Exemplar for Internal Achievement Standard

Digital Technologies Level 2

This exemplar supports assessment against:

Achievement Standard 91893

Use advanced techniques to develop a digital media outcome

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade: Excellence
1.	For Excellence, the student needs to use advanced techniques to develop a refined digital media outcome.
	This involves:
	- iterative improvement throughout the design, development and testing process to produce a high-quality outcome - using efficient tools and techniques in the outcome's production.
	Full samples of student evidence are available in our online Learning Management System, Pūtake.
	The student showed iterative improvement by trialling and testing alternative ways of making components for their digital media outcome or adding new features. Iterative improvement involves employing deliberate cycles and focusing on the reliability and functionality of the digital media outcome, resulting in its substantial improvement. For example, for a website the student included trialling and improving the interface, navigation, CSS and HTML code, and general layout.
	The student showed how they used efficient tools and techniques in producing the digital media outcome. For example, for a print or web outcome the student has:
	- a file structure that follows conventions, with a separate images sub-folder - created and applied custom styles - resized and optimised images - created and applied master pages or templates.

	Grade: Merit
2.	For Merit, the student needs to use advanced techniques to develop an informed digital media outcome. This involves: • using information from testing procedures to improve the quality of the outcome • applying relevant conventions to improve the quality of the outcome and addressing relevant implications. Full samples of student evidence are available in our online Learning Management System, Pūtake. The student has thoroughly tested the digital media outcome and made significant improvements to its operation as a result. This extends beyond correcting errors, as the student has also tested and revised the navigation of the website. They have upgraded textural elements for readability, improved clarity with further editing, and also added to the general functionality and layout. The student has applied relevant conventions to improve the quality of the digital media outcome. For example, the student has: • effectively used design conventions such as alignment, hierarchy, contrast, repetition, proximity, balance, colour and space to further develop an aesthetically pleasing outcome • used fonts to ensure that the site looks consistent on all devices • used CSS to go beyond the basics and improve the overall aesthetic. This includes partial transparency, rounded corners, shadows or CSS grid. The student has shown how their digital media outcome addresses at least two identified relevant implications. For a digital media outcome, this could include: • the acknowledgement and crediting of image sources (or clearly stating that images are original) • ensuring that all images have 'alt' tags/descriptions so that the material can be read out by screen-readers (improving accessibility for visually impaired users) • ensuring that magazine images and text are culturally and socially appropriate.

	Grade: Achieved
3.	For Achieved, the student needs to use advanced techniques to develop a digital media outcome.

This involves:
- using appropriate tools and techniques for the purpose and end-users
- applying appropriate data integrity and testing procedures
- using relevant conventions for the media type
- explaining relevant implications.

Full samples of student evidence are available in our online Learning Management System, Pūtake.

The student has used at least two appropriate advanced tools and techniques to meet the purpose and end-user requirements. This will be dependent on the type of digital media outcome. For example, they have:
- created a magazine using imaging software, with custom styles used to format text
- manipulated at least two images in imaging software, using a combination of steps to further enhance the user's experience
- created a website using HTML/CSS with an external style sheet. The material is structured and formatted using a range of tags and styles (i.e. clear headings, body text, and lists/bullets if required).

The student has applied data integrity and testing, demonstrating that the digital media outcome functions as intended, and that included information is relevant and accurate for the intended purpose and end-user. This process may include viewing and testing the outcome in its intended format (e.g. YouTube, web browser or printed document).

The student has used relevant conventions such as contrast, repetition, alignment, proximity and white space to lay out their magazine or website. The website code also follows good practice in the use of HTML tags, documentation, and CSS.

The student has explained at least two identified relevant implications for their digital media outcome. For a digital media outcome, this could include accessibility concerns and whether intellectual property requirements have been met. They explained what the relevant implication is, why it is relevant to their digital media outcome, and how they might address the implication in the actual outcome produced. |