

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 2018 **Date version published** 20 November 2014

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"> Demonstrate understanding of basic concepts of digital media. 	<ul style="list-style-type: none"> Demonstrate in-depth understanding of basic concepts of digital media. 	<ul style="list-style-type: none"> Demonstrate comprehensive understanding of basic concepts of digital media.

Explanatory Notes

- 1 This achievement standard is derived from Level 6 of 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 at <http://seniorsecondary.tki.org.nz>.

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

Appropriate reference information is available in *Safety and Technology Education: A Guidance Manual for New Zealand Schools*, Ministry of Education at <http://technology.tki.org.nz/Curriculum-support/Safety-and-Technology-Education>, and the Health and Safety in Employment Act 1992.

- 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://ncea.tki.org.nz/Resources-for-Internally-Assessed-Achievement-Standards>.

Replacement Information

This achievement standard, AS91071, and AS91073 replaced AS90033.

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