| Unit Title: Digital Content Creation – Text and Image ||
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| Level: | One |
| Credit Value: | 3 |
| GLH: | 27 |
| OCNLR Unit Code: | CN0/1/LQ/010 |
| Ofqual Unit Reference Number: | R/616/8254 |

*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. Plan a design for a digital publication which is appropriate to the audience or readership set out in a provided brief. <br> 1.2. Source information, including text and images, for a digital publication of at least four pages, that matches the profile of the audience or readership set out in the brief. <br> 1.3. Identify and comply with copyright and academic constraints on using others' information in relation to both sourced text and images (e.g. avoiding plagiarism through referencing and breaching legal protections on content usage). <br> 1.4. Identify at least two different page layouts appropriate to the audience or readership set out in the brief. |
| 2. Be able to input text and combine with other digital media within a publication design. | 2.1. Input text, a minimum of two images and at least one graphical element (such as a table or shape object) into appropriate software. <br> 2.2. Store and retrieve publication files effectively in line with instructions, including local storage (e.g. on their |

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| | local computer or device, or attached removable storage medium) and remote storage (e.g. the Cloud). |
| 3. Be able to edit, format and produce a digital publication. | 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. |
| | 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. |
| | 3.3. Produce an electronic or a printed version of the finished publication. |

## 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.

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| 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 | |