

BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Extended Certificate in Computing Pearson BTEC Level 3 National Foundation Diploma in Computing Pearson BTEC Level 3 National Extended Diploma in Computing Pearson BTEC Level 3 National Diploma in Computing for Creative Industries
Unit number and title	Unit 11: Digital Graphics and animation
Learning aim(s) (For NQF only)	B: Design digital graphics and animation products to meet client requirements. C: Develop digital graphics and animation products to meet client requirements.
Assignment title	Getting started in the digital design world
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	<p>Congratulations! The report you wrote for your interview really impressed the management of <i>KingAlumni Digital</i> and you have been appointed as a junior digital designer.</p> <p>As this is your first ever digital design role you will work with other, more experience, digital designers to produce a number of digital assets for inclusion in a larger digital product.</p> <p><i>Moorland Hill Close Infants School</i>, have commissioned <i>KingAlumni Digital</i> to produce a digital learning platform that they can use to assist their pupils when learning a range of different subjects.</p> <p>The development of the app will run alongside a 'rebranding' of all the school's materials.</p> <p>The learning platform will be primarily be hosted online as part of the school website, a mobile app is also being developed to provide access to a range of functions and learning resources.</p> <p>You have been asked to by Alan, the lead developer on this project, to assist with developing the branding of the product and to produce a series of assets that can be included in both the web and app platforms.</p> <p>You are to design and produce:</p>
---------------------------------------	---

	<ul style="list-style-type: none"> • a new logo for the school (An animated and static version) – to be used on the site and app • navigation bar for the app (or series of individual navigation buttons) that will eventually provide navigation to the following screens: <ul style="list-style-type: none"> ○ Home ○ Maths ○ Literacy ○ Science ○ History ○ ICT and Computing ○ App Settings • an animation to promote/help teach pupils about safety when crossing the road. • a banner for the school website <p>All assets must be suitable for use for use on web and mobile platforms.</p> <p>The site and learning platform are aimed primarily at the students.</p> <p>The buttons you create do not need to include links as this functionality will be added by Alan's team when setting up the final App.</p>
Task 1	<p>Alan, the lead developer, would like you to present a portfolio that details all stages of the planning, preparation, design and development process.</p> <p>The final digital graphics and animations should:</p> <ul style="list-style-type: none"> • be fit for audience and purpose • meet the client's requirements • demonstrate appropriate use of a wide range of features and techniques of digital graphics and animation processing and editing • be tested and refined to develop appropriate and high quality digital images • be suitable for inclusion in the identified digital product(s). <p>First you must create a set of design documentation for the rebranding of the school and your intended assets. Your documentations should include:</p> <ul style="list-style-type: none"> • a project brief detailing the specific requirements of the client and the success criteria for the digital graphics and animations (in reference to their intended uses) • chosen mathematical and computational processes for creating the images and animations

- consideration of different possible solutions and processes that could be used (e.g. 2D, 3D, compression rates, file formats etc)
- source logs
- visual and style design documents (e.g. moodboards, storyboards, colour palettes etc)
- a list of resources required
- time scales.

You should gather feedback from others, including the client, the lead developer, and potential users) to inform the design and development process with reference to the identified requirements. Ensure you keep a record and copy of all communications.

Based on the feedback you receive choose one design/style and update your final design, showing how the digital graphics and animations have been developed and will be optimised. Ensure you show the final design documentation to the lead developer, and receive authorisation to continue, before creating the assets.

When you have been given the 'go-ahead' from the lead developer you should now create the final assets ensuring:

- You use a range of appropriate digital tools and techniques
- You make use of ongoing testing and feedback to optimise the assets and make sure they are fully fit for purpose

Finally you should produce an evaluation of how the decisions from all stages of the design and development process have ensured that the digital graphics and animations and associated processes and techniques, in comparison to other possible solutions, resulted in digital products that fully meet the client's requirements and the impact these processes had on the effectiveness of the development of the final digital products.

You should also evaluate your skills, knowledge and behaviour and its impact on your manager in light of:

- your time management and planning, e.g. did you meet your targets?
- how you used and responded to the feedback from your manager
- how you behaved on the project - professionalism, etiquette, supportive of others, timely and appropriate leadership, accountability and individual responsibility
- your recommendations and decisions.

Checklist of evidence required	Design documentation Copies of all communications Test plans and logs Source files (e.g. early stages of assets, 3rd party images etc. used as part of other assets) Final Assets Evaluation document
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
11/BC.D2	Evaluate the design and optimised digital graphics and animation products against client requirements.
11/BC.D3	Demonstrate individual responsibility, creativity, and effective self-management in the design, development and review of digital graphics and animation products.
11/B.M2	Justify decisions made, showing how the design will fulfil its purpose and client requirements.
11/C.M3	Optimise digital graphics and animation products to meet client requirements.
11/B.P3	Produce designs for digital graphics and animation products that meet client requirements.
11/B.P4	Review the designs with others to identify and inform refinements
11/C.P5	Produce digital graphics and animation products to meet client requirements.
11/C.P6	Test digital graphics and animation products for accuracy, functionality, compatibility and stability.
11/C.P7	Review the extent to which the digital graphics and animation products meets client requirements
Sources of information to support you with this Assignment	<p>https://www.cs.cf.ac.uk/Dave/Multimedia/node189.html - Academic website for arrays and digital image representation</p> <p>http://www.digitaltutors.com/subject/3d-animation-tutorials - Pluralsight - Tutorials on using a range of different digital animation software programmes</p> <p>https://www.nyfa.edu/student-resources/best-free-open-source-animation-software/ - New York Fil Academy – Guide and links to a range of open source animation software</p> <p>http://www.creativebloq.com/graphic-design/free-graphic-design-software-8134039- a guide an links to a range of open source digital graphics software.</p> <p>http://www.digitalartsonline.co.uk/ online magazine</p>

	dedicated to digital graphics, animations and associated fields. Contains, features, reviews guides and tutorials.
Other assessment materials attached to this Assignment Brief	<i>eg, work sheets, risk assessments, case study</i>