

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

The digital graphic will be used in a commercial context.

You need to:

- explain any legal issues and restrictions that need to be considered when creating the digital graphic.

Present your evidence in an appropriate way.

LO2: Be able to plan the creation of a digital graphic		
MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
<p>Produces an interpretation from the client brief which meets few of the client requirements.</p> <p>Produces a limited identification of target audience requirements.</p> <p>Draws upon limited skills/knowledge/understanding from other units in the specification.</p>	<p>Produces an interpretation from the client brief which meets most of the client requirements.</p> <p>Produces a clear identification of target audience requirements.</p> <p>Draws upon some relevant skills/knowledge/understanding from other units in the specification.</p>	<p>Produces an interpretation from the client brief which fully meets the client requirements.</p> <p>Produces a clear and detailed identification of target audience requirements.</p> <p>Clearly draws upon relevant skills/knowledge/understanding from other units in the specification.</p>
MB1: 1–5 marks	MB2: 6–9 marks	MB3: 10–12 marks
<p>Produces a work plan for the creation of the digital graphic, which has some capability in producing the intended final product.</p> <p>Produces a simple visualisation diagram for the intended final product.</p> <p>Identifies a few assets needed to create a digital graphic, demonstrating a limited understanding of their potential use.</p> <p>Identifies a few of the resources needed to create a digital graphic, demonstrating a limited understanding of their purpose.</p> <p>Demonstrates a limited understanding of legislation in relation to the use of images in digital graphics.</p>	<p>Produces a work plan for the creation of the digital graphic, which is mostly capable of producing the intended final product.</p> <p>Produces a sound visualisation diagram for the intended final product.</p> <p>Identifies many assets needed to create a digital graphic, demonstrating a sound understanding of their potential use.</p> <p>Identifies many of the resources needed to create a digital graphic, demonstrating a sound understanding of their purpose.</p> <p>Demonstrates a sound understanding of legislation in relation to the use of images in digital graphics.</p>	<p>Produces a clear and detailed work plan for the creation of the digital graphic, which is fully capable of producing the intended final product.</p> <p>Produces a clear and detailed visualisation diagram for the intended final product.</p> <p>Identifies most assets needed to create a digital graphic, demonstrating a thorough understanding of their potential use.</p> <p>Identifies most of the resources needed to create a digital graphic, demonstrating a thorough understanding of their purpose.</p> <p>Demonstrates a thorough understanding of legislation in relation to the use of images in digital graphics.</p>