Higher National Unit specification

General information

Unit title: Compositing and Motion Graphics

Unit code: H4JN 34

Superclass: KF

Publication date: July 2013

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This Unit is designed to enable the candidate to gain an understanding of pre and post-production techniques associated with motion graphics.

Outcomes

On successful completion of the Unit the candidate will be able to:

1   Source and create a range of graphical material to be used to a given brief.
2   Manipulate material using a range of pre-production techniques.
3   Create a motion graphics sequence using appropriate computer software and demonstrate post-production techniques.

Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

Recommended entry to the Unit

Access to this Unit is at the discretion of the centre. However, it may be beneficial if the candidate had some basic knowledge of digital sound and video, drawing and sketching skills, and was proficient in computer use and saving files in a methodical way. This may be evidenced by the possession of relevant National Units, Higher IT or prior experience.

Higher National Unit specification: General information (cont)

Unit title: Compositing and Motion Graphics

Core Skills

Achievement of this Unit gives automatic certification of the following:

Information and Communication Technology (ICT) at SCQF level 6
Problem Solving at SCQF level 6
Communication at SCQF level 6

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes for this Unit specification.

Context for delivery

If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Equality and inclusion

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of candidates should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website **www.sqa.org.uk/assessmentarrangements**.

Higher National Unit specification: Statement of standards

Unit title: Compositing and Motion Graphics

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Source and create a range of graphical material to be used to a given brief.

Knowledge and/or Skills

♦   Research reference material appropriate to a given brief
♦   Source material appropriate to given brief
♦   Collate material appropriate to given brief

Outcome 2

Manipulate material using a range of pre-production techniques.

Knowledge and/or Skills

♦   Pre-production manipulation:
    — colour correction
    — resizing
    — resolution
    — file formats
    — compositing techniques

Outcome 3

Create a motion graphics sequence using appropriate computer software and demonstrate post-production techniques.

Knowledge and/or Skills

♦   Selection and organisation of material
♦   Storyboarding techniques
♦   Compositing techniques using appropriate software/hardware
♦   Editing techniques
♦   Audio manipulation

Higher National Unit specification: Statement of standards (cont)

Unit title: Compositing and Motion Graphics

Evidence Requirements for this Unit

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills across all Outcomes by showing that they can:

Outcome 1

♦ conduct research to select a minimum of two audio-visual elements which reflect the terms of the brief
♦ produce research material in the form of a notebook, journal or electronic media that addresses the given brief

Outcome 2

♦ select audio-visual material, which reflects the requirements and range of the brief
♦ import selected materials into editing software
♦ carry out image manipulation using a range of techniques available within the software being used

Outcome 3

Select and organise material from Outcome 2 to produce a storyboard, which is then reflected in the creation of a motion graphics sequence using appropriate software and/or hardware. The motion graphics must be edited and transitions and effects applied appropriate to the brief. Evidence of audio manipulation must be presented. The motion graphics sequence must be sufficient in length to demonstrate the knowledge and skills.

Higher National Unit Support Notes

Unit title: Compositing and Motion Graphics

Unit Support Notes are offered as guidance and are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is intended to introduce candidates to the skills required for the creation of motion graphics across a range of vocational contexts. The Unit should attract candidates who are interested in the creation and manipulation of audio-visual content for multimedia, animation, film, television and web environments. The material and techniques should place their elected vocational area in context and should allow the candidate to explore a range of pre and post-production techniques.

Outcome 1 provides the candidate with a specific brief, which must then be researched. The research required for this Outcome should allow the candidate to source, collate and select a range of audio-visual material which will subsequently be used in Outcomes 2 and 3. The requirement for research, collation and selection of material helps establish a basis for further study and introduce the candidate to the disciplines associated with organisation, management and selection of material appropriate to a given brief. The material selected can include, photographs, sketches, and paintings, audio with or without video, models, three-dimensional elements ie textiles, organic and mechanical forms, all specific to illustrate a given brief. The material should be stored in notebooks, journals and electronic media, the candidate can also generate material but this should not be an exclusive process, as this would detract from the need to carry out appropriate research.

In Outcome 2 the Candidate should collate, select and manipulate material obtained for Outcome 1 using a range of pre-production techniques. Appropriate software should be used to digitise the material chosen and thereafter the candidate must demonstrate substantial pre-production manipulation which can include colour correction, resizing, resolution (appropriate to the medium chosen), an acknowledgement of the appropriate file formats, an audio and digital separation where appropriate. The candidate must then demonstrate their ability to use compositing techniques to produce complex images which reflect the given brief. It is expected that the candidate will produce artwork which reflects a clear understanding of blending, layers, transparency, masks and alpha channels. The finished images should also be of a professional standard where the candidate has created artwork which is aesthetically pleasing and technically correct. A simple montage of cut and paste images would not conform to such a standard.

Higher National Unit Support Notes (cont)

Unit title: Compositing and Motion Graphics

In Outcome 3 the Candidate should create a motion graphics sequence using appropriate computer software and must also demonstrate post-production techniques on the finished sequence. The motion graphics sequence need not conform to a narrative structure and candidates are to be encouraged to use a range of audio-visual material. The brief given can reflect a range of genres and mediums for example, 'pop-promo' advertising, info-graphics, narrative, trailer, web, film, television and multimedia. The candidate must demonstrate understanding of transitions, editing techniques and audio manipulation. Editing techniques such as cuts, continuity editing, cross cutting, dissolves, eye line matches, fades, jump cuts, matched cut, and shot reverse shot cutting. Evidence of colour correction in post-production should be stylistic rather than functional. Visual effects should be included only where there is clear stylistic need for inclusion. The selection of appropriate typography is included using Alpha Channels and can also be reflected by the inclusion of a Title or End Credit sequence or as an insert over audio-visual content.

Guidance on approaches to delivery of this Unit

It is anticipated that as the candidate is required to demonstrate knowledge of image manipulation software, editing and compositing techniques that the Unit should be introduced at a later stage in the Group Award. Early introduction of such a Unit would leave candidates without sufficient time to acquire the necessary technical skills.

It would be helpful if candidates could observe and experience a wide range techniques associated with image manipulation and the editing process.

Assessment guidance has been referenced under each Outcome. Opportunity for centre elected, individual, Outcome-by-Outcome assessment is advised.

Guidance on approaches to assessment of this Unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to candidates.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where candidates experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

This Unit will be assessed on three instruments of assessment. The first will require the candidate to source and create a range of graphical material to be used to illustrate a given brief. The second instrument of assessment will require the candidate to collate, select and manipulate material using a range of post-production techniques. The final instrument of assessment will require the creation of a motion graphics sequence using appropriate computer software. Outcomes 2 and 3 may be combined and assessed together within the context of the final piece which contains the composite sequence and evidence of post-production techniques.

Higher National Unit Support Notes (cont)

Unit title: Compositing and Motion Graphics

Outcome 1

There should be sufficient material collated to allow the candidate to select audio-visual content for Outcome 3. Material selected must clearly meet the needs of the brief and be capable of manipulation to comply with the brief.

Material created by the candidate can include a range of illustrative material including drawings, paintings, photographs, collage, montage, time-based information, video clips and audio files. The material should reflect the spirit, style and duration of the audio-visual element of the brief. The brief can be supplied by the tutor or be may negotiated with the candidate from a range of topics.

Alternative means of providing evidence, for example oral presentation supported by pictorial portfolio submission may be considered.

Outcome 2

The scanned images should be prepared using appropriate formats, screen resolutions, and colour palettes for the given brief. Image manipulation software should be used extensively to produce thematically cohesive and stylistically appropriate visual material. Substantial image manipulation should reflect the candidate's knowledge and understanding of a range of techniques. Whilst not every piece of film requires separation from its audio track the candidate may be asked to edit audio independently of the video material and should therefore be able to separate the material within the software. Alternative means of providing evidence, for example oral presentations supported by other visual storytelling devices may be considered.

The selected material should reflect the terms of the brief or be capable of manipulation, which will result in its compliance with the brief.

Outcome 3

The candidate should provide sufficient evidence that they have responded to all of the Evidence Requirements above. The motion graphics sequence need not conform to a narrative structure and candidates are to be encouraged to use a range of audio-visual material. The brief given can reflect a range of genres and mediums for example, 'pop-promo' advertising, info-graphics, narrative, trailer, web, film, television and multimedia. Demonstrate understanding of transitions, editing techniques and audio manipulation. Evidence of colour correction in post-production should be stylistic rather than functional. Visual effects should be included only where there is clear stylistic need for inclusion. The selection of appropriate typography is included using Alpha Channels and can also be reflected by the inclusion of a Title or End Credit sequence or as an insert over audio-visual content. A simple montage of sequential images will not suffice to comply with the brief.

Higher National Unit Support Notes (cont)

Unit title: Compositing and Motion Graphics

Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at **www.sqa.org.uk/e-assessment**.

Opportunities for developing Core and other essential skills

Candidates are working in a context which requires the production of original computer aided design work. Candidates should be able to work unaided in the selection and organisation of material from a range of sources and the importing, modification and customising of applications to meet identified needs of purpose, audience and context. Opportunities to examine and evaluate examples of motion graphics would be useful and group discussion could reinforce an analytical approach to evaluating the effectiveness of the design process.

As they design and produce storyboards and create a motion graphics sequence candidates could be encouraged to formally identify their specific objectives and to analyse and seek solutions to a range of theoretical and practical problems related to these. Identifying and examining key requirements for the brief through research activities will include consideration of all aspects of production including compositing and editing techniques as well as audio manipulation. Candidates will identify and implement a creative approach to concept development, enhancing critical thinking and general problem solving skills to an advanced level. Analysing and evaluating the effectiveness of designs from the standpoint of their impact on purpose and audience will be an aspect of underpinning knowledge and understanding, and candidates could be supported in identifying other criteria to measure achievement and progress.

History of changes to Unit

Version	Description of change	Date

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Business Development and Customer Support team, telephone 0303 333 0330.

General information for candidates

Unit title: Compositing and Motion Graphics

This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

This Unit will introduce you to the techniques of image manipulation in a pre and post-production setting. You will be given a brief which will allow you to experience and demonstrate your understanding of editing/compositing techniques for a range of environments, which may include film, television and multimedia.

The Unit concentrates on four elements:

♦   Research, selecting and collating material based on a given brief
♦   Image manipulation and compositing techniques using appropriate software
♦   Creating and audio-visual sequence
♦   Carrying out post-production work on that sequence

Outcome 1 asks you to carry out research on a given topic. You must then source, collate and select a range of audio-visual material which will be used in Outcomes 2 and 3.

Carrying out research will help you to understand the disciplines associated with organisation, management and selection of material appropriate to a given brief. The material selected can include, photographs, sketches, and paintings, audio with or without video, models, three-dimensional elements ie textiles, organic and mechanical forms, all specific to illustrate the brief. The material should be stored in notebooks, journals and electronic media.

In **Outcome 2** you will be asked to select and manipulate material obtained for Outcome 1 using a range of pre-production techniques.

Software should be used to digitise the material chosen and thereafter you must demonstrate pre-production manipulation which can include colour correction, resizing, resolution.

You will also demonstrate your ability to use compositing techniques to produce complex images which reflect the given.

To complete this Outcome, you will be expected to fulfil all Evidence Requirements.

In **Outcome 3** you will be asked to create a 90 second motion graphics sequence using appropriate computer software. In this sequence you will also demonstrate post-production techniques have been carried out on the finished sequence.

To complete this Outcome, you will be expected to fulfil all Evidence Requirements.

In order to complete this Unit successfully, you will be required to achieve a satisfactory level of performance in all Outcomes.