Achievement Standard

Subject Reference   Digital Technologies 2.42

Title   Demonstrate understanding of advanced concepts of digital media

Level   2   **Credits**   4   **Assessment**   Internal

Subfield   Technology

Domain   Digital Technologies

Status   Registered   **Status date**   17 November 2011

Planned review date   31 December 2014   **Date version published**   17 November 2011

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

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
• Demonstrate understanding of advanced concepts of digital media.	• Demonstrate in-depth understanding of advanced concepts of digital media.	• Demonstrate comprehensive understanding of advanced concepts of digital media.

Explanatory Notes

1   This achievement standard is derived from the Level 7 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.

Appropriate reference information is available in *Safety and Technology Education: A Guidance Manual for New Zealand Schools,* Learning Media, Ministry of Education, 1998; and the Health and Safety in Employment Act 1992.

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

Relevant legislation includes legal, ethical, and moral responsibilities. For guidelines relating to this legislation refer to the Techlink website at http://www.techlink.org.nz/IP/links.htm.

2   *Demonstrate understanding of advanced concepts of digital media* involves:
- explaining how advanced tools and techniques have been used to create, edit and integrate digital media outcomes
- explaining the standards and conventions used to produce digital media outcomes
- explaining how asset management and file management are applied in the development of digital media outcomes
- explaining legal, ethical and moral considerations in relation to the requirements of digital media outcomes in the wider community
- explaining the data integrity and testing procedures used to ensure the outcome meets the specifications
- explaining how data integrity and testing procedures are applied when developing digital media outcomes.

Demonstrate in-depth understanding of advanced concepts of digital media involves:
- discussing why advanced tools and techniques have been used to create, edit, and integrate digital media, and how their use has enhanced the outcome
- discussing the positive and negative implications of adhering to digital media standards and conventions when developing digital media outcomes
- discussing the importance of effective and appropriate asset management and file management in the development of digital media outcomes
- discussing the importance of appropriate data integrity and testing procedures in the development of digital media outcomes.

Demonstrate comprehensive understanding of advanced concepts of digital media involves:
- evaluating how the application of advanced tools, techniques, standards and conventions affect the quality of digital media outcomes
- discussing the relationship between standards and conventions, and legal, ethical and moral considerations in relation to the requirements of digital media outcomes.

3   Advanced tools and techniques may include but are not limited to:
- web design: writing and editing code using HTML and CSS, HTML to semantically structure content (eg navigation, header, footer, external CSS for screen layout) and to style distinct elements (eg font face, rotating elements, drop shadows, rounded corners, page layouts, validating)
- image manipulation (eg gradient fills, drop shadows, composition layer masks, converting colour modes, correcting image distortion and noise, pixel selections, drawing, web graphics, functional modeling and refining designs, wireframing, slicing and exporting for conceptual views)
- motion graphics (eg workflow, capturing and digitising, editing sequences, effects, transitions and titling, multiple timelines, looping video, exporting, and simple interactive controls [stop, play])
- print media (eg linked and flowing data, threading, typography, indexing, drawing, and document design using master pages colour management).

4   A digital media outcome may include but is not limited to: static images, websites, print design, motion graphics, 3D modelling, and video and audio productions.

5 *Standards and conventions* refer to the technical specifications, guidelines and terminology appropriate to a media type.

6 Design elements may include but are not limited to: colour, line, shape, texture, clarity, scale, contrast, space, and proximity.

7 *Asset management* refers to the effective use of elements in the final outcome. Assets may include but are not limited to: compressed sound files, flattened images and compressed video.

8 File management may include but is not limited to effective application of: naming conventions, folder structures, and grouping of similar elements.

9 *Legal, ethical and moral responsibilities* refer to the social implications of the outcome within the wider community: licensing, creative commons, copyright, attribution, digital ownership, privacy, access to information, method of publication, and implication of the longevity of digital content on the internet.

10 Conditions of Assessment related to this achievement standard can be found at http://www.tki.org.nz/e/community/ncea/conditions-assessment.php.

Quality Assurance

1 Providers and Industry Training Organisations must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.

2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference 0233