**NZQA**

**Approved**

EXPIRED

Achievement standard: 91072 Version 3

Standard title: Demonstrate understanding of basic concepts of digital media

Level: 1

Credits: 3

Resource title: Premium real estate

Resource reference: Digital Technologies VP-1.42 v2

Vocational pathway: Services Industries

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| Quality assurance status | These materials have been quality assured by NZQA.  NZQA Approved number A-A-02-2015-91072-02-7339 |
| Authenticity of evidence | 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. Assessors/ educators may need to change figures, measurements or data sources or set a different context or topic to be investigated or a different text to read or perform. |

Vocational Pathway Assessment Resource

Achievement standard: 91072

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Vocational pathway: Services Industries

Learner instructions

# Introduction

This assessment activity requires you to demonstrate understanding of basic concepts of digital media integrated into the New Zealand Premium real estate website, and preparing a portfolio or presentation.

You are going to be assessed on how comprehensively you understand basic concepts of digital media integrated into the New Zealand Premium real estate website.

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

As you research the New Zealand Premium real estate website, make notes about:

* the communication purpose of the website
* the digital media types used in the website
* the design elements used in the website
* the distinguishing characteristics (the features) of the website
* how and why these characteristics support the communication purpose of the website
* the software resources used to create the website
* the techniques used to develop the website
* the technical quality of the website
* why the software resources and techniques were used to create the website and the effect they have had on its technical quality
* the ethical considerations that are relevant to the creation of a website
* why these ethical considerations were important in the creation of the New Zealand Premium real estate website.

Use your research notes to prepare a portfolio or a presentation that shows your understanding of basic concepts of digital media. Include annotated screen shots to illustrate the key points of your discussion.

Create a presentation in which you:

* identify the digital media types in the website
* give the names of the main software applications that may have been used to create the website and describe how the main features of these have been used in the creation of the website
* describe the target audience and reasons why the website was created (communication purpose)
* describe the way the different types of digital media and design elements have been integrated into the outcome (distinguishing characteristics)
* describe how, and discuss why, the way different types of digital media and design elements (distinguishing characteristics of the digital media outcome) have been integrated into the website support its communication purpose
* describe the techniques used and the design elements in the website. Design elements may include colour, line, shape, texture, clarity, scale, contrast, space and proximity. Techniques are methods used within the applications to create the website
* explain how, and discuss why, software resources and techniques were used to create a digital media outcome, and how they affected its technical quality
* explain the ethical considerations related to a digital media outcome, their importance and why they are important. Ethical considerations may include privacy, licensing, intellectual property, copyright and social implications.

Make sure you acknowledge all sources of information.

# Resources

New Zealand Premium Real Estate [www.premium.co.nz](http://www.premium.co.nz)

Vocational Pathway Assessment Resource

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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 basic concepts of digital media integrated into the New Zealand Premium real estate website.

Learners present their findings as a presentation or a portfolio.

This assessment activity could be done in preparation for, or reflection on developing a digital media outcome or an element within a website, for example an embedded video, a collage or an animation.

# Conditions

This is an individual assessment task.

# Resource requirements

Learners will require access to an internet-enabled computer.

# Additional information

Learners need to recognise and understand ethical considerations. When selecting the digital media outcome for this assessment activity, make sure the ethical issues are obvious.

# Assessment schedule: Digital Technologies 91072 – Premium real estate

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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 basic concepts of digital media used in the New Zealand Premium website by:   * identifying the digital media types in the New Zealand Premium website   For example:  The learner identifies examples of the actual media types used in the Premium website. These may include audio, video, graphics, animations, or still images.  *The website has images, a rollover button, and an interactive map of New Zealand and Auckland.*   * describing the software resources used to create the digital media outcome   For example:  The learner describes the different types of software that may have been used in the creation of the website and has given some features of the software.  *The site has been built using an HTML editor such as Dreamweaver that shows you the tags used to build the page and previews what that will look like in a web browser. There is an embedded slideshow, which is made using JavaScript – a widely used technique for showing a variety of images on websites. GIMP, a photo editing tool, was used to edit the images.*   * describing techniques used to create the digital media outcome   For example:  The learner describes techniques that have been used in the software to enable the Premium website to be created.  *The page has been coded in XHTML using div tags for layout, which allows the designer to position divisions on the page. Those divisions have been styled and positioned using cascading style sheet code attached as a separate styles sheet. There are a number of images that will have been edited in software such as Photoshop to remove blemishes and to crop and resize them to enable them to be suitable for use on the website.*   * describing design elements in the digital media outcome   For example:  The learner describes design elements which may include colour, line, shape, texture, clarity, scale, contrast, space, and proximity.  *The website uses white space effectively to allow the viewer to be able to read the information on the webpage. Dark colours are used in the backgrounds with either white text or light coloured boxes.*   * describing the communication purpose of the digital media outcome   For example:  The learner describes what the purpose of the Premium website is and who the website is intended for.  *The Premium website is intended to display high value properties that are for sale or lease. Common users will be people who live in the Auckland area and are looking for an executive lifestyle.*   * describing the ethical considerations related to the digital media outcome   For example:  The learner describes some of the ethical considerations which may include: privacy, licensing, intellectual property, copyright, and social implications related to digital media.  *The pictures of houses used should not show images of people or people’s personal property unless consent has been given. This will have been done in a signed contract with the real estate agent (privacy).*  *The above expected learner responses are indicative only and relate to just part of what is required.* | The learner demonstrates in-depth understanding of basic concepts of digital media used in the New Zealand Premium website by:   * identifying the digital media types in the New Zealand Premium website   For example:  The learner identifies examples of the actual media types used in the Premium website. These may include audio, video, graphics, animations, or still images.  *The website has images, a rollover button, and an interactive map of New Zealand and Auckland.*   * explaining how software resources and techniques were used to create the digital media outcome and how they affected its technical quality   For example:  The learner describes the different types of software that may have been used in the creation of the website and has given some features of the software.  *The graphics have been optimised using an image editing application, such as Photoshop, (compressed using JPEG) to make sure they load quickly but are not overly pixelated, which would detract from the appeal of the images to the audience. XHTML has been used to build the page using a text editor such as Notepad++. XHTML stands for eXtensible Hypertext Markup Language. This is industry standard and up-to-date practice, meaning that most web browsers will be able to load the page. It is the standard structural mark-up language used by web designers. It allows the information on the World Wide Web to be interpreted by web browsers and displayed graphically rather than as code. JavaScript coding has been used for the slideshow. Over 95% of web users have Java and can therefore play the slide show.*  The learner explains how the software and techniques allowed this to happen:  The learner explains how an image may be compressed using the tools and features of the software. They also explain how such editing is necessary for the finished product.   * describing design elements in the digital media outcome   For example:  The learner describes design elements which may include colour, line, shape, texture, clarity, scale, contrast, space, and proximity.  *The website uses white space effectively to allow the viewer to be able to read the information on the webpage. Dark colours are used in the backgrounds with either white text or light coloured boxes.*   * describing how the distinguishing characteristics of the outcome support its communication purpose   For example:  The learner explains what the purpose of the Premium website is and who the website is intended for. They explain some of the features of the website that support the communication purpose.  *The Premium website is intended to display high value properties that are for sale or lease. Common users will be people who live in the Auckland area and are looking for an executive lifestyle.*  *The interactive map allows a potential buyer to quickly find properties in the area they are interested in.*   * describing the importance of the ethical considerations applied in the creation of the digital media outcome   For example:  The learner describes the importance of the ethical considerations which may include: privacy, licensing, intellectual property, copyright and social implications related to digital media.  *The pictures of houses used should not show images of people or people’s personal property unless consent has been given. This will have been done in a signed contract with the real estate agent (privacy). This is important as burglars sometimes peruse real estate websites looking for high value items that are worth stealing.*  *The above expected learner responses are indicative only and relate to just part of what is required.* | The learner demonstrates comprehensive understanding of basic concepts of digital media used in the New Zealand Premium website by:   * identifying the digital media types in the New Zealand Premium website   For example:  The learner identifies examples of the actual media types used in the Premium website. These may include audio, video, graphics, animations, or still images.  *The website has images, a rollover button, and an interactive map of New Zealand and Auckland.*   * describing design elements in the digital media outcome   For example:  The learner describes design elements which may include colour, line, shape, texture, clarity, scale, contrast, space, and proximity.  *The website uses white space effectively to allow the viewer to be able to read the information on the webpage. Dark colours are used in the backgrounds with either white text or light coloured boxes.*   * discussing why the software resources and techniques were used to create a digital media outcome and how they affected its technical quality   For example:  The learner compares and contrasts alternative software resources and techniques that may have been used in the creation of the Premium website and gives reasons why one might be better than another to produce the website.  The learner compares different pixel selection tools and has a conclusion why one is better than the others.  The learner discusses how the selection of the software resources and techniques affects the completed technical quality of the Premium website.  *The website designer has used image editing software such as Photoshop to edit the images. They have been cropped and resampled to a resolution and size suitable for placing on the website. If this was not done then the website would have slow loading times and users would go to another website. All of the content of the website considers bandwidth which improves loading times and makes slideshows and animations smoother.*  *Using the magic lasso tool enabled the image to be quickly selected and cut out of the original picture and the image part has a smooth edge that means that further editing is not required. If the user had used the quick selection, further editing would have been necessary to get the image tidied up for insertion into the website.*   * discussing why the distinguishing characteristics of a digital media outcome support its communication purpose   For example:  The learner discusses what the purpose of the Premium website is and who the website is intended for. They discuss some of the features of the website, the way that the media types have been integrated and how that supports the communication purpose.  *The Premium website is intended to display high value properties that are for sale or lease. Common users will be people who live in the Auckland area and are looking for an executive lifestyle.*  *The interactive map allows a potential buyer to quickly find properties in the area they are interested in.*  *The website uses an eBook to allow the showcasing of some of the properties available. These have a print function as part of the website to allow potential buyers to print out any properties they may be interested in.*  *The features of the website are designed to make it easy for potential buyers to find information.*   * explaining why ethical considerations were important in the creation of the digital media outcome   For example:  The learner explains the importance of the ethical considerations which may include: privacy, licensing, intellectual property, copyright and social implications related to digital media.  *The pictures of houses used should not show images of people or people’s personal property unless consent has been given. This will have been done in a signed contract with the real estate agent (privacy). This is important as burglars sometimes peruse real estate websites looking for high value items that are worth stealing. The images must not show artworks where the intellectual property belongs to the artist. All images must be taken by the real estate company as then they have ownership of those images.*  *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.