



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

## Level 3 Digital Technologies and Hangarau Matihiko

### Common Assessment Task, 2019

#### 91909 Present a reflective analysis of developing a digital outcome

Credits: Three

#### INSTRUCTIONS

Follow the instructions and answer the questions below to present a reflective analysis of developing a digital outcome.

You should aim to write between 800 and 1500 words.

The digital outcome to which you refer must be an outcome produced by you within the past 12 months.

Except as stated below, only work directly keyed by you into your computer or device may be used in your assessment response.

You may access your digital outcome. You may copy from the digital outcome and paste into the assessment response. Your school may be required to provide a link to your digital outcome.

You may not use hard-copy course or online resources, or notes of any type, to complete this assessment.

You may not access internet resources, except the CAT and the outcome, if the outcome is web-based or saved on the Internet.

By saving an assessment response at the end of the assessment session, you verify the work is your own. NZQA may digitally sample your work to test authenticity.

Save your work using the filename format:

**four digit schoolcode-yourNSN-91909.pdf**. For example, 0001-123456789-91909.pdf

Your supervisor will tell you your school code and where to save this file.

Please use a nine-digit NSN with no leading zero.

The filename must be written in the document header.

Please check the filename is correct before saving.

**QUESTION ONE**

(a) Explain the digital outcome that you developed.

Tri-fold brochure.

The client is a local artist.

The purpose of the brochure is to provide information - a short biography to introduce the artist and a website address to an online gallery and purchase point.

The digital outcome I produced was a print file for a tri-fold brochure with the following print dimensions:

- Overall dimensions: 285.75 mm x 222.25 mm.
- Final trim size: 279.4 x 215.9.
- Final folded size: 93.218" x 215.9".
- Inner margin: 161.29 within the trim line.
- Bleed: 3.175 mm beyond trim edge.

The file was delivered to a printing service as a single flattened file with a RGB colour scheme.

**Achievement**

The candidate explains the digital outcome that was developed.

(b) Link the outcome's characteristics to decisions that were made in the development process.

**Characteristics and decisions.****Printed:**

The text needed to be converted to outlines.

As the brochure includes images of the artist's work, it was important to choose editing software with features to ensure excellent print quality. This meant the software needed to be able to produce vector-oriented files for images and logos.

All the photos had to be optimised and edited to bring out the best of the images. Given the artist's expectation of the user's view of the artist work, I used InDesign and Photoshop to:

- adjust contrast and colour balance
- crop and change the proportion of the images
- straighten images
- remove dark spots
- eliminate distracting elements from some of the images provided by the artist
- ensure the colour scheme was RGB
- control gradients to ensure they were not elongated.

Given the presentation of the outcome as a printed brochure, my software of choice was Adobe InDesign. One reason was that it can be set up to use the facing pages layout. It is also possible to align the content to a design grid that defines all margins, spacing, as well as the placement of columns to ensure an organised and unified layout.

InDesign allowed me to customise each element to create a unique brochure, without the need to create the setup from scratch.

**Marketing strategy**

It was important to ensure the brochure content aligned with the online marketing strategy. The link from the print version to the online gallery and online sales point was made through a series of quick-response codes. These QR codes also provided contact details, and opening hours of the studio gallery.

**Achievement**

The candidate links some of the characteristics of the outcome to decisions.

The layout, fonts, colours and design had to be consistent between the website. At the same time, the brochure had to attract attention as a printed object. I was able to use the website specifications to provide a guide for this requirement of the development.

SAMPLE