

R094 Visual Identity & Graphics - Task 1

Topic Area 1: Develop visual identity

Topic Area 2: Plan digital graphics for products

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.	Design concept for the visual identity is adequate in its suitability for the client.	Design concept for the visual identity is fully suitable for the client.
MB1: 1–3 marks	MB2: 4–6 marks	MB3: 7–8 marks
Justification shows limited understanding of the extent to which the visual identity is fit for purpose.	Justification shows sound understanding of the extent to which the visual identity is fit for purpose.	Justification shows comprehensive understanding of the extent to which the visual identity is fit for purpose.
MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
Produces basic planning documentation for the digital graphic product.	Produces adequate planning documentation for the digital graphic product.	Produces detailed planning documentation for the digital graphic product.

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

R094 Visual Identity & Graphics - Task 1a & b

- **Design a visual identity**
 - show what it will look like
- **Justify** your design choices and why the visual identity is fit for purpose
 - consider both the client and target audience/consumer

Topic Area 1: Develop visual identity		
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.	Design concept for the visual identity is adequate in its suitability for the client.	Design concept for the visual identity is fully suitable for the client.
MB1: 1–3 marks	MB2: 4–6 marks	MB3: 7–8 marks
Justification shows limited understanding of the extent to which the visual identity is fit for purpose.	Justification shows sound understanding of the extent to which the visual identity is fit for purpose.	Justification shows comprehensive understanding of the extent to which the visual identity is fit for purpose.

R094 Visual Identity & Graphics - Task 1a & b

MB3: 5–6 marks

Design concept for the visual identity is **fully** suitable for the client.

List from the syllabus:

- mood board
- mind map
- concept sketch
- visualisation diagram

Fully = fit for purpose for the client/audience

MB3: 7–8 marks

Justification shows **comprehensive** understanding of the extent to which the visual identity is fit for purpose.

Justification = “the reasons for doing something”

Comprehensive = “the work is complete and includes everything required to show depth and breadth of understanding”

Advice: “To justify your design choices for the visual identity you could annotate your designs and/or produce a report”

Task: “consider both the client and target audience/consumer”

R094 Visual Identity & Graphics - Task 1c

- **Produce** relevant planning documents for your **digital graphic product**
 - show what it will look like
 - identify the details of assets to be used, including permissions

Topic Area 2: Plan digital graphics for products		
MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
Produces basic planning documentation for the digital graphic product.	Produces adequate planning documentation for the digital graphic product.	Produces detailed planning documentation for the digital graphic product.

Advice: “You can use the template provided ... for Task 1” (assets table)

R094 Visual Identity & Graphics - Task 1c

MB3: 5–6 marks

Produces **detailed** planning documentation for the digital graphic product.

List from the syllabus:

- mood board
- mind map
- concept sketch
- **visualisation diagram**

Important: you must also “identify the details of assets to be used including permissions”

Detailed = “gives point by point consideration of all the key information”

Advice: “You can use the template provided ... for Task 1” (assets table)

Advice: “If you use a template to identify your assets, make sure the source is referenced” (i.e. say where you got the template from. If it’s the OCR template, say so.