

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)	A: Investigate the purpose and principles of digital graphics and animation
Assignment title	How digital graphics and animation are used in computing
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	<p>You are hoping to enter the creative computing sector as a junior digital designer and have seen an advertisement for a job at <i>KingAlumni Digital</i> that you think will be suitable.</p> <p><i>KingAlumni Digital</i> are a digital design company that create digital interactive products for a range of clients.</p> <p>You have been invited to attend an interview at the company's main office.</p>
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Task 1	<p>As part of the recruitment process you have been asked to demonstrate that you have the appropriate level of understanding of the core knowledge of this area of creative computing.</p> <p>Before the interview you must produce a report, based on your own individual research, on the techniques used to store, process and create graphics and animation in digital format, and the implications of using digital data to represent these types of images.</p> <p>The report should include an evaluation of how the characteristics of 2D and 3D digital images impact on their application and use. The evaluation should consider how representing graphics and animation in digital format impacts on the image data Your evaluation should use specific examples covering:</p> <ul style="list-style-type: none"> • Raster Images and their features and characteristics
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	<ul style="list-style-type: none"> • Vector images and their features and characteristics • Coordinate systems used in 3D images <p>As part of the report you must analyse the use of digital images and animation in a number of different contexts and purposes (e.g. education, entertainment, advertisement, illustration etc). You should ensure your examples allow you to explore a range of target platforms and media (digital and print).</p> <p>You must evaluate the use and effectiveness of techniques used to produce the identified digital images and animations. The evaluation should include assessments of:</p> <ul style="list-style-type: none"> • the uses and applications of at least 5 digital animation techniques (e.g. Tweening, wire framing, behavioural animation etc.) and the implications of using techniques for producing animated products in different contexts. • how representing images in digital format impacted on the image data including the mathematical principles used to generate digital images and animations. • the use of the graphics and animation and the effect on the audience, including the impact of the computational processes on their use and storage; exploring ways that the storage and representation of digital images can be improved to better suit the identified users, audience and scenarios. • the impact the uses and purpose of the digital images and animations have on the content, characteristics and features of the images and animation in the identified examples, including consideration of intended target platform, the target medium and any interactive features. • Relevant legal and ethical considerations when using digital images and animations, including the use of assets created by others, privacy etc.
Checklist of evidence required	An evaluative report
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
11/A.D1	Evaluate how the representation of digital graphics and animation in digital format impact on their usability and accuracy.
11/A.M1	Analyse how the representation of digital graphics and animation in digital format impact on their usability and accuracy.
11/A.P2	Explain the impact of using different tools and techniques to process

	and manipulate digital graphics and animation in digital formats.
11/A.P1	Explain the characteristics of digital graphics and animation and methods of processing them in digital format.

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