

Unit Title: Digital Content Creation – Text and Image	
Level:	Two
Credit Value:	3
GLH:	24
OCNLR Unit Code:	CN0/2/LQ/007
Ofqual Unit Reference Number:	F/616/8895

This unit has 3 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to design a digital publication that includes text and images.	1.1. Design a structured digital publication appropriate to the audience or readership set out in a provided brief. 1.2. Using a set brief, source information including text and images for a digital publication containing at least four pages, that matches the profile of the audience or readership. 1.3. Identify and comply with copyright and academic constraints on using others' information for both sourced text and images (e.g. avoiding plagiarism through referencing and breaching legal protections on content usage). 1.4. Using a set brief, provide at least three different draft designs or sketches for page layout options that relate to the structure of the publication (e.g. design for a cover page, inside pages, etc.) appropriate to the audience or readership.
2. Be able to input text and combine with other digital media within a publication design.	2.1. Using appropriate software, input at least 500 words of text to resemble the planned draft or sketched page

	<p>layout, including:</p> <ul style="list-style-type: none"> a) a minimum of two differently sized images, and b) at least two different graphical elements including a table and a shape object. <p>2.2. Store and retrieve publication files effectively in two different but appropriate places:</p> <ul style="list-style-type: none"> a) local storage (e.g. on their local computer or device, or attached removable storage medium) b) remote storage (e.g. the Cloud).
<p>3. Be able to edit, format and produce a digital publication.</p>	<ul style="list-style-type: none"> 3.1. Use software tools to amend the graphical appearance of text elements by using styles (such as headings and sub headings) to change font, size, and position to significantly enhance the document's appearance. 3.2. Use software tools to amend the graphical appearance of images and graphic elements to change their size, position and relationship with adjacent text elements, to significantly enhance the document's appearance. 3.3. Produce a digital copy and a printed version of the finished publication that is free of significant errors. 3.4. Ensure the printed document includes double sided pages, appropriately sized text and images and includes a cover and end page with appropriate features included. 3.5. Ensure the digital document includes appropriately designed pages, at least one effective link, and allows appropriate navigation between pages.

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner's portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study		Project	✓
Written question & answer/test/exam	✓	Role play/simulation	
Essay		Practical demonstration	✓
Report		Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	✓
Reflective log/diary		Practice file	