

Qualification Title: New Zealand Certificate in Digital Media and Design (Level 4)

Qualification number: 2629

Date of review: 22 July 2019

This report refers to graduates awarded this qualification prior to: **31 December 2018**

Final decision on consistency of the qualification: National consistency is not yet confirmed

Threshold:

The threshold to determine sufficiency with the graduate profile was determined as evidence of graduates who are capable of applying fundamental skills in digital media and design to projects with some guidance.

They can:

- Apply problem solving skills in a digital media and design context.
- Apply and manage a design process to project briefs with some guidance.
- Apply fundamental skills in digital media and design to project briefs.
- Define own digital media and design work in a range of contexts, work collaboratively in a team, and critique own work and the work of others.
- Explain the importance of being a responsible digital citizen and explore opportunities for self within the digital media and design industry.

Education Organisations with sufficient evidence

The final decision on the sufficiency of an education organisation evidence, will be updated as other organisations show sufficient evidence.

Education Organisation	Final rating
Ara Institute of Canterbury	Sufficient
Otago Polytechnic	Sufficient
Whitecliffe College of Arts and Design	Sufficient

Introduction

This level 4, 60 credit qualification is for people wanting to gain fundamental digital media and design skills and knowledge required for study at a higher level.

Graduates of this qualification may undertake further tertiary study at diploma or degree level in the fields of design, media, and/or art.

Alternatively, graduates will have the skills and knowledge to fill assistant and/or support roles in various industries. Those areas might include advertising, web design, in-house design studio, news media.

Four education organisations had between 12 and 59 graduates of this qualification.

Interim Consistency Review Report

NZQA is the qualification developer and a representative attended the consistency review meeting.

An education organisation with an approved programme of study leading to this qualification, but no graduates to date, sent an observer to the review meeting.

The consistency review for the New Zealand Certificate in Digital Media and Design (Level 3) [Ref: 2628] took place at the same meeting.

Evidence

The education organisations provided a range of evidence to demonstrate that their graduates met the graduate profile outcomes.

The criteria used to judge the evaluation question were:

- The nature, quality and integrity of the evidence presented by the education organisation.
- How well the organisation has analysed, interpreted and validated the evidence, and used the understanding gained to achieve actual or improved consistency.
- The extent to which the education organisation can reasonably justify and validate claims and statements relating to the consistency of graduate outcomes, including in relation to other providers of programmes leading to the qualification.

Evidence provided for this review included:

- Confirmation that education organisations had a coherent programme of study which ensured that programme components led to the graduate profile.
- Results of graduate and next-level teacher surveys which confirmed that graduates had gained, and were using, the skills and knowledge outlined in the graduate profile.
- Destination data supporting that graduates had progressed to further study as described in the qualification's Education Pathway.

How well does the self-assessment and supporting evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?

Education organisations submitted a range of evidence that could be triangulated to demonstrate that graduates match the graduate outcomes at the appropriate threshold. This included assessment and moderation evidence, programme alignment, graduate, next-level teacher and (in one case) employer feedback, and destination data.

Most education organisations provided strong evidence related to the alignment of their approved programme of study with the GPOs, and of the quality and suitability of the programmes in terms of supporting graduate consistency with the graduate outcome.

Generally, evidence relating to moderation was satisfactory with all education organisations demonstrating good internal moderation processes. Most education organisations provided evidence of external moderation.

Most education organisations also presented useful feedback from graduates that was directly aligned to the GPOs. Most were able to provide positive evidence from next-level teachers that graduates were using valuable skills and knowledge consistent with the GPOs, although the quality of this evidence was variable. Confirmation that graduates were continuing to study in related higher-level programmes, and were achieving in those programmes, was viewed as good evidence.

Interim Consistency Review Report

Overall, the self-assessment and supporting evidence supplied, by those organisations found sufficient, demonstrates that their graduates meet the graduate outcomes at the determined threshold.

Examples of good practice

Some education organisations presented well-organised, relevant, and clearly analysed evidence that was triangulated between programme information, graduate destination and feedback data, and data from next-level teachers. Clear and focussed evidence presented in this way provides a concise and convincing case for consistency.

Issues and concerns

Typically, education organisations are undertaking surveys for all graduate cohorts at one time as a compliance exercise before Consistency Review. This tends to result in less valuable information and more difficulty engaging with graduates.

Undertaking well-timed surveys post-graduation for each cohort (e.g. three months after programme completion) generally results in good engagement and a higher survey response rate.

Recommendations to Qualification Developer

As discussed during the review, the mandatory GPO conditions in the qualification may not be serving a useful purpose.