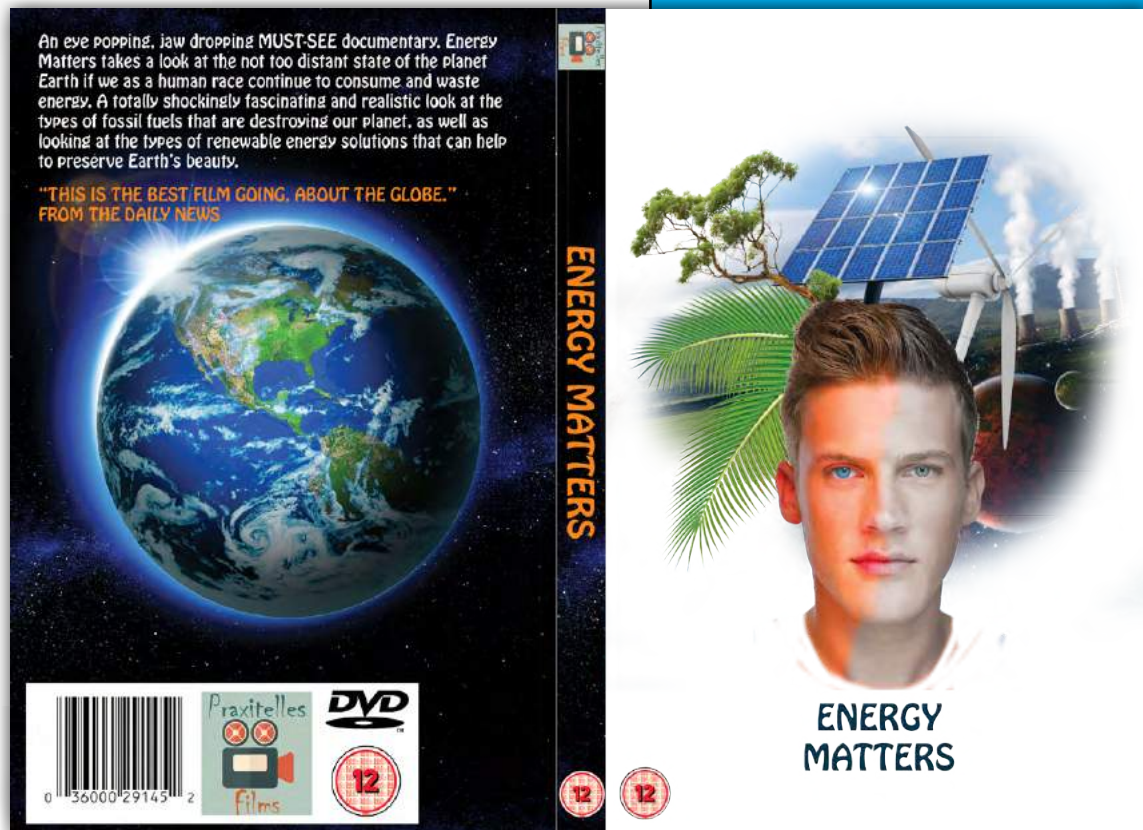
The client brief is interpreted rather than simply being restated. The learner has thought about what kind of design approach is suitable for the content and audience. The learner has also considered the format of the final graphic and decided what will need to be shown on each part of the DVD cover. There is a thorough understanding of the requirements for a DVD cover in that the type of images shown is described as being suitable for anyone to see due to the placement of the product. The description of each asset and resource is detailed and indicates a thorough understanding of the potential use. Copyright legislation is understood and the reference to royalty free images suggests the learner has researched the variety of sources of images available.

Learning Objective 3 – Be able to create a digital graphic

MB3

SAMPLE LEARNER WORK

MY FINAL DESIGN



THIS IS MY FINAL DESIGN IT HAS MANY IMAGES AND DIFFERENT PROCESSES TO MAKE THE FINAL DESIGN IT HAS A FRONT, BACK AND SPINE EACH WITH A DIFFERENT WAY OF DOING IT.

MY PARTS



THE MAN HERE WAS PULLED OFF THE INTERNET AND IT WAS A BLANK MAN WITH NOTHING ON HIS FACE BUT I USED A BIT OF COLOUR FROM USING THE BRUSH TOOL AND THEN USING THE RUBBER TOOL TO MAKE IT BLEND IN AND LOOK LIKE IT IS RED AND ALMOST CATCHING ON FIRE.



MY PARTS



THE PALM LEAF WAS OFF THE INTERNET AND THE LEAF HAD MANY I USED A LAYER MASK AND I USED IT TO RUB OUT THE SIDE OF THE LEAF SO IT LOOKS LIKE ITS COMING OUT OF HIS HEAD. THE LEFT IS THE ORIGINAL IMAGE AND I DIDN'T DO MUCH TO CHANGE IT.



THE WIND FARM WAS USED TO MAKE IT STICK OUT OF HIS HEAD AND MAKE THE RIGHT SIDE NICER THAN THE LEFT SIDE. I USED THE ROTATE OPTION TO CHANGE THE ANGLE.



THIS IS MOSLTY RUBBED OUT BECAUSE OF ALL THE OTHER IMAGES ARE ON TOP OF THIS IMAGE IS MASSIVE SO I HAD TO MAKE IT SMALLER AND ROTATE IT TOO. I USED THE RUBBER TOOL MOSTLY.



THE SOLAR POWER ON THE LEFT SIDE IS ABSORBING ALL THE BAD THINGS ON THE RIGHT SIDE OF HIS FACE AND GIVING THE GOOD SIDE MORE ENERGY TO WORK. I USED THE MAGIC WAND TOOL TO REMOVE THE BACKGROUND. I ALSO USED THE RUBBER TOOL AND A BIT OF COLOUR CHANGE I ALSO STRETCHED THE IMAGE. THE ORIGINAL IMAGE IS ON THE LEFT.



THE TREE LOOKS LIKE IT IS TRYING TO GO TO THE RIGHT SIDE OF THE FACE BUT IT GETS DRAGGED TO THE THE TREE WAS ALREADY ON A WHITE BACKGROUND WHICH I REMOVED USING THE MAGIC WAND TOOL. I USED THE RUBBER TOOL TO REMOVE THE GRASSY PART.



THE PLANET IS USED ON THE RIGHT SIDE OF THE FACE. I ONLY USED THE RUBBER TOOL AND A BIT OF FADING TECHNIQUES.



SAMPLE LEARNER WORK

MY PARTS



THE PLANET HERE IS EARTH AND THE MOON LOOKS LIKE EARTH TOO. BEHIND THE EARTH IS THE MILKY WAY SO I PUT THIS ON THE BACK OF THE DVD COVER THE EDITED IMAGE IS USING HALF OF THE EARTH AND MAKING THE COLOUR DIFFERENT TO MAKE IT LOOK LIKE ITS GLOWING.

MY PARTS WRITING



I USED THE EYEDROPPER TOOL TO GET THE COLOUR FOR THE TEXT FROM THE MAN'S FACE. THIS IS WHERE MY TITLE STANDS OUT BECAUSE IT LOOKS A BIT THE SAME COLOUR OF THE FACE WHICH CAN MAKE IT BLEND IN HOWEVER I USED THE SAME WRITING AS THE FRONT COVER SO I AM CONSISTENT WITH MY WRITING STYLE.

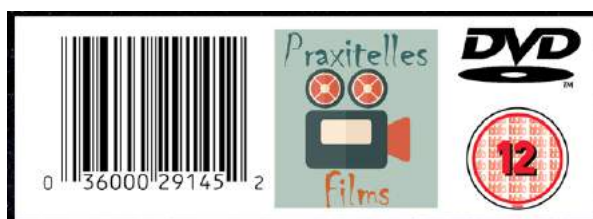


"THIS IS THE BEST FILM GOING. ABOUT THE GLOBE."
FROM THE DAILY NEWS

THIS WRITING HERE IS A PIECE OF WRITING WHICH STANDS OUT AND IS A QUOTE ABOUT THE FILM.

ENERGY MATTERS

THIS IS BELOW THE MANS NECK SO IF THE MAN WAS CHANGE THE WRITING WOULD CHANGE BECAUSE I USED THE OVERLAY ITEM IN THE SETTINGS FOR THEM I ALSO HAD TO DOUBLE UP WITH THE WORDS



THE BOTTOM OF THE BACK COVER CONTAINS ALL THE COPYRIGHT LOGOS AND COMPANIES WHO HAVE PRODUCED THE FILM. MOST OF THESE ARE VECTORS AND ARE MADE IN BRIDGE I USED THE ONES WHICH SEEMED TO BE RELEVANT. I PUT THEM ON A WHITE BACKGROUND SO THEY STAND OUT AND ARE EASY TO READ.

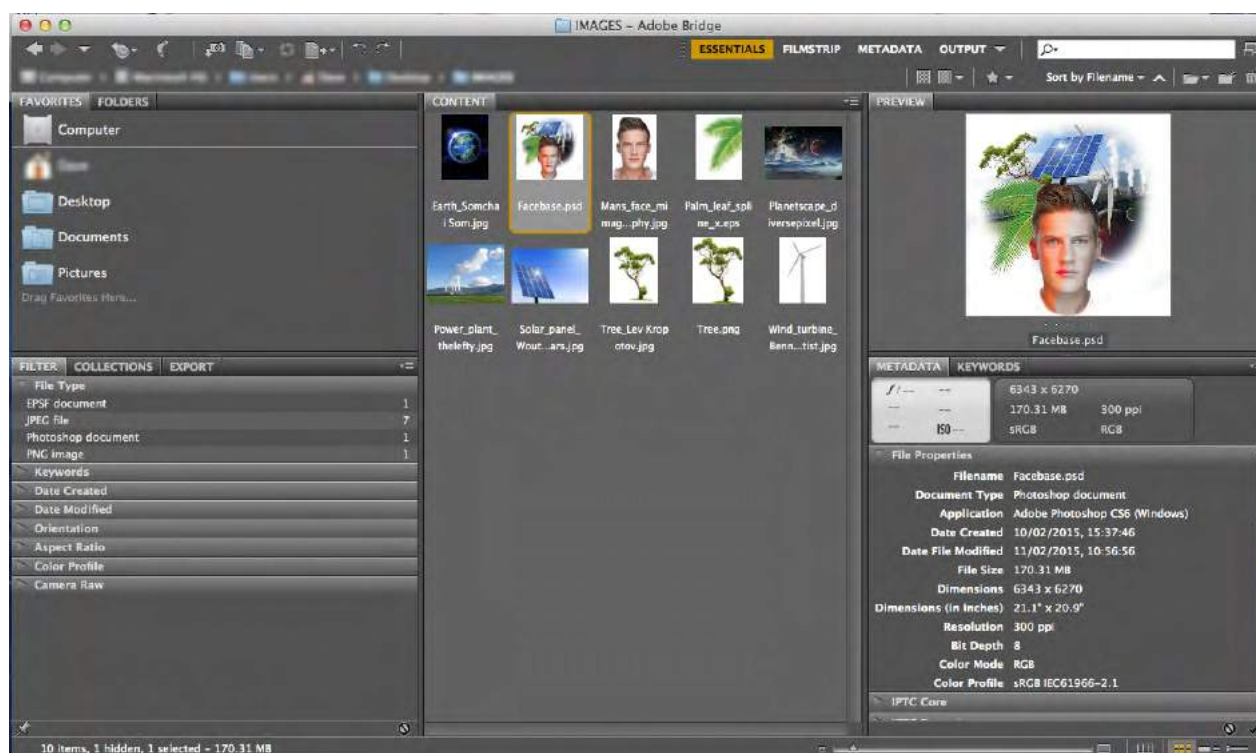
An eye popping, jaw dropping **MUST-SEE** documentary. *Energy Matters* takes a look at the not too distant state of the planet Earth if we as a human race continue to consume and waste energy. A totally shockingly fascinating and realistic look at the types of fossil fuels that are destroying our planet, as well as looking at the types of renewable energy solutions that can help to preserve Earth's beauty.

THE WRITING HERE IS EYE CATCHING AND IT STANDS OUT SO THAT YOU CAN READ IT. THIS IS THE BIBLIOGRAPHY OF THE WHOLE FILM, I HAVE KEPT MOST OF THE SAME EXPECT THE TITLE.

SAMPLE LEARNER WORK

ASSETS

Asset	Source	Size	Resolution
Earth_Somchai Som.jpg	www.shutterstock.com	3090x4331 pixels	300dpi
Planetscape_diversepixel.jpg	www.shutterstock.com	6000x4160 pixels	300dpi
Tree_Lev Kropotov.jpg	www.shutterstock.com	2864x3846 pixels	300dpi
Solar_panel_Wouter Tolenaars.jpg	www.shutterstock.com	5917x3648 pixels	300dpi
Wind_turbine_Bennyartist.jpg	www.shutterstock.com	3500x2548 pixels	300dpi
Palm_leaf_spline_x.eps	www.shutterstock.com	Vector	N/A
bbfc_12_certificate_uk_eps	http://commons.wikimedia.org/wiki/Main_Page	Vector	N/A
Power_plant_thelefty.jpg	www.shutterstock.com	4560x3420 pixels	300dpi
dvd_logo	http://commons.wikimedia.org/wiki/Main_Page	1280x653 pixels	300dpi
Praxitells_films_jpg	user created	200x200 pixels	300dpi

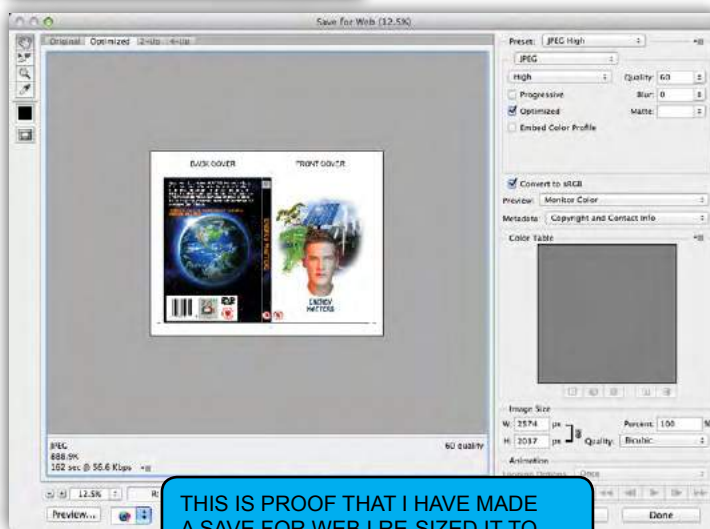


SAMPLE LEARNER WORK

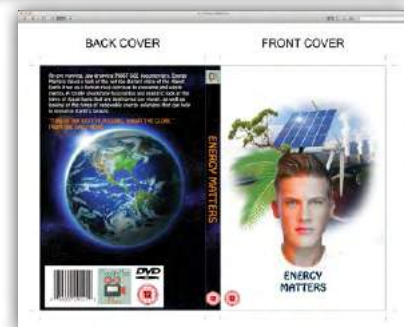


WEB AND PRINT SAVED

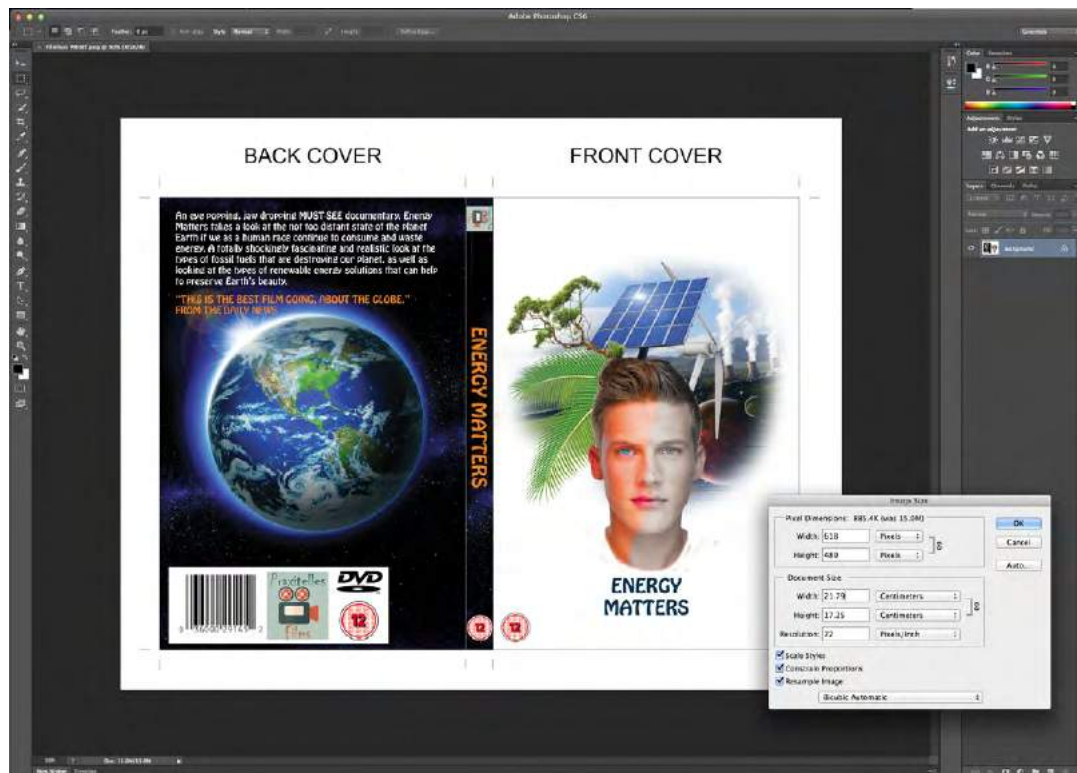
THIS IS PROOF THAT I HAVE MADE IT ABLE TO BE PRINTED IT IS 300PPI AND SUITABLE FOR HIGH QUALITY PRINT.



THIS IS PROOF THAT I HAVE MADE A SAVE FOR WEB I RE-SIZED IT TO 400 PIXELS WIDE AND PHOTOSHOP DONE THE REST. I HAD TO MAKE IT 72PPI SO THAT THEY WERE NO BLURS.



SAMPLE LEARNER WORK



Marking commentary on MB3 sample learner work

The DVD cover design shows evidence of many assets, and the description of how these have been prepared for use or altered as they become parts of the digital graphic is quite detailed. The learner has not described the need to repurpose the assets by altering the original resolution or file format, and all the assets are taken from the internet. The work could therefore have used a wider range, and this justifies the mark at the lower end of MB3 for strand 1. A range of tools and techniques have been used to generate the final graphic, and the inclusion of screen captures shows the tools used with specific layers. Evidence that the settings of the tools themselves have been altered prior to their use would provide the distinction between standard and advanced tools. The graphic has been saved appropriately, and the final products have suitable properties for their intended use in terms of resolution, format and dimensions.

Why it was awarded MB3 not MB2

The final digital graphic is complex and effective and meets all the client requirements. The products are suitable for purpose in terms of their file format, properties and the naming conventions used. There is evidence that the template used to create the DVD cover is suitable, since it contains areas for 'bleed' during the printing process. Lack of evidence of version control and the inappropriate identification of 'google images' as a source of several of the assets justifies the mark below the maximum available for MB3.

Learning Objective 4 – Be able to review a digital graphic MB3

SAMPLE LEARNER WORK

LO4 Reviewing My Design

How Is My Finished DVD Cover Fit For Purpose?

I have made a web version and a printable version as requested. They are both suitable for a piece of A4 paper. The printable version has a 300ppi so it can be printed without losing any of its quality in the process and the web version has a ppi of 72 and is also 400 pixels wide in order to limit the space needed to store it. I have designed the front back and spine. It has a 12 certificate rating on the spine as is required.

How I met the requirements of the brief?

My client requirements state that I must design a DVD cover for a new film about the environment titled Energy Matters. I can confirm that I have done this. My client requirements also state that the film is going to be given a 12 rating so this must be added to the DVD cover and it was. I have designed the front back and the spine of the DVD cover as my client requirements request. My client requirements state that I must make a printable version of the DVD cover so it must be high resolution and have a ppi of 300 I must also make a version the is suitable for the DVD website this means that it will be a low resolution image with a ppi of 72 and it must be 400 pixels wide. These were all my client requirements and I have done them all.

Personal Review

Personally I found some parts of putting my design together a bit difficult such as finding good images on google images this took longer than I first thought it would this is because I could only use high resolution images which narrowed down the search. I found it difficult to find a font that was relevant to the DVD cover and its message this is because there was a large number of fonts on the font website and most of them are not relevant to the purpose of the DVD and its title this is what made it difficult to find an appropriate text for the DVD cover.

The overall quality of my design is decent it could use more detail so it could be better but it could also be a lot worse than it is.

How could the graphic be improved?

If I was going to start the project again and I had more time and more resources then I would use more image manipulation technics to improve the overall of my final design of a DVD cover I would do things like make my own background for the DVD cover. I would have come up with my own movie phrase instead of tacking the one from the movie "an inconvenient truth" (that quote being Did the planet betray use or did we betray the planet). I may have also tried to make up my own movie description (on the back of the DVD cover) if there was enough time left at the end and after I had finished the rest of my design. I also would have tried to find some more unrecognisable movie studio logos and I would have come up with some more quotes from famous people instead of having one by Tony Blair.

Marking commentary on MB3 sample learner work

The review explains in detail what has been created and how this meets the requirements of the client. The properties of the final graphics files have been justified appropriately. The review does not refer in depth to particular elements of the DVD cover but provides clear justification for design decisions and a reasoned argument for the choice of particular assets taken from web-based sources. Improvements are explained in reasonable detail, but the lack of precise examples of elements to develop further explains the awarding of a mark below the maximum available for LO4.

Why it was awarded MB3 not MB2

The review covers all aspects of the design and creation of the DVD, from the gathering of assets to the properties and formats of the final graphic; fitting MB3 rather than MB2. The potential improvements are also explained in detail and wholly appropriate to the task and the original client brief. The reviewer is careful to refer to the client brief in describing the suitability of the final products rather than simply describing what has been created.



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