

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 and store the assets to ensure their technical compatibility with the intended 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.

The final graphics in their intended digital format **must** be supplied with the portfolio of evidence.

LO3: Be able to create and save a digital graphic		
MB1: 1–4 marks	MB2: 5–7 marks	MB3: 8–9 marks
<p>Sources or creates a limited range of assets for use in the digital graphic.</p> <p>Prepares the assets for use in the digital graphic, some of which are technically appropriate or compatible.</p>	<p>Sources and creates a range of assets for use in the digital graphic.</p> <p>Prepares the assets for use in the digital graphic, most of which are technically appropriate and compatible.</p>	<p>Sources and creates a wide range of assets for use in the digital graphic.</p> <p>Prepares the assets for use in the digital graphic, all of which are technically appropriate and compatible.</p>
MB1: 1–4 marks	MB2: 5–7 marks	MB3: 8–9 marks
<p>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.</p> <p>Occasionally saves and exports the digital graphic in formats which are appropriate.</p> <p>Occasionally saves electronic files using appropriate file and folder names and structures.</p>	<p>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.</p> <p>Mostly saves and exports the digital graphic in formats and properties which are appropriate.</p> <p>Mostly saves electronic files using file and folder names and structures which are consistent and appropriate.</p>	<p>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.</p> <p>Consistently saves and exports the digital graphic in formats and properties, which are appropriate.</p> <p>Consistently saves electronic files using file and folder names and structures which are consistent and appropriate.</p>