

Task 4 – Planning, Creating, Manipulating and Storing Images

4(a) Plan and design an image in response to a client brief			
Marking point		1 mark	2 marks
AO3	Analyse the requirements of the client brief	Limited analysis of the requirements of the client brief	Detailed analysis of the requirements of the client brief
AO1	Identify success criteria	Partial identification of success criteria	Full identification of success criteria
AO2	Plan design (sketches and layouts) with annotations	Partially annotated design document for image and limitations to editing	Fully annotated design document for image and limitations to editing
AO1	Identify and select image source (can be self-taken, e.g. from camera or scanner, from a third party, or from the internet)	Partially appropriate identification and selection of image source	Fully appropriate identification and selection of image source
AO1	Identify key qualities of image (e.g. size and format) and limitations to editing	Partial identification of key qualities of image and limitations to editing	Full identification of key qualities of image and limitations to editing
AO1	Identify any copyright or intellectual property rights, and reference the source of the image	Source of image referenced appropriately	Full identification of appropriate copyright or intellectual property rights. Source of image referenced fully

4(b) Create and modify an image using appropriate tools and techniques			
Marking point		1 mark	2 marks
AO3	Compare file types (png, tiff, jpeg) and fitness for purpose (size, resolution, scalability)	Limited comparison of file types and fitness for purpose	Detailed comparison of file types and fitness for purpose
AO2	Create the image, evidencing the process Select software according to image type (vector/raster) Select image properties (RGB/CMYK) and canvas size based on output requirements		
	Band 3 (5–6 marks) A very good response which demonstrates: <ul style="list-style-type: none"> • highly effective application of knowledge and understanding when selecting software, image properties and canvas size based on output requirements • import/creation of an image using a range of tools to create a highly effective hybrid image • highly effective skills when using both standard and advanced tools to create and modify the image 		
	Band 2 (3–4 marks) A good response which demonstrates: <ul style="list-style-type: none"> • effective application of knowledge and understanding when selecting software, image properties and canvas size based on output requirements • import/creation of an image using tools to create an effective hybrid image • effective skills when using standard tools to create and modify the image 		
	Band 1 (1–2 marks) A basic response which demonstrates: <ul style="list-style-type: none"> • some application of knowledge and understanding when selecting software, image properties and canvas size based on output requirements • import/creation of an image using some tools to create a hybrid image • some skills when using tools to create and modify the image 		

4(c) Store the image appropriately and output the final image in a format that is fit for purpose					
Marking point		1 mark	2 marks	3 marks	4 marks
AO2	<p>Store the image(s) using version control</p> <p>Store the image(s) using an appropriate file type (vector or raster)</p> <p>Output final version in an optimised format</p>	<p>Evidence of storing the image(s) using minimal version control</p> <p>Image may not be stored as an appropriate file type</p> <p>Some output of the final version</p>	<p>Evidence of storing the image(s) using version control and a generally appropriate file type</p> <p>Output of the final version in an optimised format</p>	<p>Evidence of storing the image(s) using rational version control and an appropriate file type</p> <p>Successful output of the final version in an optimised format</p>	<p>Evidence of storing the image(s) using effective version control and an appropriate file type</p> <p>Successful output of the final version in an optimised format</p>
AO3	Test the file types electronically and digitally to evaluate fitness for purpose	Limited testing of the file types to evaluate fitness for purpose	Detailed testing of the file types to evaluate fitness for purpose		
AO3	Evaluate the final product against success criteria	Limited evaluation against success criteria	Detailed evaluation against success criteria		
AO3	Identify possible improvements	Limited suggestions for improvements	Detailed suggestions for improvements		