

Unit 317 Artwork and imaging software

Level 2

Unit Summary

Use a software application to create complex artwork and images. This is based on the e-skills Area of Competence: Artwork and Imaging Software, Level 2 unit.

Skills

You will apply the following skills:

- Planning
- Designing
- Organising
- Communicating
- Using technology
- Checking

Performance indicators

You will:

1. Use appropriate techniques to handle, organise and save files
2. Choose and use the most suitable software tools and techniques for creating artwork and images and drawing more complicated shapes, such as painting, drawing, DTP or image manipulation software
3. Take account of the following when creating artwork and images: page or canvas size, colour mode and file size and format
4. Use common tools and techniques appropriately, such as: group and ungroup, filters to create special effects and edit existing templates (letterheads, mail shots, posters)
5. Check colour mode and filters are used appropriately
6. Check image resolution is suitable for where and how it will be used
7. Use proof reading techniques to check that text looks professional
8. Check line, paragraph and page breaks fall in appropriate places, and check that headings, subheadings and other formatting techniques are used appropriately

Knowledge

You will know:

1. How to produce information that communicates clearly and accurately with the audience, where and when it is needed

2. How to produce more complex artwork and images for a wide variety of uses. More complex artwork and images involve more understanding and skills to produce, such as in using layout grids in DTP software or filters and effects in image manipulation software
3. What file formats are suitable for websites (bmp, jpeg, gif)
4. What file formats are suitable for print publishing that are application specific and more common (psd, eps, rtf, html)
5. What and how different IT activities are affected by laws and guidelines, such as storing names and addresses, downloading images from the Internet or sending inappropriate emails

Evidence Requirements

This section is aimed at the assessor and sets out the evidence requirements for this unit.

1. Evidence for this unit is generated when your candidate is carrying out real work in a private sector organisation, not-for-profit organisation or public service organisation whether full-time or part-time, paid or voluntary.
2. For this unit, evidence may be collected in an approved Realistic Working Environment or an extended work placement.
3. Simulation is allowed for this unit. Simulation refers to the simulation of work tasks and activities, not to the use of IT. The techniques involved in using IT must always be assessed at least in part through evidence gained from practical tasks or activities. All assessment must be based on the use of real IT software and hardware to carry out tasks and activities that may be simulated. Where tasks and activities are simulated they must be undertaken in an approved Realistic Working Environment.
4. Evidence must show that your candidate has consistently met the standard over a sufficient period of time for you to consider the candidate competent.
5. You may use the following assessment methods when assessing this unit:

Performance evidence	Observation	Yes
	Examination of work products	Yes
Supplementary evidence	Witness testimony	Optional
	Questions *	Yes

* This includes verbal and written questioning, questionnaires, work based tasks, reflective accounts, case studies, professional discussion and feedback reports.

6. Your candidate needs to demonstrate the following skills and techniques by carrying out **at least three** substantial and complex tasks to demonstrate their competence in:

File handling techniques appropriate for the software use. Evidence will include:

- Converting files from another suitable format, where necessary

Creating drawings, artwork and images that are simple, more complex and technically complex. Evidence will include:

- Creating technically complex artwork and images with a variety of different software tools and techniques such as
 - Images using layers for different elements (e.g. background, picture and text)
 - Artwork with bleed and crossovers

- Three dimensional (3D) objects and pictures
- Taking account of the following when creating artwork and images
 - Image resolution
 - Method of display or printing

Inserting, manipulating and editing artwork and images. Evidence will include:

- Using editing techniques that are appropriate to the package, such as
 - Formatting, text flow, columns, linking text, text wrap, picture boxes, frames, picture usage, style sheets, templates and layout grids using DTP software
 - Transform, scale, rotate, distort, filters, effects, colour balance, levels and curves, masks and layers using image manipulation software
 - Layering, grouping, 3D objects and tracing using illustration software
- Changing the resolution, colour depth and file format of images to suit different uses
- Adjusting images to ensure compatibility between different software and operating systems

Checking images to make sure that they are effective and fit for purpose. Evidence will include:

- Checking that the colour depth and file format are suitable
- Checking speed of loading images on a web browser, where appropriate
- Checking compatibility of images with different software and operating systems, where appropriate

Checking text to make sure that it is accurate, consistent and well laid out. Evidence will include:

- Checking that structure, style and formatting are used to aid meaning in complex text

7. Evidence generated for this unit may contribute towards Unit 301:

- Communicate information
- Plan and be accountable for your work
- Improve your own performance
- Behave in a way that supports effective working

and Unit 302

- Work to achieve your organisation's purpose and values
- Support sustainability
- Maintain security and confidentiality