National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

Exemplar for Internal Achievement Standard Digital Technologies Level 3

This exemplar supports assessment against:

Achievement Standard 91903

Use complex 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 complex 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 of the digital media outcome or adding new features. Iterative improvement involves deliberate cycles and focuses on the reliability and functionality of the digital media outcome, resulting in a substantially improved outcome. For example, for a website the student could include trialling and improving the interface, navigation, CSS and HTML code, and general layout.
	
	The student shows how they used efficient tools and techniques in producing the digital media outcome. For example:
	    • they applied version control methods
	    • their testing was planned and systematic, not trial and error
	    • they have used storyboards, run-sheets, flow-diagrams, etc. to efficiently manage production of the outcome
	    • they have demonstrated efficient software techniques appropriate to the media.

	Grade: Merit
2.	For Merit, the student needs to use complex techniques to develop an informed digital media outcome. This involves: • using information from testing procedures to improve the quality of the digital media outcome • applying user experience principles to improve the quality of the digital media outcome. Full samples of student evidence are available in our online Learning Management System, Pūtake. The student thoroughly tested the digital media outcome and made significant improvements to the operation of the digital media outcome as a result. This is more than correcting errors. For example, the student has tested and revised the navigation of a website, textural elements to improve readability, further edited the content for clarity, and has improved functionality and layout. The student has applied user experience principles to improve the quality of the digital media outcome. For example: • the web design has intuitive interaction between user and content on multiple device outputs • the animation/film uses complex transitions, multiple tracks and post processing to create a high level of visual appeal • buttons allow for end-user control and interaction.

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

This involves:
- applying appropriate tools and techniques to meet the purpose and end-user requirements
- applying appropriate data integrity and testing procedures
- applying user experience principles relevant to the purpose of the outcome
- addressing relevant implications.

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The student has used at least two appropriate complex 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:
- integrated and optimised original media assets by resizing and changing the resolution to suit the digital media outcome, rather than relying on the HTML and CSS code
- made a website responsive by using media queries
- used a range of camera shots and complex techniques when recording footage. This could include compositing, use of different shot types, panning or tilting shots.

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

The student has applied user experience principles. For example:
- a video has a title screen and credits included
- a website is intuitive and has a layout that is easy to navigate
- a desktop published document meets the principles of good document layout and hierarchy.

The student has shown how their digital media outcome addresses at least two identified relevant implications. This could include how they have addressed accessibility concerns and met intellectual property requirements. |