

Your Tasks

Task 1 – Investigating Digital Graphics

Learning Outcome (LO) 1 is assessed in this task.

Before creating your digital graphic, you need to investigate the purpose and properties of digital graphics.

The purpose of digital graphics

You need to:

- investigate how and why digital graphics are used in a range of sectors
- identify the purpose of digital graphics.

Identifying the properties of digital graphics

You need to consider:

- the properties of digital graphics which affect their suitability and compatibility with the intended purpose
- file formats for different types and uses of digital graphics.

Investigate the design and layout of digital graphics

You need to:

- investigate how different purposes and audiences would influence the design and layout of digital graphics.

Make sure you summarise any investigation and research in your own words. Present your evidence in an appropriate way.

LO1: Understand the purpose and properties of digital graphics		
MB1: 1–3 marks	MB2: 4–6 marks	MB3: 7–9 marks
<p>Produces a summary of how and why digital graphics are used, demonstrating a limited understanding of the purpose of digital graphics.</p> <p>Identifies a limited range of file types and formats, only some of which are appropriate to digital graphics.</p>	<p>Produces a summary of how and why digital graphics are used, demonstrating a sound understanding of the purpose of digital graphics.</p> <p>Identifies a range of file types and formats, most of which are appropriate to digital graphics.</p>	<p>Produces a summary of how and why digital graphics are used, demonstrating a thorough understanding of the purpose of digital graphics.</p> <p>Identifies a wide range of file types and formats, which are consistently appropriate to digital graphics.</p>
MB1: 1–4 marks	MB2: 5–7 marks	MB3: 8–9 marks
<p>Demonstrates a limited understanding of the connection between the properties of digital graphics and their suitability for use.</p> <p>Demonstrates a limited understanding of how different purposes and audiences influence the design and layout of digital graphics.</p>	<p>Demonstrates a sound understanding of the connection between the properties of digital graphics and their suitability for use.</p> <p>Demonstrates a sound understanding of how different purposes and audiences influence the design and layout of digital graphics.</p>	<p>Demonstrates a thorough understanding of the connection between the properties of digital graphics and their suitability for use.</p> <p>Demonstrates a thorough understanding of how different purposes and audiences influence the design and layout of digital graphics.</p>