

## Scenario for the Assignment

You are working for marketing company, Progress Marketing (PM). They have recently acquired the rights to use popular musicians on the packaging of supermarket products such as cereal boxes and other items. You will need to source a range of images; these can be captured:

- ☒ using a digital camera
- ☒ using a scanner
- ☒ by sourcing them from the internet
- ☒ by sourcing them from other digital sources.

You will need to manipulate image(s) to produce a final product for submission.

Progress Marketing will use the packaging on their next season's promotions. Managers of Progress Marketing will select the best designs from their marketing designers which will be judged by the creativity and quality of the final product which must be presented in a format which is suitable for A4 printing.

The cereal boxes will be aimed at teenagers who are into the latest stars in the music industry. You will have to think of how you can create packaging to appeal to this audience.



**Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.**

### **Important:**

- ☒ You will need to have access to the marking criteria. Your teacher can explain the marking criteria if you need further clarification.
- ☒ You will need to draw upon relevant skills/knowledge/understanding from other units you have studied in this qualification.

# Your Tasks

## Task 1: Specify a product you wish to design a solution for

*Learning Outcome LO1 is assessed in this task.*

It is important that before you start to create your design you have thought about the requirements.

Produce a specification for your design to include:

- What the client requires
- What will make the graphics a success
- Research
  - Methods of research you use
  - Ideas you got from your research
  - Components collected from your research
  - Legality of using the components
- Designs for your solution
  - Explanation of designs
  - Colours
  - Fonts
  - styles

Your specification should include consideration of the reasons for each of the above.

### Task 1 (a) – Creating your folders

The first thing we need to do is actually get your folder on the PC ready for you to save your project files. Create a folder in your documents for unit R006 – Creating Digital Images (or unit 6).

You must remember to keep your folder organised throughout the project by saving files with names that make sense and sub-folders that help you organise your tasks.

*You will need to show evidence of this in **Learning Objective 3!***

### Task 1 (b) – Research for your solution

Before you start to create your solution, you must first research how others have done the same thing and formulate your own plan.

You will be creating a cereal box with a promotion for an artist/band. You will need to think about:

- What do cereal boxes look like?
  - fonts
  - styles
  - colours
  - layouts
  - design themes for audience
  - promotions
- What design features are common?
- What band/artist you intend to promote?
  - fonts, logos and colours associated with him/her/them
  - target age group

To do this, you need to carry out at least 2 forms of research:

You should create a survey and a mood board. What is a mood board?

*A mood board is a tool used by designers to help them get a good idea of what their clients are looking for. Mood boards are basically collages of items such as photographs, sketches, clippings, fabric swatches and colour samples. A mood board can be actual or virtual. A mood board is used by many different types of designers such as those in fashion and interior design.*

*A decorating mood board often contains magazine clippings of furnishings that inspire the design concept. Sketches and a floor plan are also usually included on the board. Paint chips and other colour swatches are also featured on a decorating mood board. The client can view the mood board and decide whether he or she likes the main design concepts the board represents.*



[wisegeek.org](http://wisegeek.org)

Create a mood board to collect images, ideas, patterns, layouts, fonts and whatever you can think of that is relevant to creating your own ideas for a cereal box.

You can do this on paper or online as long as you can evidence it in your coursework.



### Task 1 (c) – Specification

Write a specification explaining your ideas. Marks will be awarded here for structure of design specification as well as spelling and grammar.

You should include headings to explain the following:

- Introduction to your project
- Purpose of your design
- Target audience
- Findings of your research
- Specifications of your final product (size, colours, fonts, theme style etc)

### Task 1 (d) – Creating designs

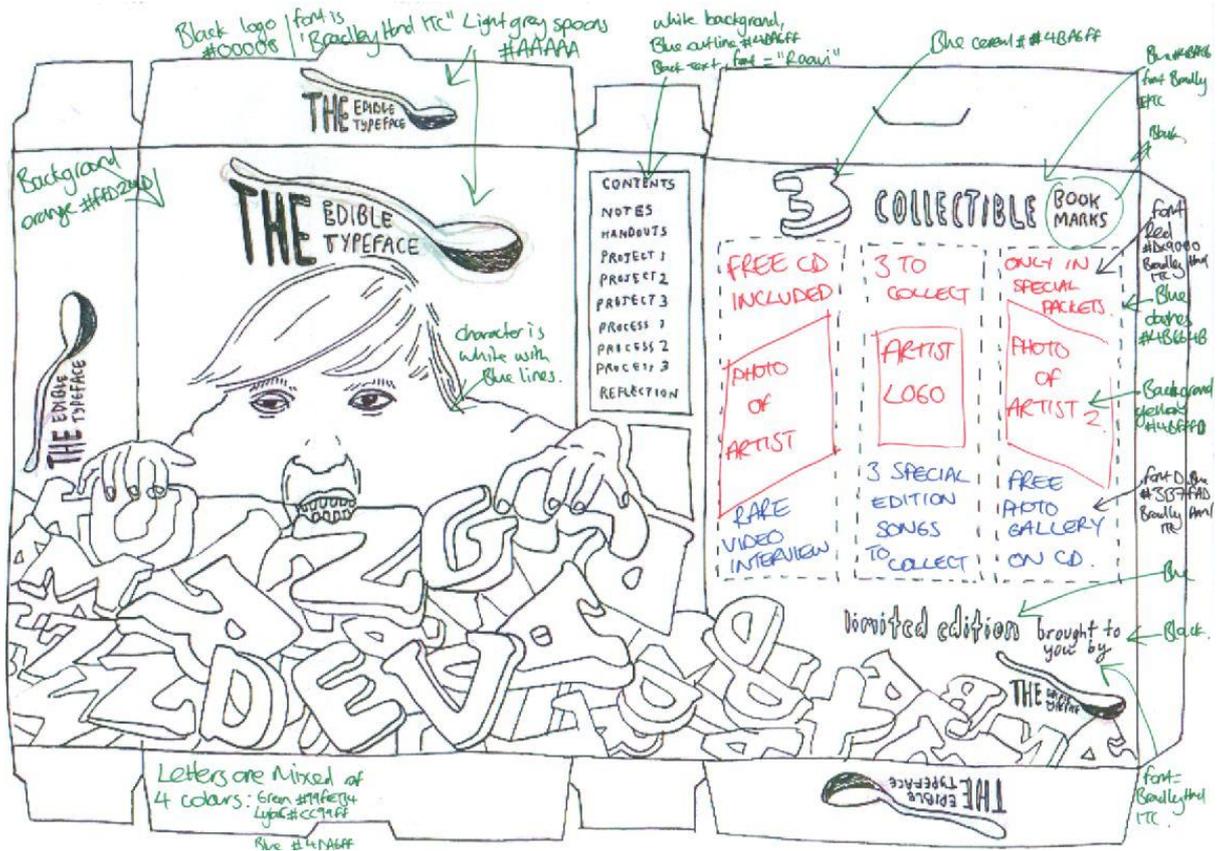
For this task, you need to create about 3 or 4 designs for your cereal box using the ideas you collected from your mood boards.

Ideally they could be drawn on paper but if you feel that your pencil holding skills are not great you can create your mock-up designs using publisher or word.

**Your designs must be annotated** to explain all the details for the different components such as fonts for titles and info text, colours, images, size of packaging, layouts and anything you feel is relevant to the design.

**Indicate which design is your final design for your cereal box.**

*The best designs will be detailed enough for someone else to make them.*



(Full page example in the resources folder)

Details are important for your designs do not forget:

- font colours, sizes and styles
- Explanation of graphics/images/photos
- Details of colours in every area of the design such as text boxes, background, character drawings and shapes. You should use hexadecimal codes.

**THINK! Is your design detailed enough for someone else to be able to create for you?**

### Task 1 (e) – Collecting components

For this task you need to collect the components such as images, fonts, information text, camera images and textures or patterns for your final idea.

This is an important step because you also need to record:

- Where you have collected the components from
- Legality of using them (i.e. are they copyrighted images?)
- Why you have chosen them for your packaging design (i.e. suitability)

Name of File:	Source:	Date acquired:	Type of source:	Resolution & size	Copyright protection:	Suitability of source:

You can use the template above to record your sources.



LO1(a)	MB1: 1 - 4 marks	MB2: 5 - 8 marks	MB3: 9 - 11 marks
1e, 1b	Produces a <b>basic</b> specification for a digital image solution, identifying success criteria <b>some</b> of which are suitable and demonstrate a <b>basic</b> understanding of the client brief.	Produces a <b>sound</b> specification for a digital image solution, identifying success criteria <b>most</b> of which are suitable and demonstrate a <b>sound</b> understanding of the client brief.	Produces a <b>comprehensive</b> specification for a digital image solution, identifying success criteria <b>all</b> of which are suitable and demonstrate a <b>thorough</b> understanding of the client brief.
LO1(b)	MB1: 1 - 3 marks	MB2: 4 - 6 marks	MB3: 7 - 9 marks
1d, 1b	Makes a basic list of components sourced for the digital image solution and gives basic reasons for selection in relation to the identified success criteria with limited explanation of what legislation constraints apply to their use.	Makes a sound list of components sourced for the digital image solution and gives sound reasons for selection in relation to the identified success criteria and explains what legislation constraints apply to their use.	Makes a comprehensive list of components sourced for the digital image solution, clearly explaining and justifying selection in relation to the identified success criteria. Explains legislation constraints that apply to their use, stating how they would comply with them.
1e	Specification has a basic structure. There may be errors in spelling, punctuation and grammar which are intrusive and likely to impact on the meaning. Makes limited use of technical terminology which demonstrates a basic understanding of the subject matter.	Specification has a sound structure. Occasional errors in spelling, punctuation and grammar will not affect the overall meaning. Uses technical terminology with reasonable accuracy which demonstrates a clear understanding of the subject matter.	Specification has a logical and coherent structure. Contains few, if any, errors in spelling, punctuation and grammar. Uses technical terminology accurately and appropriately which demonstrates a thorough understanding of the subject matter.
-	Draws upon limited skills/knowledge/understanding from other units in the specification.	Draws upon some relevant skills/knowledge/understanding from other units in the specification.	Clearly draws upon relevant skills/knowledge/understanding from other units in the specification.



## Task 2: Create your competition entry

*Learning Outcome LO2 is assessed in this task.*

You are now ready to create your design. It is very important to show evidence of the skills you carry out while creating your packaging. Take screenshots and paste them into a document as evidence.

Explain the choice of software used to meet the requirements of the design and your choice of image size and/or resolution. Your teacher will demonstrate the meaning resolution and what that means in terms of DPI, PPI and the difference between colour modes RGB and CMYK.

These links may help if you've downloaded the assignment from LearnICT.it

[The difference between colour modes](#)

[Resolutions: DPI vs PPI](#)

### Task 2 (a) – Explain choice of graphics package

**Explain the choice of graphics software you have chosen** and why it is suitable for creating the graphics image for your client, *Progress Marketing*.

### Task 2 (b) – setting size and resolution

Open up your choice of graphics package and create a new file with the height and width of the cereal box that you detailed in your design.

Make sure that you screenshot evidence of creating the document.

### Task 2 (c) – Creating your packaging

Create your packaging using the graphics software you have chosen. Remember to show evidence of how you create it using the different tools on the graphics software.

You need to show a range of the graphics tools listed on both lists below to achieve a distinction.

Standard/Simple Software Tools	Specialised/advanced Software Tools
<ul style="list-style-type: none"><li>▪ cut, copy, crop, paste;</li><li>▪ select parts of images;</li><li>▪ move, align and order components;</li><li>▪ group/ungroup components;</li><li>▪ rotate and flip;</li><li>▪ create lines, curves and shapes, i.e. basic and freehand;</li><li>▪ change stroke and fill, i.e. colour, thickness, style;</li><li>▪ draw/paint, i.e. pencil, brush, bucket; insert and edit text, i.e. colour, font, size</li></ul>	<ul style="list-style-type: none"><li>▪ filters, i.e. sharpen, blur, noise; colour balance, levels and curves; masks and layers</li><li>▪ retouching tools, i.e. clone, red eye; trace; edit and combine paths</li><li>▪ opacity/transparency; transform, scale, rotate and distort</li><li>▪ text effects, i.e. attach to path; guides/guidelines</li></ul>

### Task 2 (d) – Evaluate your graphic

You need to evaluate your digital image by writing up how you think you did.

You can use the points below to help you write a thorough evaluation:

There are four main parts to an evaluation. They are:

- What I have done / What stages I went through
  - How did you create the work?
  - What did you have to do? What websites / resources / software did you use?
  
- What I think is good about my work and why?
  - Is it suitable for the audience?
  - Is it suitable for the purpose?
  - Why will other people like it?
  - What stands out?
  
- How it links to the specification?
  - Copy your specification – how have you met it?
  - If you haven't met every part – why?
  - Compare it to the criteria you were given by the business
  
- What could be improved and why?
  - What is not very good?

How could you make improvements and what would that do to the image

LO2(a)	Task	MB1: 1 - 5 marks	MB2: 6 - 8 marks	MB3: 9 - 10 marks
	2 a	Makes <b>limited</b> software choices in relation to the client brief and gives <b>limited</b> explanation of their use in relation to the client brief.	Makes <b>appropriate</b> software choices in relation to the client brief and gives <b>sound</b> explanation of their use in relation to the client brief.	Makes <b>appropriate</b> software choices and gives a <b>thorough</b> explanation of their use in relation to the client brief.
	2b	Sets the image size and/or resolution of the digital images and gives a <b>basic</b> explanation of the settings chosen.	Sets the image size and/or resolution of the digital images and gives a <b>sound</b> explanation of the settings chosen.	Sets the <b>appropriate</b> image size and/or resolution of the digital images and justifies fully and <b>clearly</b> the settings chosen.
LO2(b)	Task	MB1: 1 - 5 marks	MB2: 6 - 8 marks	MB3: 9 - 12 marks
	2c (judging the finished product output)	Creates <b>simple</b> digital image(s) which communicate the intended message.	Creates suitable digital image(s) which show <b>some</b> complexity and communicate the intended message <b>appropriately</b> .	Creates <b>complex</b> digital image(s) which communicate the intended message <b>effectively</b> and creatively. Uses multiple process steps, multi-layering and/or combines output from different software packages.
	2c (judging use of tools in screenshots)	Uses a <b>basic</b> range of <b>appropriate</b> standard software tools and techniques with some accuracy.	Uses a <b>range</b> of appropriate standard and specialised software tools and techniques with a reasonable degree of accuracy	Uses a <b>range</b> of appropriate standard and specialised software tools and techniques with a high degree of accuracy
	2(d)	Carries out <b>basic</b> evaluation and provides <b>basic</b> feedback on digital images.	Carries out <b>sound</b> evaluation and provides <b>mostly</b> relevant feedback on digital images.	Carries out <b>thorough</b> evaluation and provides <b>detailed</b> and <b>relevant</b> feedback on digital images



### Task 3: Store and present your digital entry

Learning Outcome **LO3** is assessed in this task.

#### Task 3 (a) Storing files

You will need to store your files, so they can be easily located. The first task you did involved creating folders. You now have to show evidence of where you have stored your folders and how you have kept all files within as organised as possible.

Show screenshots that you have:

- Created folders for your work
- Show that files are organised in the correct folders
- Show that file names are appropriately named

#### Task 3 (b) Presenting your digital image

Create a **presentation** for your client, Progress *Marketing* to demonstrate the digital image of the cereal box packaging.

Important points to include:

Your graphic annotated to explain why you have done certain features:

- Colours
- Theme
- Fonts
- Images
- An explanation of the file type you have saved your graphic as and why
- Explain the size and resolution of the graphic.

LO3(a)	Task	MB1: 1 – 5 marks	MB2: 6 – 8 marks	MB3: 9 – 10 marks
	3 (a)	Stores digital files using names that enable the files to be located again.	Stores digital files, naming files and folders <b>appropriately</b> , using suitable file formats for working files and final output.	Stores digital files <b>effectively</b> , naming files and folders <b>appropriately</b> and consistently, selecting the most <b>appropriate</b> file formats for working files and final output.
LO3(b)	Task	MB1: 1 – 3 marks	MB2: 4 – 6 marks	MB3: 7 – 8 marks
	3 (b)	Presents the final digital image(s) to the client. The methods chosen provide a <b>basic</b> idea of what the image(s) will look like in the intended final location.	Presents the final digital image(s) to the client <b>clearly</b> . Size, resolution, output medium and colour are generally suitable and provide a <b>clear</b> representation of the image(s) in the intended final location.	Presents the final digital image(s) to the client <b>effectively</b> . Size, resolution, output medium and colour are the most appropriate and provide an accurate representation of the image(s) in the intended final location.

