NZQA

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 your 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 to complete 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 or online course 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: 279.4x 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.

(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.

The layout, fonts, colours and design had to be consistent with 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.

QUESTION TWO

(a) How did the decisions that were made affect the development process?

Decision One: the printed brochure must be part of a digital marketing strategy

This decision determined the design and development. A stakeholder discussion to refine the requirements led to my recommendation to use printed QR codes. The functional requirements of the outcome to make this decision real and fit for purpose in final situ guided me through the development process.

It was very important to identify the purpose of the brochure early in the development process and make sure that the dual function of the print version as art and link guided the development. Throughout the process, I had to ensure the finished brochure was aligned with the artist's website and brand.

Secondly, the artist wanted to extend the QR solution and to use some of her art work as a Qart code representation to link to the gallery. This required me to do some research.

To accommodate this multifunction approach, I knew I had to keep the base design as simple and linear as possible.

The decision to use a shared site for exchange of material and quality control also had a positive impact on the development process, as it shortened the time to communicate.

> **Merit**
> The candidate explains how decision affected the development process.

(b) Explain how the knowledge and skills you gained, guided the development process.

In choosing the tools and techniques used, it was important to know the purpose of the brochure, and to know the target market. I knew it had to be unique and creative, straight to the point, and including all important information.

I had to research the paper and print type. Quality paper was necessary, but the type of paper used also affected layout decisions. The thickness of paper used for the printing could influence the margins. On the other hand, heavier weights cost more, and I had to consider the artist's budget. I learnt that one factor can influence an entire design.

As the artist already had a website and wanted the brochure to complement the website, I had to make sure it was compatible when choosing the fonts and typeface etc. When confronted with some of the complexity of InDesign, I decided to use the template features. This allowed a specified hierarchy of headings and text from the website design specifications.

To develop QR codes, I had to identify high-end sites that embedded the QR code into the artist's images, while not distorting the original image too much. Establishing the type of image that lead to an acceptable degree of image distortion required several iterations. The testing process showed the need for some research into the process for development of QR codes to identify the types of images least likely to distort.

> **Merit**
> The candidate explains how skills and knowledge gained guided the development process