

Subject: OCR iMedia

YEAR Group: 10

ARE	Term 1 & 2	Term 3, 4 & 5
Greater depth (MB3)	<ul style="list-style-type: none"> ✓ Produces detailed planning documentation for the digital graphic product. ✓ Justification shows comprehensive understanding of the extent to which the visual identity is fit for purpose. ✓ Design concept for the visual identity is fully suitable for the client. ✓ Properties and format(s) of the final digital graphic products are clearly appropriate. ✓ Final digital graphic products fully meet the client's requirements. ✓ Design concepts and layout conventions are applied effectively to the digital graphic products. ✓ Use of tools and techniques to create the digital graphic products is effective. ✓ Use of technical skills to prepare assets is effective ✓ All assets are prepared for use in the digital graphic. ✓ Properties and format(s) of the visual identity are clearly appropriate. ✓ Use of technical skills to create the visual identity is effective 	<ul style="list-style-type: none"> ✓ Demonstrates comprehensive understanding of how assets will contribute to the effectiveness of the final product. ✓ Pre-production and planning documentation support the creation of all elements of the final product. ✓ Produces detailed pre-production and planning documentation. ✓ Explanation of how the intended product meets the client brief and why it appeals to the target audience is comprehensive. ✓ Produces an effective interpretation of the client brief. ✓ Properties and format(s) of the final product are clearly appropriate. ✓ Formats of the saved/exported components are clearly appropriate. ✓ Final product is fully fit for purpose ✓ Conventions and creativity are effectively applied in the final product ✓ Use of technical skills to create the final product is effective. ✓ The range of components fully supports the creation of the final product. ✓ Conventions and creativity in the components are fully fit for purpose. ✓ Use of technical skills to create the component parts is effective. ✓ Recommendations are fully explained. ✓ Recommendations demonstrate comprehensive understanding of areas for improvement and further development. ✓ Review demonstrates critical understanding of the effectiveness of the final product for client and target audience. ✓ Testing/checking is fully effective in reviewing technical properties.
Working at (MB2)	<ul style="list-style-type: none"> ✓ Produces adequate planning documentation for the digital graphic product. ✓ Justification shows sound understanding of the extent to which the visual identity is fit for purpose. ✓ Design concept for the visual identity is adequate in its suitability for the client. ✓ Properties and format(s) of the final digital graphic products are adequate in their appropriateness. ✓ The final digital graphic products adequately meet the client's requirements. ✓ Design concepts and layout conventions are applied adequately to the digital graphic products 	<ul style="list-style-type: none"> ✓ Demonstrates sound understanding of how assets will contribute to the effectiveness of the final product. ✓ Pre-production and planning documentation support the creation of some elements of the final product. ✓ Produces adequate pre-production and planning documentation. ✓ Explanation of how the intended product meets the client brief and why it appeals to the target audience is sound. ✓ Produces an adequate interpretation of the client brief. ✓ Properties and format(s) of the final product are adequate in their appropriateness. ✓ Formats of the saved/exported components are adequate in their appropriateness. ✓ Final product is adequately fit for purpose. ✓ Conventions and creativity are adequately applied in the final product. ✓ Use of technical skills to create the final product is partly effective.

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	<ul style="list-style-type: none"> ✓ Use of tools and techniques to create the digital graphic products is partly effective. ✓ Use of technical skills to prepare assets is partly effective ✓ Some assets are prepared for use in the digital graphic. ✓ Properties and format(s) of the visual identity are adequate in appropriateness. ✓ Use of technical skills to create the visual identity is adequate in its effectiveness. 	<ul style="list-style-type: none"> ✓ The range of components partly supports the creation of the final product. ✓ Conventions and creativity in the components are adequate in their fitness for purpose. ✓ Use of technical skills to create the component parts is partly effective. ✓ Recommendations are partly explained. ✓ Recommendations demonstrate sound understanding of areas for improvement and further development. ✓ Review demonstrates sound understanding of the effectiveness of the final product for client and target audience ✓ Testing/checking is partly effective in reviewing technical properties.
Working towards (MB1)	<ul style="list-style-type: none"> ✓ Design concept for the visual identity is limited in its suitability for the client. ✓ Justification shows limited understanding of the extent to which the visual identity is fit for purpose. ✓ Design concept for the visual identity is limited in its suitability for the client. ✓ Properties and format(s) of the final digital graphic products are limited in their appropriateness. ✓ The final digital graphic products meet the client's requirements in a limited way. ✓ Design concepts and layout conventions are applied in a limited way to the digital graphic products. ✓ Use of tools and techniques to create the digital graphic products is limited in its effectiveness. ✓ Use of technical skills to prepare assets is limited in its effectiveness ✓ Few assets are prepared for use in the digital graphic ✓ Properties and format(s) of the visual identity are limited in appropriateness ✓ Use of technical skills to create the visual identity is limited in its effectiveness. 	<ul style="list-style-type: none"> ✓ Demonstrates limited understanding of how assets will contribute to the effectiveness of the final product. ✓ Pre-production and planning documentation support the creation of few elements of the final product. ✓ Produces basic pre-production and planning documentation. ✓ Explanation of how the intended product meets the client brief and why it appeals to the target audience is limited. ✓ Produces a basic interpretation of the client brief. ✓ Properties and format(s) of the final product are limited in their appropriateness. ✓ Formats of the saved/exported components are limited in their appropriateness. ✓ Final product is limited in its fitness for purpose. ✓ Conventions and creativity are applied in the final product in a limited way. ✓ Use of technical skills to create the final product is limited in its effectiveness ✓ The range of components supports the creation of the final product in a limited way. ✓ Conventions and creativity in the components are limited in their fitness for purpose. ✓ Use of technical skills to create the component parts is limited in its effectiveness. ✓ Recommendations have limited explanation. ✓ Recommendations demonstrate limited understanding of areas for improvement and further development. ✓ Review demonstrates limited understanding of the effectiveness of the final product for client and target audience. ✓ Testing/checking is limited in its effectiveness in reviewing technical properties.