

## Achievement Standard

**Subject Reference** Digital Technologies 1.42

**Title** Demonstrate understanding of basic concepts of digital media

**Level** 1      **Credits** 3      **Assessment** Internal

**Subfield** Technology

**Domain** Digital Technologies

**Status** Registered      **Status date** 20 January 2011

**Planned review date** 31 December 2014      **Date version published** 20 January 2011

This achievement standard requires demonstrating understanding of basic concepts of digital media.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Demonstrate understanding of basic concepts of digital media.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate in-depth understanding of basic concepts of digital media.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate comprehensive understanding of basic concepts of digital media.</li> </ul>

### Explanatory Notes

- 1 This achievement standard is derived from the Level 6 achievement objectives from the Technology learning area in *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007, and is related to the material in the *Teaching and Learning Guide for Technology*, Ministry of Education, 2010 at <http://seniorsecondary.tki.org.nz>.

Further information can be found at <http://www.techlink.org.nz>.

For resources relating to ethical considerations, refer to the Techlink website at <http://www.techlink.org.nz/IP/links.htm>.

- 2 *Demonstrate understanding of basic concepts of digital media* involves:
- identifying the digital media types in a digital media outcome
  - describing the software resources used to create a digital media outcome
  - describing techniques used to create a digital media outcome
  - describing design elements in a digital media outcome
  - describing the communication purpose of a digital media outcome
  - describing the ethical considerations related to a digital media outcome.

*Demonstrate in-depth understanding of basic concepts of digital media* involves:

- describing how distinguishing characteristics of a digital media outcome support its communication purpose
- explaining how software resources and techniques used affected the technical quality of a digital media outcome
- describing the importance of the ethical considerations applied in the creation of a digital media outcome

*Demonstrate comprehensive understanding of basic concepts of digital media* involves:

- discussing why the distinguishing characteristics of a digital media outcome supports its communication purpose
- discussing why software resources and techniques were used to create a digital media outcome and how they affected its technical quality
- explaining why ethical considerations were important in the creation of a digital media outcome.

- 3 All digital media outcomes must demonstrate an integration of digital media types. Digital media types may include but are not limited to – audio, video, graphics, animation or still images.

Examples of digital media outcomes may include but are not limited to – an edited movie, a multi-page website, a multi-page desktop published document.

All digital media outcomes must have a communication purpose. The communication purpose may include but is not limited to – advertising, education, entertainment, warning, instruction.

- 4 A distinguishing characteristic refers to the features of the digital media outcome. These characteristics result from the way digital media types are integrated and how design elements have been prioritised.
- 5 Design elements may include but are not limited to – colour, line, shape, texture, clarity, scale, contrast, space, and proximity.
- 6 Software resources are any software application used to produce a digital media outcome.
- 7 Ethical considerations may include but are not limited to – privacy, licensing, intellectual property, copyright and social implications related to digital media.
- 8 Conditions of Assessment related to this achievement standard can be found at <http://www.tki.org.nz/e/community/ncea/conditions-assessment.php>.

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### Replacement Information

This achievement standard, AS91071, and AS91073 replaced AS90033.

**Quality Assurance**

- 1 Providers and Industry Training Organisations must be accredited by NZQA before they can register credits from assessment against achievement standards.
- 2 Accredited providers and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Accreditation and Moderation Action Plan (AMAP) reference

0233