

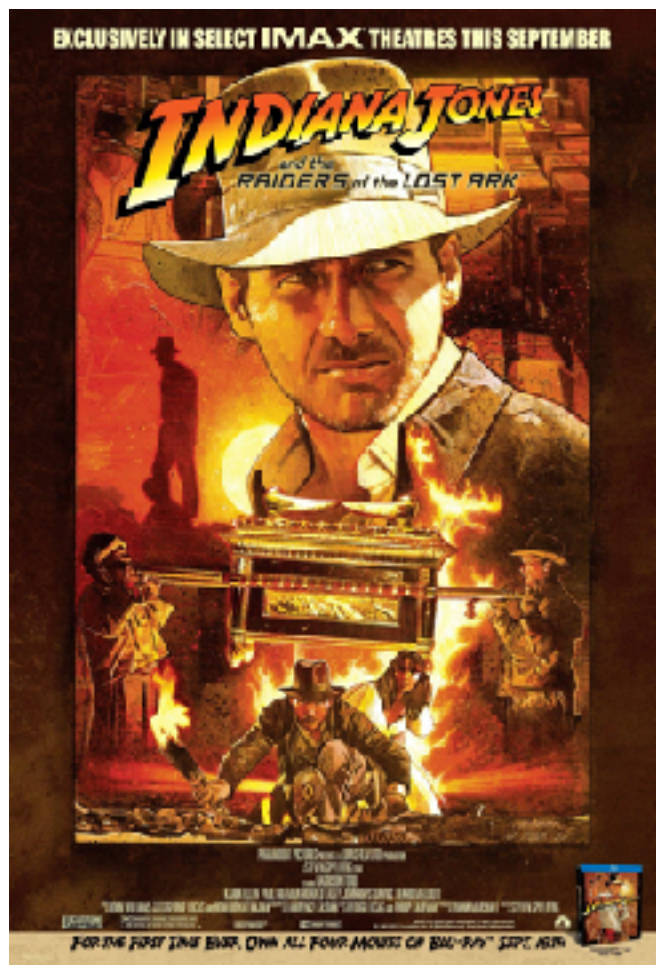
Live Assessment Material

Model Assignment

Choice 2

Creative iMedia - OCR Level 1/2 Cambridge National
Certificate in Creative

Film Poster & Online Campaign



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A New Film Poster & Online Campaign

Your client, a film production company called MayMakeFilms, is releasing a brand new thriller / fantasy film called THE FORGOTTEN PYRAMIDS aimed at 14-16 year olds. In the movie an ancient and long forgotten pyramid has been unearthed in Mexico, however by opening this pyramid an ancient and all powerful evil has been released, now our band of heroes lead by a woman called Ellie with her kids and husband have to stop the evil from leaving the pyramid and making it into our world....

MayMakeFilms Productions Ltd plan to release this movie with a full poster campaign which will be available in print and online formats. This should be created as a digital graphic and should include a range of appropriate text and images to make it suitable for mass audience consumption.

MayMakeFilms Productions Ltd requires two versions of the final digital graphic. One will be of suitable quality to be used in a full colour printed cinema style poster and the other will be a web banner of 970x 250 pixels. The graphic should then be re-purposed for use online at a lower resolution as well as the high resolution one.

Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.

Important

- You will need to have access to the marking criteria. Your teacher can explain the marking criteria if you need further clarification.
- You will need to draw upon relevant skills/knowledge/understanding from other units you have studied in this qualification.
- The final product must be supplied as evidence in its intended format.

Your Tasks

The tasks should take approximately 10 hours to complete.

Task 1: Investigating Digital Graphics

Learning Outcome (LO) 1 is assessed in this task

Simply find 1 Movie Poster (from a similar genre like “National Treasure”) and analyse it for colour, layout, image resolution, images used, denotation and the connotation of these images, fonts and logo’s used, you must also discover what the dimensions of a movie poster are.

This will be in addition to all the other tasks you have done already.

Task 2: Planning your digital graphic

Learning Outcome (LO) 2 is assessed in this task.

You need to organise your time and resources so that you can plan the creation of your digital graphic. You will need to generate the ideas for the digital graphic, taking into consideration any external restrictions on what you can use or produce.

Your client and the target audience

You need to:

- consider the client’s requirements and how these are specified
- consider the target audience for the digital graphic
- decide on a visual style and composition of the digital graphic.

Creating a work plan for the project

You need to:

- identify what activities must be completed to create the digital graphic
- estimate how long each activity will take
- identify the workflow sequence, needed to create the digital graphic
- describe the assets and resources you will need to create the digital graphic.

Producing ideas

You need to:

- produce a visualisation diagram of the digital graphic.

Legal restrictions

You need to:

- explain any legal issues and restrictions that need to be considered when creating the digital graphic to be used in a commercial context.

Present your evidence in an appropriate way.

Task 3: Creating your digital graphic

Learning Outcome (LO) 3 is assessed in this task.

You will need to produce the digital graphic, using a range of tools, techniques and assets to ensure it is suitable for its intended uses.

Obtaining assets for use in the graphic

You need to:

- obtain the assets required for the digital graphic
- re-purpose the assets to ensure their technical compatibility with the digital graphic.

Create the graphic

You need to:

- use a range of tools and techniques from the image editing software to combine the assets into the final graphic
- save both versions of the digital graphic in suitable formats as specified in the brief
- submit both digital graphic versions in an electronic format.

Present your evidence in an appropriate way.

Task 4: Checking and reviewing the digital graphic

Learning Outcome (LO) 4 is assessed in this task.

Now the digital graphic has been produced, you need to consider whether you have met all the requirements of the initial brief. You will also need to review the overall quality of the digital graphic and identify any improvements that could be made.

Reviewing the digital graphic

You need to:

- review how well the digital graphic meets the clients requirements
- identify how the digital graphic could be improved
- describe areas for further development, giving reasons for your choices.

Present your evidence in an appropriate way.

The Virtual Tutor and Online Checklists for Learning Outcomes give you more information as to how to successfully complete these tasks to a high level.