**BTEC Assignment Brief**

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| **Qualification** | | **BTEC Level 1/Level 2 First Certificate in Information and Creative Technology** |
| **Unit or Component number and title** | | **Unit 6: Creating Digital Graphics** |
| **Learning aim(s)** (For NQF/RQF only) | | **Learning aim A: Understand the applications and features of digital graphic products**  **Learning aim B: Design digital graphic products**  **Learning aim C: Create, test and review digital graphic products** |
| **Assignment title** | | **Researching, Designing and Creating Digital Graphics** |
| **Assessor** | | **Anne Sparks** |
| **Hand out date** | | **13 September 2021** |
| **Hand in deadline** | | **4 November 2021** |
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| **Vocational Scenario or Context** | | You work for a company that makes technology products. You have been asked to produce two graphic products to be used in a promotional campaign for a new smartphone. The promotional campaign will include the following.   * A user guide – containing a line drawing(s) of the new smartphone illustrating the size and main features. * An advert – containing an image(s) of the smartphone in use and compressed appropriately for viewing on screen (i.e. on the website used to advertise the smartphone) and on paper (i.e. in a high-end magazine). |
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| **Task 1**  2A.P1  2A.M1  2A.D1 | | **Investigate Two Different Graphic Products**  Before you produce your own graphic products you have been asked to investigate and review at least two graphic products which have been created by others.  The two graphic products should be designed for different purposes, for example; logos, signs, posters, magazine covers, packaging, web graphics, engineering drawings, manuals, imagery in movies or computer games.  For each graphic product:   * explain the intended purpose of the graphics product * explain the main features of the graphics product, e.g. * type, i.e. vector graphic or bitmap image (photograph) * text * composition * use of colour and texture * size and position * characters and objects * file type, and sizes and resolution * review whether the graphics products are fit for purpose and achieve their intended effect (e.g. to invoke emotion, to educate, to inform, to entertain) on different audiences (e.g. age, gender, interest, need) * discuss the strengths and weaknesses of each of the graphic products. |
| **Checklist of evidence required** | | Research report on the two different graphic products.  Digital copy of the two graphic products investigated. |
| Criteria covered by this task: | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| 2A.P1 | Explain the intended purpose and features of at least two different graphic products. | |
| 2A.M1 | Review how the products are fit for purpose and their intended effect on the audience. | |
| 2A.D1 | Discuss the strengths and weaknesses of the graphic products. | |
| **Task 2**  **2B.P2**  **2B.P3**  **2B.M2**  **2B.D2** | | **Design Graphic Products**  Using what you have learned from your investigation, design your own graphic products, providing a justification for your final design. Based on the brief given above, produce:   * a user guide – containing a line drawing(s) of the new smartphone illustrating the size and main features * an advert – containing an image(s) of the smartphone in use and compressed appropriately for viewing on screen (i.e. on the website used to advertise the smartphone) and on paper (i.e. in a high-end magazine) * both designs must include text and must be for a minimum of one vector graphic product and one bitmap graphic product.   **For each graphic product:**   * describe the purpose of the graphic product * describe the target audience for the graphic product * include a list of ready-made and original assets to be used * describe the requirements for the product as outlined in the brief; for example, the dimensions of a static advert.   Your designs must not be finished products but should demonstrate accuracy; for example, they should show where vector lines join or where backgrounds are removed from images.  You should also include the following:   * Describe your alternative design ideas, e.g. photographing the smartphone from different angles under different lighting conditions, and then, as part of your justification, outline the reasons why you rejected these ideas. * Justify why you chose the final design ideas. * Explain how each asset helps meet the purpose and requirements outlined in the brief. * Explain how the design meets the needs of the target audience. Your designs must include detailed designs for each graphic product (e.g. specify colours, font types, textures, photo images and characters) and should be prepared accurately with a good sense of scale. * Justify the reasons why you have chosen to fulfil the brief by combining graphics assets and text in the way you have, and justify why the chosen design was selected. * Annotate your design documents to show explanations for your decisions e.g. ‘I have used a texture here because …’. |
| **Checklist of evidence required** | | Design documents or prototypes including:   * a description of the requirements, intended purpose and target audience for both products * a list of ready-made and original assets, including a fully referenced sources table * alternative design ideas * annotated design documents * a justification for your design choice. |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| 2B.P2 | Describe the audience and purpose for the design of a graphic product. | |
| 2B.P3 | Produce designs for two digital graphic products with different purposes and audiences.  One design must be for a vector image and the other must be for a bitmap image.  Each design must include:  ● requirements of the brief  ● documented product ideas and/or prototypes  ● a list of any readymade assets to be used. | |
| 2B.M2 | Produce detailed graphic product designs, including reasons why alternative ideas have been discarded. | |
| 2B.D2 | Justify the final design decisions, explaining how they will:  ● fulfil the stated purpose and requirements in the brief  ● meet the needs of the audience. | |
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| **Task 3**  **2C.P4**  **2C.P5**  **2C.M3**  **2C.M4**  **2C.D3** | | **Create and Test the Graphics Products**  Following the design you created earlier, create and test two graphic products.   * Create your original assets, e.g. take appropriate photographs and/or produce vector images using drawing software. * Prepare (gather and edit) ready-made vector and bitmap assets, e.g. crop photographs appropriately for inclusion in the graphic products. * Update the asset list/sources table to show where you obtained the ready-made graphics and add the details for any new ready-made assets to the table. * Combine the assets with text to create the main illustration for the user guide and an advert for the smartphone.   Test the products for quality; for example, to make sure that images are cropped appropriately and accurately, that vector lines join, and that backgrounds have been removed from the images.   * Check that the products are suitable for their intended purpose and target audience, and they meet the original requirements outlined in the brief. * Annotate copies of your graphic products to show how you have checked them by carrying out appropriate tests. * Ask at least one other person to provide user feedback on the quality and suitability of your graphic products against the original brief. * As a result of your testing and user feedback, make any improvements as necessary. * Carry out further refinements to your graphic products to ensure they are of high quality. * Justify any changes that were made, explaining the rationale for those changes and why the products are suitable and meet the needs of the target audience. |
| **Checklist of evidence required** | | * Digital files of ready-made and original graphic assets. * Updated sources/assets list. * Completed graphic assets in native or compressed file types. * Evidence of testing/test table. * Completed questionnaire or witness statement. * Design justification using feedback which outlines why the product is suitable and meet the needs of the audience. * Evidence of refinement, e.g. ‘before and after’ versions of your graphics in a suitable digital file format with the refinements annotated. |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| **2C.P4** | Prepare assets for the graphic products, demonstrating awareness of purpose, with a list of sources for ready-made assets. | |
| **2C.P5** | Edit assets to create two graphic products that both include text. Test the products for quality, purpose and against the original requirements, making any necessary improvements. | |
| **2C.M3** | Prepare high-quality assets for the graphic products, demonstrating awareness of audience, with all sources of assets fully referenced. | |
| **2C.M4** | Gather feedback on the quality of the products, and use it to improve the product, demonstrating awareness of audience and purpose. | |
| **2C.D3** | Refine assets to create two high-quality digital graphic products. | |

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| **Task 4**  **2C.P6**  **2C.M5**  **2C.D4** | | Review Graphic Products  It is now time to review the products to see if they meet the needs of the intended audience and are suitable for the intended purpose.   * Review the user feedback received on how suitable the products are. * Consider and explain any legal and ethical constraints you encountered during the creation of your graphic products. * Evaluate the final products against the initial designs in terms of target audience, intended purpose and any requirements outlined in the original brief. * Justify any changes that were made; explaining the reason for these changes. This should include an explanation of how the resolution, size and compression of the final products make them fit for purpose and suitable for the target audience.   Suggest at least three improvements you would make if you created these graphic products again. |
| **Checklist of evidence required** | | * Feedback questionnaire. * Evaluation report. |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| 2C.P6 | For each of the final graphic products, explain how the final product is suitable for the intended audience and purpose. | |
| 2C.M5 | Review the extent to which each of the final graphic products meets the needs of audience and the purpose, considering feedback from others and any constraints. | |
| 2C.D4 | Evaluate the initial designs and the final graphic products and justify any changes made, making recommendations for further improvement. | |

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| Sources of information to support you with this Assignment | These are signposted in the relevant section of Moodle, the College's Virtual Learning Environment. You are also encouraged to make use of the College's Learning Resource Centres which contain books, magazines and other resources related to your course. These resources can be located via the Online Library Catalogue. Alternatively you may seek guidance from the LRC staff – they are trained and available to help you.  Websites  http://design.tutsplus.com Tutorials on how to use a wide range of features in Adobe Photoshop and Adobe Illustrator. | | |
| **Other assessment materials attached to this Assignment Brief** | *eg, work sheets, risk assessments, case study* | | |
| **FOR 2012 L1/2 FIRSTS ONLY: If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met.** | | | |
| To achieve the criteria you must show that you are able to: | | Unit | Criterion reference |
| Identify the intended purpose and features of two different graphic  products. | | 6 | 1A.1 |
| Identify the audience and purpose for the design of a graphic product. | | 6 | 1B.2 |
| Produce outline design(s) for the digital graphic products.  Each design must include outline product ideas. | | 6 | 1B.3 |
| Prepare assets for the graphic products, with guidance. | | 6 | 1.C4 |
| Edit assets to create graphic products, and test them for functionality, with guidance. | | 6 | 1.C5 |
| For each of the final graphic products, identify how the final product is suitable for the intended purpose. | | 6 | 1.C6 |