

R082 Graphics - LO2 top row

MB3: 5–6 marks

Produces an interpretation from the client brief which **fully** meets the client requirements.

Produces a **clear** and **detailed** identification of target audience requirements.

Clearly draws upon **relevant** skills/knowledge/understanding from other units in the specification.

Who is the client?
What does the client want you to produce?

- use the client brief
- look at examples of actual products

Who is the audience?
How will you change what you do to take them into account?

This means using pre-production documents:

- **Mind map**
- **Moodboard**
- ~~Vis diagram~~
- Script
- Storyboard
- ~~Workplan~~

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

R082 Graphics - visualisation diagram tasks

MB3: 10–12 marks

Produces a **clear** and **detailed** visualisation diagram for the intended final product.

Include:

- everything that's going to be on the product
- sizes for the sections and objects
- white space
- fonts, sizes, colours etc...
- pixels per inch - and why

MB3: 10–12 marks

Identifies **most** assets needed to create a digital graphic, demonstrating a **thorough** understanding of their potential use.

Identifies **most** of the resources needed to create a digital graphic, demonstrating a **thorough** understanding of their purpose.

Use **detailed** notes to **explain choices**

Assets = images and text

- what are you going to use?
- how and why?

Resources = hardware and software

- what are you going to use?
- how and why?

R082 Graphics - workplan

MB3: 10–12 marks

Produces a **clear** and **detailed** work plan for the creation of the digital graphic, which is **fully** capable of producing the intended final product.

Make sure you include all the jobs needed in **planning** and **making** the digital graphic

Include jobs such as:

- moodboard
- visualisation diagram
- sourcing images
- making images (e.g. logo)
- editing images
- writing blurb text
- creating the template for the graphic
- putting the graphic together
- testing, checking and fixing problems
- evidencing work

You can produce a workplan as a table, as a Gantt chart or as a detailed list

Breaking the asset development and making jobs down is the way to get detail - this is how you get into the top markband

LO2 - Planning: legal bit

MB3: 10–12 marks

Demonstrates a **thorough** understanding of legislation in relation to the use of images in digital graphics.

Make sure you include enough detail

Legislation:

- copyright
 - what is it? who does it apply to?
 - copyright free
 - royalty free
 - public domain
 - attribution
 - paying for a license for an image
- trademarks
- intellectual property rights

The product will be used in a commercial context

You need to explain any legal issues and restrictions that need to be considered when creating the products

What would happen if you used a copyrighted image in a commercial piece of work? **How would you deal with this?**