

# Assessment – Student Copy

For Achievement Standard 91369

**Subject Reference: Digital Technologies 2.42**

**Title: Demonstrate understanding of advanced concepts of digital media**

**Version 4**

Level 2, Credit 4

## Achievement Criteria:

<b>Achievement</b> Demonstrate understanding of advanced concepts of digital media	<b>Achievement with Merit</b> Demonstrate in-depth understanding of advanced concepts of digital media	<b>Achievement with Excellence</b> Demonstrate comprehensive understanding of advanced concepts of digital media
<ul style="list-style-type: none"><li>• Explaining how advanced tools and techniques have been used to create, edit and integrate digital media outcomes</li><li>• Explaining the standards and conventions used to produce digital media outcomes</li><li>• Explaining how asset management and file management are applied in the development of digital media outcomes</li><li>• Explaining legal, ethical and moral considerations in relation to the requirements of digital media outcomes in the wider community.</li><li>• Explaining the data integrity and testing procedures used to ensure the outcome meets the specifications</li><li>• Explaining how data integrity and testing procedures are applied when developing digital media outcomes.</li></ul>	<ul style="list-style-type: none"><li>• Discussing why advanced tools and techniques have been used to create, edit, and integrate digital media and how their use have enhanced the outcome</li><li>• Discussing the positive and negative implications of adhering to digital media standards and conventions when developing digital media outcomes</li><li>• Discussing the importance of effective and appropriate asset management and file management in the development of digital media outcomes</li><li>• Discussing the importance of appropriate data integrity and testing procedures in the development of digital media outcomes.</li></ul>	<ul style="list-style-type: none"><li>• Evaluating how the application of advanced tools, techniques, standards and conventions affect the quality of digital media outcomes</li><li>• Discussing the relationship between standards and conventions, and legal, ethical and moral considerations in relation to the requirements of digital media outcomes</li></ul>

I give permission for my assessment to be used for moderation purposes

.....Student

# Student instructions

## Introduction

Websites can be classified into various categories. The table below lists the different types of Websites based on the content and features offered. However, content can be varied and these categories are not distinct and can overlap.

News websites	Satirical websites	Science fiction websites	Nostalgia websites
Image hosting	History websites	Art websites	Websites about digital media
Educational websites	Science websites	Video hosting	Health websites
Aviation websites	Children's websites	Literature websites	Download websites
Genealogy websites	Economics websites	Legal websites	Environmental websites
Social networking services	Dance websites	Law enforcement websites	Humour websites
Automotive websites	Technology websites	Military websites	Fundraising websites
Fashion websites	Sport websites	Virtual museums	Architecture websites
Websites about food and drink	Religious websites	Chat websites	Women's websites
Medical websites	Web documentaries	Travel websites	Employment websites
Community websites	Vegetarian publications and websites	Websites about comics	Parenting websites
Reward websites	Review websites	File sharing communities	Commerce websites
Websites about animation	Route planning websites	Political websites	Entertainment websites

The digital media outcomes for this assessment are based on the creation, editing and integration of digital assets into multi-page websites

This assessment activity requires you to select a website category from the table above and create a portfolio of evidence in which you discuss:

- Advanced tools and techniques used to create, edit and integrate multi-page websites;
- Standards and conventions used to produce multi-page websites;
- Data integrity and testing procedures applied when developing multi-page websites;
- Asset management and file management applied in the development of multi-page websites;
- Legal, ethical and moral considerations in relation to the requirements of multi-page websites in the wider community.

You will be assessed on the depth and comprehensiveness of the discussion in your portfolio.

Refer to the Definitions section for definitions of key terms.

## Note

The context for this assessment activity is multi-page websites, taken from the categories listed in the above table

It is intended that students explore at least two multi-page websites as the digital media outcomes

This is an individual assessment activity.

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# Preparatory task

As you research your chosen website categories make notes (for example, annotated screenshots, a mind map, bullet points, written notes) about:

- The advanced tools and techniques used to create edit and integrate the websites and their impact on the quality.
- The advantages and disadvantages of adhering to digital media standards and conventions in websites. Evaluate your chosen websites for conformance with standards and conventions
- The importance of data integrity and testing procedures used in websites and how well the websites would perform in a testing plan
- The importance of asset management and file management using the chosen websites as examples
- The legal, ethical and moral issues that the designers could have had placed on them by the wider community (not just the client) and needed to consider

For definitions of advanced tools and techniques, standards and conventions, asset, and file management, data integrity and testing and legal and ethical responsibilities refer to the Definitions section.

Use your research notes to prepare a report that demonstrates your understanding of advanced concepts of digital media outcomes.

## Task

Create your report

Confirm the format and your chosen website categories with your teacher.

Using your research, plan and create a report of evidence that demonstrates your understanding of the advanced concepts of digital media with particular reference to your chosen websites.

In your report you will:

- Explain how and discuss why advanced tools and techniques are used to create, edit, integrate, and enhance your chosen websites
- Explain the standards and conventions used when creating your chosen websites, and discuss the positive and negative implications of conforming to these
- Explain how asset management and file management are applied in the development of websites, and discuss why they are important in the context of your chosen websites
- Explain how data integrity and testing procedures are applied when developing websites, and discuss why they are important in the context of your chosen websites
- Explain legal, ethical and moral responsibilities of website 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 your chosen websites
- Evaluate how the application of tools, techniques, standards and conventions affects the quality of your chosen websites.

Include a reference list of all sources.

Submit your report to your teacher.

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# Definitions

Advanced tools and techniques may include but are not limited to:

- web design: writing and editing code using HTML and CSS, HTML to semantically structure content e.g. navigation, header, footer, external CSS for screen layout and to style distinct elements e.g. font face, rotating elements, drop shadows, rounded corners, page layouts, validating;
- image manipulation e.g. gradient fills, drop shadows, composition layer masks, converting colour modes, correcting image distortion and noise, pixel selections, drawing, web graphics;
- motion graphics e.g. workflow, capturing and digitising, editing sequences, effects, transitions and titling, multiple timelines, looping video, simple interactive controls (stop; play;) exporting;
- print media e.g. linked and flowing data, threading, typography, indexing, drawing, document design using master pages colour management.

Data integrity procedures include testing procedures, checking for the relevance, accuracy, and reliability to ensure the outcome functions as intended.

Standards and conventions refer to the technical specifications, design principles guidelines and terminology appropriate to a media type.

Design principles may include but are not limited to: 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 but are not limited to: compressed sound files, flattened images and compressed video.

File management may include but is not limited to effective application of: naming conventions, folder structures, and grouping of similar elements.

Legal, ethical and moral responsibilities refers to the social implications of the outcome within the wider community: licensing, creative commons, copyright, attribution, digital ownership, privacy, access to information, method of publication, implication of the longevity of digital content on the internet.

## Authenticity

The material submitted for assessment, including all photographs, diagrams and illustrations must not breach copyright or privacy issues. Evidence submitted for assessment should be such that the assessors can be confident that they are making a judgement about an individual candidate's understandings.

All information from sources other than the candidate's own work must be acknowledged and contain the following:

- The name of the publication or website
- The author and/or publisher and/or the owner of the information
- The publication date (for books and printed material) or the data accessed (for websites)
- The page number or full URL

An example of an acknowledgement:

*Website - [www.howstuffworks](http://www.howstuffworks.com)*

*Author – Tom Harris*

*Date Accessed – 20/7/2011*

*URL - <http://www.howstuffworks.com/file-compression.htm>*

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# Authenticity Form

For Achievement Standard 91369

## Digital Technologies 2.42

Demonstrate understanding of advanced concepts of digital media

*Version 4*

Level 2, Credit 4

**Candidate Name:** .....

**School:** *Bream Bay College*

## DECLARATION

### **CANDIDATE**

This is to certify that the material presented for assessment against the achievement standards is entirely my own work, with any external contributions duly acknowledged

I do not give permission for NZQA to use my material for producing exemplars/samples to assist both students and teachers in the future

(Tick the box if you do NOT wish your material to be used as exemplars)

☐

**SIGNATURE:** .....

**DATE:** .....

Acknowledgement of assistance or other sources used

### **TEACHER**

This is to certify that the material presented for assessment against the achievement standards is entirely the candidate's work.

**TEACHER'S NAME:** Emma Scobie-Jennings

**SIGNATURE:** .....

**DATE:** .....