**NZQA**

**Approved**

Achievement standard: 91369 Version 3

Standard title: Demonstrate understanding of advanced concepts of digital media

Level: 2

Credits: 4

Resource title: The world of print

Resource reference: Digital Technologies VP-2.42 v2

Vocational pathway: Manufacturing and Technology

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| Quality assurance status | These materials have been quality assured by NZQA.  NZQA Approved number A-A-02-2015-91369-02-8240 |
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Vocational Pathway Assessment Resource

Achievement standard: 91369

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Learner instructions

# Introduction

This assessment activity requires you to demonstrate understanding of advanced concepts of at least two different print media items from the manufacturing and technology sector.

You are going to be assessed on how comprehensively you demonstrate understanding of advanced concepts of print media from the manufacturing and technology sector.

The following instructions provide you with a way to structure your work so you can demonstrate what you have learnt and achieve success in this standard.

Assessor/educator note: It is expected that the assessor/educator will read the learner instructions and modify them if necessary to suit their learners.

# Task

Choose a topic for the print media items you will examine, such as:

* environmental concerns
* an event or product
* career-related topics.

Choose two examples of print jobs about your topic from this list:

* sign, poster, banner, billboard
* magazine, newsletter, prospectus
* advertising flyer, brochure
* other multi-page media
* fabric
* display or model (for example display stand, point-of-sale display, cardboard cutout)
* label
* packaging.

Consider the print job examples you have selected and gather evidence for your portfolio about:

* advanced tools and techniques used to create, edit, and integrate digital media outcomes
* standards and conventions used to produce digital media outcomes
* data integrity and testing procedures applied when developing digital media outcomes
* asset management and file management applied in the development of digital media outcomes
* legal, ethical, and moral considerations in relation to the requirements of digital media outcomes in the wider community.

You may gather evidence from:

* your own practice
* the practice of fellow learners and industry
* examples provided by your assessor/educator.

## Plan your portfolio

Make notes as you research the two types of print media.

Confirm the format for your portfolio of evidence with your assessor/educator.

## Create your portfolio

Using your notes and other sources, create a portfolio that demonstrates your understanding of advanced concepts of digital media, with particular reference to printed products. For definitions of key terms, see Resource A.

You will:

* explain how and discuss why advanced tools and techniques are used to create, edit, integrate, and enhance digital media
* explain the standards and conventions used when creating digital media, and discuss their positive and negative implications
* explain how asset management and file management are applied in developing digital media, and discuss why it is important that they are effective and appropriate
* explain how data integrity and testing procedures are applied when developing digital media, and discuss why they are important
* explain the data integrity and testing procedures used to ensure the outcome meets the specifications
* explain legal, ethical, and moral responsibilities of print designers in relation to the wider community
* discuss the relationship between standards and conventions and legal, ethical, and moral considerations in relation to the requirements of digital media
* evaluate how the application of tools, techniques, standards, and conventions affects the quality of digital media.

Submit your portfolio and a bibliography listing all of the sources you used to your assessor/educator.

# Resource A

## Key terms

* Advanced tools and techniques may include but are not limited to:
* image manipulation (for example gradient fills, drop shadows, composition layer masks, converting colour modes, correcting image distortion and noise, pixel selections, drawing, web graphics)
* print media design (for example linked and flowing data, threading, typography, indexing, drawing, document design using master pages colour management).
* Data integrity procedures involve testing to check for relevance, accuracy and reliability, to ensure the outcome functions as intended.
* Standards and conventionsare the technical specifications, design principles, guidelines, and terminology appropriate to a media type.
* Design principles may include colour, line, shape, texture, clarity, scale, contrast, space, and proximity.
* Asset management refers to the effective use of elements in the final outcome. Assets may include compressed sound files, flattened images, and compressed video.
* File management may include effective application of naming conventions, folder structures, and grouping of similar elements.
* Legal, ethical, and moral responsibilities are the social implications of the outcome within the wider community (for example licensing, creative commons, copyright, attribution, digital ownership, privacy, access to information, method of publication, and implication of the longevity of digital content on the internet).

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Assessor/Educator guidelines

# Introduction

The following guidelines are supplied to enable assessors/educators to carry out valid and consistent assessment using this internal assessment resource.

As with all assessment resources, education providers will need to follow their own quality control processes. Assessors/educators must manage authenticity for any assessment from a public source, because learners may have access to the assessment schedule or exemplar material. Using this assessment resource without modification may mean that learners' work is not authentic. The assessor/educator may need to change figures, measurements or data sources or set a different context or topic. Assessors/educators need to consider the local context in which learning is taking place and its relevance for learners.

Assessors/educators need to be very familiar with the outcome being assessed by the achievement standard. The achievement criteria and the explanatory notes contain information, definitions, and requirements that are crucial when interpreting the standard and assessing learners against it.

# Context/setting

This activity requires learners to demonstrate comprehensive understanding of the advanced concepts of digital media in the context of print media from the manufacturing and technology sector.

Learners are not expected to know the specific reasons for design decisions behind a particular print media, but need to demonstrate understanding of what could and should have happened to arrive at that design.

# Conditions

This is an individual assessment task.

Learners are not assessed on their ability to produce a digital media outcome as part of this assessment activity.

The activity can be easily adapted for other digital media outcomes (for example an edited movie or multi-page desktop-published document). Learners need to explore at least two examples of digital media outcomes (for example, two websites, or a brochure and an e‑book).

# Resource requirements

Learners will require access to the internet.

# Additional information

None.

# Assessment schedule: Digital Technologies 91369 – The world of print

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| Evidence/Judgements for Achievement | Evidence/Judgements for Achievement with Merit | Evidence/Judgements for Achievement with Excellence |
| The learner demonstrates understanding of advanced concepts of digital media by:   * explaining how advanced tools and techniques are used to create, edit, and integrate digital media outcomes   For example:  The explanation refers to print products, linked and flowing data, threading, typography, indexing, drawing, document design, using master pages, colour management, image manipulation, gradient fills, drop shadows, composition layer masks, converting colour modes, correcting image distortion and noise, pixel selections.  Tools and techniques are explained as follows:  *In the … print product they used … to …*   * explaining the standards and conventions used to produce digital media outcomes   For example:   * + the explanation includes the principles of page layout, separation of content from layout, use of indexes, colours, page numbers, headers and footers, etc.   + page layout is consistent   + information is referenced.   They are explained as follows:  *In the … print media … is used to …*   * explaining how asset management and file management are applied in developing digital media outcomes   For example:   * + a folder structure is used to keep assets separate   + images are optimised (compressed, but not pixelated)   + other assets are optimised   + a file naming convention is used   + image backgrounds are set up as watermarks.   Actions are explained: All the images used in the print media are prepared with suitable sizes and resolutions depending on the requirements of the outcome.  • explaining legal, ethical, and moral considerations in relation to the requirements of digital media outcomes in the wider community  For example:   * + legal requirements include privacy and copyright; for users to be able to share content, they must own it and ignoring this can result in charges and fines   + compliance with the Fair Trading Act means a print media needs to provide accurate information about items that may be advertised, or the client may be fined   + moral considerations include ensuring visual imagery is appropriately inclusive and does not prejudice any particular group   + ethical considerations include ensuring that content won’t cause offence to the targeted users of the outcome.   • explaining the data integrity and testing procedures used to ensure the outcome meets the specifications  For example:  *A specification for print media testing required the designer to test the outcome by producing a draft. This was then checked against the requirements of the brief and proofread by a number of people.*  The explanation refers to the outcome’s success in relation to the specifications and needs to show some knowledge of specifications of the outcome considered.   * how data integrity and testing procedures are applied when developing digital media outcomes   For example:   * + proofreading for accuracy   + print media looking different on screen from in print   + peer reviewing outcomes   + checking requirements for the desired outcome format to ensure the print media functions.   Procedures are explained: *Proofreading is applied by print media designers by reading, detecting, and correcting any errors in content.*  *The above expected learner responses are indicative only and relate to just part of what is required.* | The learner demonstrates in-depth understanding of advanced concepts of digital media by:   * explaining how and discussing why advanced tools and techniques have been used to create, edit, and integrate digital media, and how their use has enhanced the outcome   For example:  The discussion refers to reasons for using print products, linked and flowing data, threading, typography, indexing, drawing, document design, master pages, colour management, image manipulation, gradient fills, drop shadows, composition layer masks, and for converting colour modes, correcting image distortion and noise, pixel selections and drawing.  Reasons could include:   * + the user influencing how content is displayed   + the ease of the user finding content and information   + conforming to widely accepted codes of practice and norms in print design   + enhanced branding message and consistency in design. * discussing the positive and negative implications of adhering to digital media standards and conventions when developing digital media outcomes   For example:   * + positive: establishing functionality specifications that set reasonable limits for a print media design (e.g. the format for the outcome, to produce sustainability across different target audiences); working efficiently with a group of designers to ensure a shared understanding   + negative: designers being constrained by having to use techniques that will work on multiple styles of outcome. * discussing the importance of effective and appropriate asset management and file management in the development of digital media outcomes   For example:   * + images are optimised (compressed, but not pixelated)   + a file naming convention is used   + a folder structure is used to keep assets separate.   The importance of effective use of the asset and file management for a logical file structure is discussed: *A logical file structure using separate folders for different types of assets means you can easily use print media software to generate an outcome and it’s easier to manage assets for future maintenance. If you were to leave all files at the root directory it would be difficult to see which files belonged where and you would waste time searching and sorting.*  • discussing the importance of appropriate data integrity and testing procedures in the development of digital media outcomes  For example:   * + proofreading for accuracy   + print media looks different in different formats   + testing for function will include drafts being reviewed by a number of people and final sign-off by the client   + checking information for accuracy   + checking the requirements of the output format to ensure the print media functions.   The importance of procedures is discussed: *Proofreading is applied by print media designers by reading, detecting, and correcting any errors in content. It is crucial for maintaining the credibility of a print media outcome and associated brand or business. Inaccurate information also undermines credibility. If a user comes across mistakes, it suggests the outcome is not current or regularly checked, implying the business is unprofessional or unreliable.*  *The above expected learner responses are indicative only and relate to just part of what is required.* | The learner demonstrates comprehensive understanding of advanced concepts of digital media by:   * explaining how and discussing why advanced tools and techniques have been used to create, edit, and integrate digital media, and how their use has enhanced the outcome * evaluating how the application of tools, techniques, standards, and conventions affect the quality of digital media outcomes   For example:  The discussion evaluates the effects on quality of using print products, linked and flowing data, threading, typography, indexing, drawing, document design, master pages, colour management, image manipulation, gradient fills, drop shadows, composition layer masks, and for converting colour modes, correcting image distortion and noise, pixel selections and drawing.  Reasons could include:   * + the user influencing how content is displayed   + the ease of the user finding content and information   + conforming to widely accepted codes of practice and norms in print design   + enhanced branding message and consistency in design. * discussing the importance of effective and appropriate asset management and file management in the development of digital media outcomes   For example:   * + images are optimised (compressed, but not pixelated)   + a file naming convention is used   + a folder structure is used to keep assets separate.   The importance of effective use of the asset and file management for a logical file structure is discussed: *A logical file structure using separate folders for different types of assets means you can easily use print media software to generate an outcome and it’s easier to manage assets for future maintenance. If you were to leave all files at the root directory, it would be difficult to see which files belonged where and you would waste time searching and sorting.*  • discussing the importance of appropriate data integrity and testing procedures in the development of digital media outcomes.  For example:   * + proof reading for accuracy   + print media looks different in different formats   + testing for function will include drafts being reviewed by a number of people and final sign-off by the client   + checking information for accuracy   + checking the requirements of the output format to ensure the print media functions.   The importance of procedures is discussed: *Proofreading is applied by print media designers by reading, detecting, and correcting any errors in content. It is crucial for maintaining the credibility of a print media outcome and associated brand or business. Inaccurate information also undermines credibility. If a user comes across mistakes it suggests the outcome is not current or regularly checked, implying the business is unprofessional or unreliable.*   * discussing the relationship between standards and conventions, and legal, ethical, and moral considerations in relation to the requirements of digital media outcomes   For example:  *The outcome must not have any content that may cause offence to the viewer.*  *If images of people are used, then permission to use those images must be sought. In the commercial world, this may be done using a release form.*  *The above expected learner responses are indicative only and relate to just part of what is required.* |

Final grades will be decided using professional judgement based on an examination of the evidence provided against the criteria in the Achievement Standard. Judgements should be holistic, rather than based on a checklist approach.