

Unit Title:	Imagery for the Creative and Digital Industry
Unit Level:	Three
Unit Credit Value:	3
Unit Code:	WNI819
Unit Type:	Academic Subject Content
Unit Review Date:	31/12/2028
Graded / Ungraded:	Graded

This unit has 4 learning outcomes:

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Understand the purpose and production of imagery in the creative and digital industries.	1.1. Identify where imagery can be used in the creative and digital industries. 1.2. Analyse the purpose of imagery in the creative and digital industries. 1.3. Explain how imagery can be produced in the creative and digital industries.
2. Be able to generate ideas and designs for original imagery.	2.1. Generate ideas for original imagery based on a client brief.
3. Be able to produce original imagery.	3.1. Create appropriate imagery that fulfils the client brief.
4. Be able to reflect on original imagery.	4.1. Evaluate own work based on the client brief.

Assessment (Graded)

1. Meets assessment criteria	At least a Pass
2. Further grading	
<ul style="list-style-type: none"> ▪ Meets assessment criteria but not merit grading standards 	Pass
<ul style="list-style-type: none"> ▪ Meets assessment criteria and merit but not distinction grading standards 	Merit
<ul style="list-style-type: none"> ▪ Meets assessment criteria and distinction grading standards 	Distinction

