CUAGRD514

Create and Manipulate Graphics

Assessment 1 of 3

Short Answer Questions

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Assessment Details

This section is for SUT VE Quality and Compliance review and feedback and must be deleted in the student version of the assessment.

SECTION 1

UNIT OF COMPETENCY DETAILS

Code	Title
CUAGRD514	Create and Manipulate Graphics

COURSE AND MODULE DETAILS

Assessments may be published in more than one course. Add lines for additional courses as needed.

Course Code (UPed)	Module Number (Order)	Module Code (UPed)
CUA50720		CUAGRD514

ASSESSMENT TYPE

Assessment Method: *Select all that apply.*	**Questioning**	Choose an item.	Choose an item.

SECTION 2

STUDENT INSTRUCTIONS

The following instructions detail the requirements of the assessment and are captured in the LMS assessment page. This includes a description of the student instructions, associated files and submission instructions.

Student instructions

This is assessment 1 of 3 assessments for CUAGRD514 Create and Manipulate Graphics.

This assessment requires you to answer seven (7) short answer questions to test your knowledge required of this unit.

To be assessed as competent, you must complete all tasks in the spaces required.

You must download your assessment by clicking the assessment document icon below (see Let's Begin) and upload your completed assessment for submission.

Supporting documents

To answer the questions, you will need to access the following documents:

- Learning Material

Files for submission

ASSESSOR GUIDE:

Submit the assessment document with all tasks completed in the spaces provided.

Submission instructions

Video and Audio Submissions

You may be requested to record an audio or video file for your assessment. You have the option to record directly into your assessment via this page, using the record button from the menu. The feature will provide you with an opportunity to review your recording and redo it as many times as needed, prior to submitting it.

PDF File Submissions

Please save all Word documents as PDF files before submitting.

IMPORTANT: Word documents will **not** be accepted.

Most modern web browsers can open and display a PDF file. If you have an older operating system, however, you may need a PDF reader installed on your device such as the Acrobat Reader, available from Adobe.

Windows: Word 2013 and newer

Choose **File** > **Export** > **Create PDF/XPS**.

Windows: Word 2010

1. Click the **File** tab
2. Click **Save As**
   - To see the Save As dialog box in Word 2013 and Word 2016, you have to choose a location and folder
3. In the **File Name** box, enter a name for the file, if you haven't already
4. In the **Save** as type list, click **PDF** (*.pdf).
   - If you want the file to open in the selected format after saving, select the Open file after publishing check box.
   - If the document requires high print quality, click Standard (publishing online and printing).
   - If the file size is more important than print quality, click Minimum size (publishing online).
5. Click **Options** to set the page to be printed, to choose whether markup should be printed, and to select output options. Click **OK** when finished.
6. Click **Save**.

macOS: Office for Mac

To save your file as a PDF in Office for Mac follow these easy steps:

1. Click the **File**
2. Click **Save As**
3. Click **File Format** towards the bottom of the window
4. Select **PDF** from the list of available file formats
5. Give your file a name, if it doesn't already have one, then click **Export**

For more detailed instructions refer to Microsoft Support.

SECTION 3

ASSESSMENT TASK CRITERIA AND OUTCOME

This assessment will be graded as Satisfactory (S) or Unsatisfactory (US).

To achieve Satisfactory; valid, sufficient, authentic, and current evidence of meeting the criteria must be submitted.

ASSESSOR GUIDE:

Refer to the mapping spreadsheet for details for this unit.

SECTION 4

ASSESSMENT DETAILS

Please refer to SECTION 2 to confirm how the assessment tools will be built and the methods that will be used to collect evidence i.e., Student's will type answers directly into LMS or will upload of files of completed assessment tasks.

The STUDENT INSTRUCTIONS above will be added directly into the LMS.

All associated files will be accessed via the LMS, as will any Assessor Guides, Matrix, Templates etc.

Students and Assessors have restricted permissions in the LMS. Assessor Guides, including model answers, will be available to Assessors ONLY.

The following pages contain the draft assessment which will be built into the LMS once reviewed. This includes:

- ☒ Instructions to students
- ☒ Questions /tasks
- ☐ Templates /tables where applicable
- ☐ Links to supporting files /websites
- ☒ Instructions to assessors
- ☒ Sample answers /examples of benchmark answers

SECTION 5

STAKEHOLDERS AND SIGN OFF

List all that apply for each of the stakeholder roles below.

UPed Learning Designer/Author name	Lisa Watt
SOE Quality and Compliance Manager name	
SUT VE Quality Compliance name	
Date approved	

ASSESSOR GUIDE:

Assessment Instructions

Task overview

This assessment task is divided into types of questions. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need:

Access to your learning material

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Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

 – the processes for conducting the assessment (e.g., allowing additional time)
 – the evidence gathering techniques (e.g., oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.

</div>

Please consider the environment before printing this assessment.

ASSESSOR GUIDE:

Question 1

Graphic design plays a crucial role in communication. This first question is about using graphics within different types of communication in the industry.

Complete the table below. You have been provided with six (6) types of communication in column one (1). In column two (2), specify five (5) examples of each communication. Provide five (5) benefits to the graphics industry associated with each in columns three (3) and a valid web link to an example of each communication you previously sourced in column two (2) and place this in column four (4).

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. A sample answer is provided below. (Language may differ from the sample answer below, but this general guide indicates the style of solution needed). Each valid web link will vary from student to student.

1: Type of Communication	2: Composition of Communication	3: Benefits of Each Communication to the Industry	4: Valid weblink
Visual Identity	• Logos • Colour Palettes • Typography • Photography • Icons	• Differentiation of a product • Relatability to the user • Consistency of message • Emotional connection • Brand recognition	For example: Typography 60 Examples of Typography
Motion Graphics	• GIFS • Animation • Memes • Social Media • Video	• Enhanced storytelling • Visual appeal • Increased engagement • Versatility • Flexibility of delivery	For example: GIFS Brands with GIFs & Looping Videos
Marketing	• Adverts • Banners • Slide Decks • Online Brochures • Infographics	• Increased brand awareness • Improved customer engagement • Competitive advantage • Brand differentiation • Business growth	For example: Infographics 63 of the Best Infographics
UI/UX Design	• Interfaces • Apps • Imagery • Interactivity • Websites	• Improved usability • Increased user satisfaction • Increased brand loyalty • Effective outcomes • Loyalty to a product	For example: Apps 35 Most Innovative Apps
Social Media	• Brand Identity • Apps • Websites • Advertising • Products	• Increased exposure to products • Visual appeal • Awareness and activism • Easy access to information • Wide and diverse audience	For example: Websites 32 Best Websites We Love

ASSESSOR GUIDE:

Publication Design	• Newsletters • Magazines • Catalogues • Books • Flyers	• Improved readability • Increased brand recognition • Improved information retention • Enhanced visual appeal • Competitive advantage	For example: Magazines 22 Best Print Magazines

Question 2

There are many sources of information suitable for graphic designers. Discuss five (5) sources of information for developing ideas about different graphics options in the table below. You have already been supplied with the five (5) most common sources of information in column 1. Complete column 2 with five (5) existing examples of information for each. Finally, in column 3, name five (5) advantages of information suitable for a graphic designer. (Use bullet points in both columns 2 & 3).

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. A sample answer is provided below. (Language may differ from the sample answer below, but this general guide indicates the style of solution needed). The student must demonstrate examples of information in column 2 and the advantages of that information to a graphic designer.

1: Source of Information	2: Examples of Information	3: Advantages of Information to a Graphic Designer
Websites	• Behance • Dribbble • Pinterest • TemplateMonster • Awwards	• Browse various design styles • How other designers have used different graphic elements • Save time developing a brand, website, or mobile app • View interesting projects in web design • Use templates for your own work
Industry Publications	• Communication Arts • Print Magazine • How Design • Wrap • Print	• Latest design trends and techniques • Read about a wide range of topics • Become familiar with new designers • Stay informed about the latest developments in graphic design • Pursue your own creativity and curiosity
Social Media	• Instagram • Twitter • LinkedIn • Facebook • Canva	• Follow graphic designers • Follow design-focused accounts • View the latest work for inspiration • Get exposure and potential clients • Network with other designers and professionals
Design Blogs	• Creative Boom • Behance • Eye Magazine • Designspiration • Design Clever	• Get tips, tutorials, and inspiration • Review the latest developments in typography, print design or logos • View the latest trends, including AI, illustration, and exhibitions • Read about key designers and their work

ASSESSOR GUIDE:

		• Get exposure to alternative designers from different countries
Design Publications	• Designing Brand Identity • Branding in Five and a Half Steps • Logo Modernism • The Visual History of Type • Drawing Type	• Review design principles and techniques • Learn more about the graphic design industry • Learn more about history, theory and contextual information about a topic or a designer • Understand a subject and use it correctly in your work • Read stories from across the industry

Question 3

Many software programs are suitable for use in the graphic design industry, and you have been supplied with six (6) software programs in column 1. You need to specify the characteristics of the tools and features of each in column 2 and their suitability for use by a graphic designer working in the industry in column 3. Finally, in column 4, specify a live link to further information on the pricing of each software program. This will expand your knowledge of each!

Approximate word count: 20-40 words in each section. (12 sections = 240-480 words in total. This excludes the live link in column 4).

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. A sample answer is provided below. (Language may differ from the sample answer below, but this general guide indicates the style of solution needed). The student must address each software program's main characteristics and suitability for an individual in the graphic design industry.

1: Software Program	2: Characteristics of Tools and Features	3: Suitability for Graphic Designers	4: Live link to further information on pricing
Adobe CC	A software program suite that includes Photoshop, Illustrator, InDesign and more. A user can publish print layouts, edit images, manage PDF documents, and collaborate with team members using various mobile and desktop applications.	These programs are widely used in graphic design and offer various tools and features for creating and editing graphics. It is a program for photographers, creatives, schools and universities, and the creative cloud technology fosters teamwork, libraries, and online tools.	For example: Adobe CC Pricing

ASSESSOR GUIDE:

Sketch	It is a vector-based design tool with artboards, symbols, and vector editing tools. There are shared libraries, styles, and components, and it has reusable design templates.	This is a popular design tool popular in the field of UI/UX design. It makes it easy to create high-quality designs. The tool can be used online for sharing, feedback, and handoff.	For example: Sketch Pricing
Canva	It is a web-based design tool that offers various templates, graphics, and fonts for creating designs. It offers access to over 100 million stock photos, videos, and audio files.	It is easy to use and is popular among non-designers who need to create graphics for social media, presentations, logos, brochures, eBooks, and magazine covers, with a drag-and-drop feature.	For example: Canva Pricing
Affinity Designer	It is a vector-based design tool with pixel-based textures and retouching. Graphic design software helps creative professionals manage documents, create vector designs with gradients, blend modes, adjustments, and effects, edit images, and build artboards.	This program is popular among graphic designers without a monthly subscription to Adobe Creative Cloud. It is available for Windows, macOS and iPad. It is a one-off payment and does not offer a subscription service like its competitors.	For example: Affinity Designer Pricing
Procreate	It is a digital painting app popular among illustrators and artists. It is designed to be used with Apple's tablet and stylus tools and gives artists the benefit of working digitally and sharing work in real-time.	It offers a wide range of brushes and painting tools that make it easy to create digital art. Creatives use Procreate to make original art. There are also 'teachers' who give advice and feedback on individual work.	For example: Procreate Pricing
CorelDRAW	It is a vector-based design and illustration, layout, photo editing and typography tool like Adobe Illustrator. The program can produce branding and marketing, apparel and textiles, illustration, and fine art.	It offers a wide range of vector editing tools and is popular among graphic designers who work on Windows computers. It references Pantone® colours at no extra charge, font management and photo-editing.	For example: CorelDRAW Pricing

ASSESSOR GUIDE:

Question 4

There are different types of graphic file formats, and they are used in many different applications. This question explores the most common.

In the table below, you have been supplied with six (6) graphic file formats in column one (1). Complete column two (2) with how each is best used along with the benefits in each context and in column three (3) detail the technical requirements and how each one is saved. Finally, in column four (4), use this photo of Lady Gaga and save it into each of the six graphic file formats, and submit a screenshot of the image and file path of the image.

Use bullet points in each section in your answers for columns two (2) and three (3).

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. A sample answer is provided below. (Language may differ from the sample answer below, but this general guide indicates the style of solution needed). The student must address the different graphic file formats specified in column one (1) and their application use in column two (2). In column three (3), they are to name each graphic file's specific technical requirements. Save the image of Lady Gaga above, then save it again in the six (6) formats and submit a screenshot of the image and the file path as evidence.

1: Graphic File Format	2: Suitability and Benefit of Use	3: Technical Requirements	4: Screenshot of File Path/Image saved
JPEG (Joint Photographic Experts Group)	Most suitable for: • Photographs • Web graphic images Benefits: • It makes large photo files smaller • Occupies less space • Faster load times • Easily downloaded • Every graphics tool supports JPEGs	• The image should be saved in RGB colour mode and compressed using a JPEG encoder to create a JPEG file • When saving the file, the compression level can be adjusted to balance file size and image quality.	

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PNG (Portable Network Graphics)	Most suitable for: • Logos • Icons Benefits: • Does not lose detail and quality • Supports many colours • Ideal for images containing text, lines, and graphics	• It uses lossless compression • The image should be saved in RGB or RGBA colour mode to create a PNG file and compressed using a PNG encoder	
GIF (Graphics Interchange Format)	Most suitable for: • Simple animations • Simple graphics • Online logos Benefits: • Small file size • Uses a limited colour palette and supports transparency • Quick to create	• It uses lossless compression • The image should be saved in indexed colour mode and compressed using a GIF encoder to create a GIF file	
SVG (Scalable Vector Graphics)	Most suitable for: • Logos • Illustrations • Infographics Benefits; • Does not lose quality • Smaller images • Faster load times	• It is a vector-based file format • SVG files are scalable and can be edited and saved with vector editing software	
PDF (Portable Document Format)	Most suitable for: • Read-only documents • Editable for electronic signatures Benefits: • Files are secure • Consistent across devices • Compression can make files smaller	• It supports vector and raster images and text. It can be opened on any device with a PDF reader • The image should be saved in the appropriate format (such as JPEG or PNG) and then added to the PDF file using PDF editing software.	
AI (Adobe Illustrator)	Most suitable for: • Graphics • Business logos • Illustrations Benefits: • Uses algorithms to draw shapes	• A vector-based creative programme • The image should be created and saved using Adobe Illustrator or a similar vector editing software to create an AI file.	

ASSESSOR GUIDE:

	• Scalable and print ready • Versatile		

Question 5

Bitmap and vector images are different types of digital graphics with their characteristics and uses. Specify the difference between bitmap and vector images and detail how they are manipulated for output using the table below. In column 2, provide an overview of both bitmap and vector images and cite examples of each. In column 3, detail how each image is manipulated for output using five (5) recommendations, and in column 4, name a live link to a program that can be used to improve both types of digital graphics. (Use bullet points in columns 2 & 3).

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. A sample answer is provided below. Language may differ from the sample answer below, but this general guide indicates the style of solution needed. The weblinks may vary, but they should reflect a program that can improve both types of digital graphics.

1: Digital Graphics	2: Characteristics	3: Manipulated for Output	4: Program (live link)
Bitmap Images	• Known as raster images • Made up of pixels, which are tiny dots of colour • Resolution-dependent • Can become pixelated or lose quality if scaled up Examples are: • Photographs • Digital Paintings • GIFs	• Adjust the resolution and file format, and use a high-resolution version of the image • The file format can also affect the quality of the output • JPEG images use lossy compression, which can result in a loss of quality • PNG images use lossless compression, which maintains image quality • Manipulating bitmaps for output involves adjusting resolution and file format	For example: Adobe Photoshop
Vector Images	• Comprise of lines, curves and shapes defined by mathematical equations • They are resolution-independent, meaning they can be scaled up or down without losing quality Examples are: • Logos • Icons • Illustrations	• Adjust their size and file format • Ensure that the vector image is in the same format for its intended use • Vector images are often saved in the SVG format for use on websites • EPS format is commonly used for print materials • Manipulating bitmap images for output involves adjusting size and file format	For example: Canvas X Pro

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Question 6

Specify the file management protocols and procedures for various print and web-based publications. In both cases, it is important to establish clear file management protocols and procedures and ensure that all team members are trained to follow them. This can help ensure that publications are produced efficiently and accurately, with minimal errors or delays.

In column 1, you have been provided with the two types of publications – print and web-based. In column 2, name five (5) components of each, and in column 3, name four (4) protocols and procedures associated with both. Finally, in column 4, provide information on a product that can save print and web-based media. (Use bullet points in both columns 2 & 3).

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. A sample answer is provided below. Language may differ from the sample answer below, but this general guide indicates the style of solution needed. (The weblinks may differ, but they should reflect information on a product that can each save print and web-based media).

1: Publications	2: Components	3: Protocols & Procedures	4: Example
Print	• Books • Magazines • Brochures • Flyers • Business Cards • Posters	• Use a consistent naming convention for files, including the date and version number in the file name • Use a file management system that allows easy organisation and retrieval of files • Use design software that allows for easy collaboration and sharing of files, such as Adobe InDesign or QuarkXPress • Keep a backup of all files on an external hard drive or cloud storage to ensure they can be retrieved during a data loss	For example: Adobe instructions for printing a booklet
Web-based	• Websites • Online magazines • Social Media • E-books • Online Advertising • Online Forums & Wikis	• Use a content management system (CMS) that allows easy organisation and retrieval of files, such as WordPress or Drupal • Use a consistent naming convention for files, such as including the date and version number in the file name • Optimise all images and graphics for web use by compressing them to reduce the file size • Keep backup of all files on an external hard drive or cloud	For example: How to build and manage a website

ASSESSOR GUIDE:

	storage to ensure they can be retrieved during a data loss.	

Question 7

Working safely and appropriately is important when using equipment that produces graphic design outcomes, on-site or at home.

You have been given five (5) working practices associated with working in the graphic design industry in column 1. In column 2, name five (5) associated risks with each, and in column 3, name five (5) safe working practices for the corresponding practice. In column 4, insert one (1) live weblink detailing further information about safe working practices. (Use bullet points in both columns 2 and 3).

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. A sample answer is provided below. (Language may differ from the sample answer below, but this general guide indicates the style of solution needed). Each valid web link will differ from student to student.

1: Working Practices	2: Associated Risks	3: Safe Working Practices	4: Live Web Link to Further Information
Computer Screen	• Having screen brightness and glare can impact eye health • The computer screen placed too near can impact general health and lead to headaches • Dirty screens can lead to a health hazard, which can lead to illness • A computer screen with a flicker of images is a significant contributor to eye strain and fatigue • Staring at a computer screen for long periods can cause back and neck pain	• Centre the computer screen in front of you • Sit at least an arm's length away from the screen • Reduce the glare by careful positioning of the screen • Reduce glare by positioning the screen controls (dark screen, for example) • Clean your computer screens regularly	For example: Six-point checklist to correctly position your computer monitor
Keyboard	• Using a keyboard for extended periods can result in repetitive strain injuries (RSI) • Musculoskeletal injuries are common if regular breaks are not taken during the day	• Pull up close to your keyboard • Position it in front of your body • Tilt your keyboard to allow for ergonomic use	For example: Selecting and using a keyboard

ASSESSOR GUIDE:

	• Backpain can occur if sitting in the same position typing on a keyboard • Incorrect keyboard-to-mouse ratio can impact efficiency and cause issues • Dirty keyboards can lead to illness	• Ergonomic keyboards are best but can be expensive • Keep the keyboard on a flat surface	
Desk	• Sitting at your desk for extended periods affects general health • Lower back issues result in sitting and standing positions for a long time • Storing things under your desk can be a tripping or falling hazard • Ensure that all computer cords are away from walkways • An unsteady desk could compromise health and safety • An unclean workspace can be a health hazard	• The desk must be appropriate for the task in question • There are different types of desks, including freestanding height adjustable ones. • A desk should be flat and large enough to fit all the items required • The desk must be stable and positioned carefully • Keep the workspace clean	For example: Workstations and Seating
Chair	• An unstable chair can be a health and safety hazard • A chair that does not adjust can lead to back pain and poor posture • A chair that is too high can lead to issues with leg and back pain • If your shoulders are not relaxed in a correct posture, this can lead to musculoskeletal injuries • Having a chair that maintains poor posture can impact productivity and cause periods of inactivity	• Choose a comfortable chair • Ensure that it is adjustable both in height and support • Place your feet on the ground or a footrest • Adjust your chair to ensure that your shoulders are relaxed., and if the armrests are in the way, remove them • Push your hips as far back as they will go	For example: Selecting and purchasing office chairs

ASSESSOR GUIDE:

| Working from home/studio | • Not taking regular breaks can impact mental and general health
• Eating at your desk is unhygienic and can impact mental health by not stepping away from the workplace
• Staring at the computer screen impacts eye health
• Not moving and sitting for long periods is detrimental to general health
• Not stretching or stepping away for a walk is not good for longer-term health | • Take regular breaks
• Get away from your workspace during lunch breaks
• Rest your eyes by focusing on something in the distance away from a computer screen
• Keep moving as much as possible
• Take short 1–2-minute stretch breaks every 20-30 minutes | For example:
Working From Home OHS |

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

| 1 | 7 short answer questions are to be completed in the spaces provided. | ☐ |

Congratulations, you have reached the end of Assessment 1

ASSESSOR GUIDE: