

Unit 21 (2010): Creating computer graphics

Candidate Name: VG

Assessment Objective	Pass	Merit	Distinction
General Guidance	Candidates are being assessed on their graphic skills in this unit. There is no requirement in this unit for the graphics that are part of a navigation system to function. Candidates do not need to create or test hyperlinks.		
Guidance for AO1	For Assessment Objective 1, candidates are expected to visit different websites, looking at how graphics are used as part of the basic 'web furniture' ie, as navigational tools or as part of an advertising strategy. It is not intended that candidates investigate the use of images in general on web pages. When looking at different websites, candidates only need to look at one page from each. The research carried out is intended to be useful in the design of candidates' own graphics. It is therefore recommended that candidates should consider navigation bars, navigation buttons and advertising banners from at least two different websites. The websites could be suggested by the centre. By investigating web graphics from different websites candidates should have the opportunity to form judgements about good and less good use of graphics as part of web pages. For the higher grades, candidates should review the physical dimensions (width and height) and the file size of graphics where this is available. Commenting on the purpose, suitability and impact of the web page or website from which the graphics were taken does not meet the requirement of this assessment objective; the comments made must relate to the individual graphics. Evidence for this assessment objective could be a document or presentation illustrating, through the use of screenshots or downloaded graphics, the different uses observed. Although candidates may be given some structure eg a review form with some prompts to help them explore specific aspects of each graphic, any forms provided must not be too directed, for example, open questions should be used, which encourage descriptive and evaluative answers. Candidates should also be encouraged to discuss positive and negative aspects of each graphic related to its particular purpose. These aspects are unlikely to be prompted by a prescriptive writing frame. To be credited as comments on the different graphics, the comments must be clearly different and must be appropriate to the graphics being reviewed. It is therefore inappropriate to give credit for the same or similar comments made for each graphic.		
AO1 Research, collect and describe a range of existing graphics used on web pages	<p>Candidates will collect and display examples of:</p> <ul style="list-style-type: none"> ● navigation buttons ● navigation bar ● advertising banner <p>from at least two different websites.</p> <p>They will review each graphic and they will:</p> <ul style="list-style-type: none"> ● describe the purpose ● comment on the positive and negative aspects. 	<p>Candidates will collect and display examples of:</p> <ul style="list-style-type: none"> ● navigation buttons ● navigation bar ● advertising banner <p>from at least two different websites.</p> <p>They will review each graphic and they will:</p> <ul style="list-style-type: none"> ● describe the purpose ● describe the suitability ● give details of the physical dimensions ● comment on the positive and negative aspects giving valid reasons. 	<p>Candidates will collect and display examples of:</p> <ul style="list-style-type: none"> ● navigation buttons ● navigation bar ● advertising banner <p>They will review each graphic and they will:</p> <ul style="list-style-type: none"> ● describe the purpose and target audience ● describe the suitability and impact ● give details of the physical dimensions ● describe the positive and negative aspects giving valid reasons. <p>They will identify the file size where this is available.</p>
AO1 NOTES <i>DISTN</i>	<p>The candidate has collected and displayed an advertising banner from each of two different websites, a navigation bar from each of two different websites and navigation buttons from two different websites, which is the basic requirement. The purpose and target audience for each is reasonably well described. The physical size is identified for each graphic and the file size for those graphics where this was identifiable. There are reasons/explanations given as part of most of the comments about positive and negative aspects of the graphics. The comments on suitability and impact are limited, but these aspects are addressed for most of the graphics.</p> <p>Although not required, the candidate has considered how the graphics could be improved to better suit the purpose and audience and these comments do show understanding of the suitability and impact.</p> <p>The quality of comments is not consistent, with some later comments briefer and more general than earlier ones, but overall there is just sufficient here to deserve a DISTINCTION for this AO.</p>		

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<p>Guidance for AO2</p>	<p>For Assessment Objective 2, candidates should describe the purpose and target audience for the different types of graphic that they will create. Candidates must describe the target audience appropriately, for example, stating that the target audience is 'everybody' is not acceptable. It is likely that the target audience will be the same for all graphics and that this will influence the house style. It is therefore appropriate for these to be considered once, for all graphics. However, each graphic designed will have a different purpose, so this should be identified separately for each graphic designed.</p> <p>Using the knowledge gained from their review of existing graphics to inform their designs, candidates should produce sketches for three different types of 'web furniture' to include a navigation bar, a range of buttons that could be used as part of a navigation system and an advertising banner. Above Pass level, consideration of the size of each graphic, should be at the planning stage, where candidates will consider the physical dimensions (width and height) of the graphics they are planning, as well as target file sizes, considering download times. Care should be taken to ensure that each graphic is fit for purpose and suitable for the medium and the target audience.</p> <p>Design sketches may be hand-drawn or produced electronically eg using word processing or presentation software, however, it is essential that all graphics are planned before candidates begin creating any of the graphics. When creating the graphics in the software, candidates may make improvements, resulting in their final graphics being different to the original sketches. This is acceptable, however this must be annotated on the plan. Candidates must not alter their plans retrospectively, rather they need only explain the improvements they have made and why.</p>		
<p>AO2</p> <p>Plan the production of a range of web graphics for a client</p>	<p>Candidates will describe the purpose and target audience for each graphic.</p> <p>They will produce a basic sketch diagram for each of the following:</p> <ul style="list-style-type: none"> • three navigation buttons • a navigation bar • an advertising banner. 	<p>Candidates will describe the purpose and target audience for each graphic.</p> <p>They will produce a detailed sketch diagram for each of the following:</p> <ul style="list-style-type: none"> • three navigation buttons • a navigation bar • an advertising banner. <p>For each graphic they will consider the dimensions (width and height)</p> <p>They will identify a house style for their graphics. When creating each graphic they will mostly adhere to this house style.</p>	<p>Candidates will describe the purpose and target audience for each graphic.</p> <p>They will produce a detailed sketch diagram for each of the following:</p> <ul style="list-style-type: none"> • three navigation buttons • a navigation bar • an advertising banner. <p>For each graphic they will consider the dimensions and target file size, considering download times.</p> <p>They will identify a house style for their graphics. When creating each graphic they will adhere to this house style.</p> <p>The sketches will cover all content and features, will be logical, well structured and could be followed by a third party.</p>
<p>AO2 NOTES</p> <p>MERIT</p>	<p>The candidate has created sketch diagrams for the three sets of graphics. These can be considered detailed as they show the main aspects, including drop-downs on the navigation bar, main frames for the advertising banner and some consideration of rollover effects on the buttons, but there is insufficient detail for a third party to follow without having to ask for further clarification. Physical dimensions are considered but not file size/download times.</p> <p>A house style is identified in terms of basic colours and font, but again this would not give a third party sufficient information to be able to follow it consistently, as it really only describes text. The final graphics do appear to adhere to this house style, apart from the font on the drop-down sections on the navigation bar.</p> <p>The work presented here meets the requirements of MERIT but would need more detail and consistency in the house style and sketches, also some consideration of file size/download times, which would be expected to be given as targets rather than specific sizes.</p>		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO3	<p>Assessment Objective 3 requires candidates to produce a navigation bar that could be used on a website. The number of menu choices is not prescribed, instead candidates should consider suitability for purpose and audience. It is not intended that the navigation should give access to a huge number of pages; it should give a flavour of what could be included on it. Similarly the method of creating the navigation bar is not prescribed, candidates may create a table using text and different icons, or they may use a navigation bar with an expanding/collapsing system of navigation or they could adapt/insert existing images. When creating their navigation bar, higher level candidates should adhere to the house style they identified in their plans. Above Pass level there must be evidence to show the use of a suitable file type. For Distinction level, candidates must also produce explicit evidence (eg using screenshots) of optimising their navigation bar. This might show some experimentation with different file types, resolution and quality settings in order to find the most appropriate settings without deteriorating the quality. Evidence of the navigation bar may be the final electronic file saved in a suitable file format or sufficient printouts to demonstrate the actual system produced. There is no need to show the techniques used.</p>		
AO3 Create a navigation bar	<p>Candidates will create a basic navigation bar that:</p> <ul style="list-style-type: none"> • uses text and graphics • is suitable for purpose. 	<p>Candidates will create a navigation bar that:</p> <ul style="list-style-type: none"> • uses text and graphics of good quality • uses suitable colours, which are combined together well • mostly adheres to the house style identified in the plans • uses suitable file type(s) • is suitable for purpose and audience. <p>The navigation bar should be effective.</p>	<p>Candidates will create an effective navigation bar that:</p> <ul style="list-style-type: none"> • uses expanding/collapsing menus • uses text and graphics of good quality, • uses suitable colours, which are combined together well • adheres to the house style identified in the plans • is optimised for use on the web • uses suitable file type(s) • is suitable for purpose and audience. <p>The navigation bar should be near-professional quality.</p>
AO3 NOTES <i>DISTN</i>	<p>The evidence for this AO is mainly electronic, with optimisation documented on paper. The navigation bar makes good use of colours, text and graphics, with expanding menus. Apart from the text on the expanding menus the house style is adhered to. Some attempt has been made to reduce the file size of the main part of the bar, and suitable file types are used to enable it to be viewed on a web page.</p> <p>Although the clarity of the font could be questioned, the bar would not look out of place on a professional web site. Overall a DISTINCTION can be considered to be the best fit here.</p>		

Assessment Objective	Pass	Merit	Distinction
<p>Guidance for AO4</p>	<p>Assessment Objective 4 requires candidates to create a set of navigation buttons. Navigation can be taken in its widest sense eg to other pages, to send an email, to go a shopping basket/checkout, add to basket. It is intended that the buttons could be used on different parts of a web page as navigational tools. Buttons should not be created using standard button templates available in some software. Candidates should be encouraged to be creative and explore the tools and techniques of the software. They may create the buttons from scratch using, for example, the vector/shape tools in the software or they could insert existing images or they could use existing images as a basis for their buttons. However, if doing so, it is important that candidates use ICT tools and techniques to adapt the images to make them into buttons for a specific purpose. It is not acceptable to simply use an existing image or selection from an image as a button. The buttons might contain text only, or may use suitable icons or may combine text and images. For Distinction level, the buttons should be interactive, for example, candidates could create different button states to create rollover effects. When creating their navigation buttons, higher level candidates should adhere to the house style they identified in their plans. The buttons produced must be entirely separate and different from the components of the navigation bar. Candidates should have identified in their research the way these different types of graphics are used on commercial websites. Above Pass level there must be evidence to show the use of suitable file types. For Distinction level, candidates must also produce explicit evidence (eg using screenshots) of optimising their navigation buttons. This might show some experimentation with different file types, resolution and quality settings in order to find the most appropriate settings without deteriorating the quality.</p> <p>Evidence of the navigation buttons may be the final electronic files saved in a suitable file format or sufficient printouts to demonstrate the features used. There is no need to show the techniques used, however there should be an indication as to whether candidates have created the buttons from scratch or whether they have adapted existing graphics. This could be evidenced by individual, detailed Tutor Witness Statements or an annotation on the design work created for Assessment Objective 2.</p>		
<p>AO4 Create a set of navigation buttons</p>	<p>Candidates will create three separate, navigation buttons that are suitable for purpose.</p>	<p>Candidates will create three separate, navigation buttons that:</p> <ul style="list-style-type: none"> • mostly adhere to the house style identified in the plans • combine colours and features effectively • uses suitable file types • are suitable for purpose and audience. <p>The navigation buttons should be effective</p>	<p>Candidates will create three separate, navigation buttons that:</p> <ul style="list-style-type: none"> • are interactive • adhere to the house style identified in the plans • combines all colours and features effectively • uses suitable file types • is optimised for use on the web • are suitable for purpose and audience. <p>The navigation buttons should be near-professional quality.</p>
<p>AO4 NOTES <i>DISTN</i></p>	<p>The candidate has created three navigation buttons. These are attractive and adhere to the house style, combining text, graphics and using colours effectively. They are all interactive, with rollover effects, although the use of rollover effects on parts, rather than the entire buttons is rather odd and could be argued to detract somewhat from their purpose as buttons. As there is no requirement in this unit to apply any hyperlink properties to the buttons it would be harsh to penalise a candidate at this level for this. Optimisation is referred to but this is limited to choosing the most appropriate file type, rather than considering any other settings and is demonstrated for only one of the three buttons. It is difficult to award a level for this AO, as the buttons are clearly very well created and represent much more than would be expected at Merit, although the optimisation is weak. Overall comparing the requirements of Merit and DISTINCTION suggests that the latter is a better fit.</p>		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO5	In order to achieve Assessment Objective 5, candidates must produce a suitable advertising banner for use on a web page. For Merit level, the banner must include some form of user interaction, for example rollover effects that change on hover or on mouse click, or user controls eg start/stop buttons, or video controls. It is intended that the user interactivity will be a feature of the graphic. This is not met by adding a hyperlink. For Distinction level, the banner must be animated. The inclusion of an animated image eg a piece of animated clip art is insufficient to say that an 'animated banner' has been produced. Inclusion of user interaction at Distinction is not a requirement although candidates may do so if they wish. Evidence may be the final electronic file saved in a suitable file format or sufficient printouts to demonstrate the features used. There is no need to show the techniques used. Above Pass level there must be evidence to show the use of a suitable file type. For Distinction level, candidates must also produce explicit evidence (eg using screenshots) of optimising their advertising banner. This might show some experimentation with different file types, resolution and quality settings in order to find the most appropriate settings without deteriorating the quality. For the higher grades, the file type selected must retain the features used eg user interaction or animation.		
AO5 Create an advertising banner	Candidates will create a static advertising banner, combining text and graphics. This should be suitable for purpose.	Candidates will create an advertising banner that has some form of user interaction. This should: <ul style="list-style-type: none"> combine text and graphics well. combine colours and features effectively mostly adhere to the house style identified in the plans uses suitable file type(s) be suitable for purpose and audience. The advertising banner should be effective.	Candidates will create an animated advertising banner. This should: <ul style="list-style-type: none"> combine text and graphics effectively. combine all colours and features effectively mostly adhere to the house style identified in the plans uses suitable file type(s) <ul style="list-style-type: none"> be optimised for use on the web be suitable for purpose and audience. The advertising banner should be near-professional quality.
AO5 NOTES MERIT	The candidate has produced an animated advertising banner which adheres to the house style as defined by the candidate. The banner is quite effective although some more work on timings and clarity of text would be needed before it could be used on a professional website. Again, optimisation is considered with some understanding but there is no evidence of any optimisation beyond choosing the most appropriate file type. A MERIT is the best fit grade for this AO, although little additional work would be needed to consider a Distinction.		
Guidance for AO6	Assessment Objective 6 requires candidates to select a suitable medium to use to present all their graphics. One of the more effective methods of displaying the graphics is through a single mock-up web page where the created web graphics produced for assessment objectives 3, 4 and 5 are displayed. This allows all graphics and features used (eg interactivity, rollovers, expanding/collapsing menus) to be displayed effectively and also allows assessment objectives 3, 4 and 5 to be assessed. Alternatively, presentation software or simply printing out the different graphics in colour could also be used.		
AO6 Present work to a client for a specific purpose, using a suitable format for display	Candidates will present all their graphics in a suitable format.	Candidates will present all their graphics effectively in a suitable format that they have selected. All features (eg interactivity) must be retained.	Candidates will consider suitable presentation formats for displaying web graphics. They should select a suitable format and present all their graphics effectively. All features (eg interactivity, animation) must be retained.
AO6 NOTES DISTN	The candidate has considered alternative methods of presenting the graphics and has given good reasons for choosing a single web page. All the graphics are presented effectively with all features retained. A DISTINCTION can be awarded here.		

Overall Grade

AO1	AO2	AO3	AO4	AO5	AO6
Distinction	Merit	Distinction	Distinction	Merit	Distinction

With four AOs graded at Distinction, elements of Distinction met in AO5 and AO2 a strong Merit, an overall **DISTINCTION** is clearly the best-fit grade for this Unit.