Achievement Standard

Subject Reference	Digital Technologies 2.43
Title	Implement advanced procedures to produce a specified digital media outcome

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

Subfield	Technology
Domain	Digital Technologies

Status	Registered	**Status date**	17 November 2011
Planned review date	31 December 2019	**Date version published**	17 November 2016

This achievement standard involves implementing advanced procedures to produce a specified digital media outcome.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
• Implement advanced procedures to produce a specified digital media outcome.	• Skilfully implement advanced procedures to produce a specified digital media outcome.	• Efficiently implement advanced procedures to produce a specified digital media outcome.

Explanatory Notes

1   This achievement standard is derived from Level 7 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 at Work Act 2015.

This standard is also derived from *Te Marautanga o Aotearoa*. For details of *Te Marautanga o Aotearoa* achievement objectives to which this standard relates, see the Papa Whakaako for the relevant learning area.

2 *Implement advanced procedures to produce a specified digital media outcome* involves:
   - selecting software based on the features of the program(s) that will enable the student to effectively demonstrate skills in creating, editing and integrating the media types
   - applying a set of advanced tools and techniques suited to the media to enhance the presentation of content
   - applying data integrity and testing procedures to ensure the outcome meets the specifications
   - following legal, ethical and moral responsibilities as required for the outcome.

   Skilfully implement advanced procedures to produce a specified digital media outcome involves:
   - showing accuracy in the application of advanced tools, techniques and procedures
   - showing independence with regard to decision making in the selection of digital media software applications and in the application of advanced tools, techniques and procedures.

   Efficiently implement advanced procedures to produce a specified digital media outcome involves:
   - applying tools and techniques and undertaking procedures in a manner that economises the use of resource in the outcomes production and its usability (e.g. timely fashion, and optimisation of tool selection and use).

3 *Specified digital media outcome* refers to a digital media outcome that integrates specified original media content. The specifications must be of sufficient rigour to allow the student to meet the standard. The specifications need to be agreed prior to the outcome being made. They may be teacher-given or developed in negotiation with the student.

4 All specified digital media content in the outcome must be original. This content may include but is not limited to:
   - graphics created using a graphic manipulation program
   - audio created using a sound editing program
   - video or still images
   - multi-page website in code view, excluding WYSIWYG
   - multi-page desktop published documents using a desktop publishing program (excluding pre-designed templates).

5 The digital media outcome must demonstrate an integration of digital media. Such an outcome may include but is not limited to:
   - an edited movie integrating at least one of the following: soundtrack, graphics or animation
   - a multi-page website integrating at least one of the following: graphics, animation, video or still images
   - an animation integrating at least one of the following: graphics, video or audio
   - a multi-page desktop published document integrating at least one of the following: graphics or still images.

6   *Advanced procedures* are those that require the student to apply a set of advanced tools and techniques, and undertake data integrity and testing procedures to make a digital media outcome.

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

8   Data integrity procedures may include but are not limited to: checking for the relevance, accuracy, and reliability of the information (e.g. formulae auditing, proof reading, and spell checking).

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

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