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| **OCR Level 1/Level 2 Cambridge National in Creative iMedia** |
| Qualification J834  Unit R094 |
| Unit Recording Sheet |



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| Please read the instructions printed at the end of this form. A Unit Recording Sheet must be completed for each candidate and unit. | | | | | |
| Unit Title | Visual identity and digital graphics | Unit Code | R094 | Session |  | Year | 2 | 0 |  |  |
| Scenario Title |  | | | | | | | | | |
| Centre Name |  | | | | Centre Number | |  | | | |
| Candidate Name | «Forename» «Surname» | | | | Candidate Number | | «Cand» | | | |

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| Marking Criteria | | | | Teacher Comments | Mark | Page No. |
| **Task 1 –** | **Topic Area 1: Develop visual identity**  **Topic Area 2: Plan digital graphics for products** | | |  | **/6** |  |
| **MB1: 1 - 2 marks** | | **MB2: 3 - 4 marks** | **MB3: 5 - 6 marks** |
| Design concept for the visual identity is **limited** in its suitability for the client.  **[1 2]** | | Design concept for the visual identity is **adequate** in its suitability for the client.  **[3 4]** | Design concept for the visual identity is **fully** suitable for the client.  **[5 6]** |
| **MB1: 1 - 3 marks** | | **MB2: 4 - 6 marks** | **MB3: 7 - 8 marks** |  | **/8** |  |
| Justification shows **limited** understanding of the extent to which the visual identity is fit for purpose.  **[1 2 3]** | | Justification shows **sound** understanding of the extent to which the visual identity is fit for purpose.  **[4 5 6]** | Justification shows **comprehensive** understanding of the extent to which the visual identity is fit for purpose.  **[7 8]** |
| **MB1: 1 - 2 marks** | | **MB2: 3 - 4 marks** | **MB3: 5 - 6 marks** |  | **/6** |  |
| Produces **basic** planning documentation for the digital graphic product.  **[1 2]** | | Produces **adequate** planning documentation for the digital graphic product.  **[3 4]** | Produces **detailed** planning documentation for the digital graphic product.  **[5 6]** |

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| Marking Criteria | | | | Teacher Comments | Mark | Page No. |
| **Task 2 –** | **Topic Area 2: Plan digital graphics for product**  **Topic Area 3: Create visual identity and digital graphics** | | |  | **/6** |  |
| **MB1: 1 - 2 marks** | | **MB2: 3 - 4 marks** | **MB3: 5 - 6 marks** |
| Use of technical skills to create the visual identity is **limited** in its effectiveness.  Properties and format(s) of the visual identity are **limited** inappropriateness.  **[1 2]** | | Use of technical skills to create the visual identity is **adequate** in its effectiveness.  Properties and format(s) of the visual identity are **adequate** inappropriateness.  **[3 4]** | Use of technical skills to create the visual identity is **effective**.  Properties and format(s) of the visual identity are **clearly** appropriate.  **[5 6]** |
| **MB1: 1 - 2 marks** | | **MB2: 3 - 4 marks** | **MB3: 5 - 6 marks** |  | **/6** |  |
| **Few** assets are prepared for use in the digital graphic.  Use of technical skills to prepare assets is **limited** in its effectiveness.  **[1 2]** | | **Some** assets are prepared for use in the digital graphic.  Use of technical skills to prepare assets is **partly** effective.  **[3 4]** | **All** assets are prepared for use in the digital graphic.  Use of technical skills to prepare assets is **effective.**  **[5 6]** |
| **MB1: 1 - 4 marks** | | **MB2: 5 - 8 marks** | **MB3: 9 - 12 marks** |  | **/12** |  |
| Use of tools and techniques to create the digital graphic products is **limited** in its effectiveness.  Design concepts and layout conventions are applied in a **limited** way to the digital graphic products.  The final digital graphic products meet the client’s requirements in a **limited** way.  **[1 2 3 4]** | | Use of tools and techniques to create the digital graphic products is **partly** effective.  Design concepts and layout conventions are applied **adequately** to the digital graphic products.  The final digital graphic products **adequately** meet the client’s requirements.  **[5 6 7 8]** | Use of tools and techniques to create the digital graphic products is **effective**.  Design concepts and layout conventions are applied **effectively** to the digital graphic products.  Final digital graphic products **fully** meet the client’s requirements.  **[9 10 11 12]** |
| **MB1: 1 - 2 marks** | | **MB2: 3 - 4 marks** | **MB3: 5 - 6 marks** |  | **/6** |  |
| Properties and format(s) of the final digital graphic products are **limited** in their appropriateness.  **[1 2]** | | Properties and format(s) of the final digital graphic products are **adequate** in their appropriateness.  **[3 4]** | Properties and format(s) of the final digital graphic products are **clearly** appropriate.  **[5 6]** |
| **Total** | | | | | /**50** |  |

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| Please tick to confirm this work has been standardised internally | ü |

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website ([www.ocr.org.uk](http://www.ocr.org.uk)).   
A Centre Authentication form (CCS160) **must** be completed for each submission to the moderator. This **must** be held in your centre to be available on request at centre inspection.

Guidance on Completion of this Form

1 One form should be used for every candidate.

2 Please make sure that all parts of the form are completed.

3 Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.

4 Circle/highlight the mark awarded for each strand of the marking criteria in the appropriate box.

5 Enter the circled/highlighted mark in the 'Mark' column.

6 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

7 For Paper-based submissions, one of these sheets, suitably completed, should be attached to the assessed work of each candidate.

8 For Electronic Internal submissions, prior to submitting ‘candidate evidence’ to OCR (via the Repository/SfA or via a USB), the Centre should add a separate folder containing the Unit Recording Sheets.