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# 2

COMMON ASSESSMENT TASK

## Level 2 Digital Technologies and Hangarau Matihiko, 2019

### 91899 Present a summary of developing a digital outcome

Credits: Three

Achievement Criteria		
Achievement	Achievement with Merit	Achievement with Excellence
Present a summary of developing a digital outcome.	Present an in-depth summary of developing a digital outcome.	Present a comprehensive summary of developing a digital outcome.

Type your School Code and 9-digit National Student Number (NSN) into the header at the top of this page. (If your NSN has 10 digits, omit the leading zero.)

**Answer all parts of the assessment task in this document.**

Your answer should be presented in 12pt Arial font, within the expanding text boxes, and may only include information you produce during this examination session.

You should aim to write between **800–1500 words** in total.

**Save your finished work as a PDF file** with the file name used in the header at the top of this page ("SchoolCode-YourNSN-91899.pdf").

By saving your work at the end of the examination, you are declaring that this work is your own. NZQA may sample your work to ensure that this is the case.

**YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.**

**Achievement  
03**



## INSTRUCTIONS

Read all parts of the assessment task before you begin.

Choose any digital outcome that you developed during the year.

Type your chosen digital outcome in the space below:

Digital Media: Video

Begin your answers on page 3.

## ASSESSMENT TASK

- (a) (i) Describe your chosen digital outcome.

I was tasked with creating an advertisement for my school's Year 9 Camp, to be shown to Year 8 students thinking of attending [REDACTED], their families and Year 9 students a few weeks prior to the event.

It was required to be at least 3 minutes long, use footage from past camps, and other relevant footage of the area. It also had to incorporate the school values.

- (ii) Explain some of the decisions that you made during the development process for your chosen digital outcome, with regards to:

- choosing of tools and techniques to develop the outcome, AND
- resources you used to develop the outcome, and why you used them.

I decided to use Adobe's Premiere Pro, After Effects and Photoshop to create the video. I chose these over Sony Vegas, Final Cut, etc. because I had prior knowledge of how to use the software, and it was already installed on the device(s) I was using. Premiere was used for the main editing process: putting the clips in order, colour grading, transitions and simple effects such as camera stabilization. Photoshop was used for static graphic overlays ("This is Year 9 Camp") and for re-creating the school's TATOU logo in a higher resolution, which was then ported to After Effects, to place it in the footage using the camera tracking tool. I used this same tool for 3D text showing the school values. After Effects was also used for a quick motion graphic at the end, saying "Year 9 Camp" and then "Bland Bay"

I used royalty free music, previously licensed to me for commercial use on another project from SoundStripe, and is allowed to be used multiple times. The music was to be the only audio heard in the video, because the audio quality from the raw footage was not up to standard (because it had been recorded with built-in microphones on a GoPro and a DSLR camera), nor did the sound contribute to the ideas being portrayed.

I had also used a transition pack, which, again, was licensed for any use, to enhance the viewing experience with interesting transitions, to maintain the viewer's attention.

The techniques I used to make the video were performed in stages. I first did the basic formation of the footage, with ideas for later as simple text. Next was the static graphic overlays, transitions, and simple effects. Stage 3 was for colour grading, which involved putting an LUT on all the footage, and then correcting with Premiere's Lumetri Colour tool if necessary. In the last stage, I created the more advanced graphics in After Effects (3D text and motion graphic) and implemented them into the project, ready for the final export after touching up other parts of the project, if needed.

- (b) (i) Discuss how your chosen digital outcome addressed relevant requirements.

Despite the near shortage of useful footage, I made sure that the video was at least 3 minutes long. Because of the short attention span of the target audience, I decided to make the video go just over the 3-minute mark.

The provided footage was shot by a GoPro at 2018 and 2019's camps. However, I had done some digging into old files, and found more footage from 2017's camp shot by a Lumix DSLR. This was now my main footage source, since it had better quality (although it was at the same resolution as the GoPro). I also looked for stock footage of the Bland Bay area, and found a small amount of aerial footage on YouTube by an individual. The description of the video stated that the footage was free to use, so I used it for the introduction of the video.

To incorporate the school values, I included a section towards the end of the presentation where each shot had 3D text integrated into the footage with the camera tracker and simple masking, showing one value in each shot, and similarly with the TATOU logo at the end of the section.

I received feedback on the video after the final export. Some students said there were minor problems with the lighting positioning on the TATOU logo in the 3D environment. It was a little bit of a struggle to fix it, but I managed in the end. From a senior staff member, it was requested that I do put the name of the marae that the camp is based at in the motion graphic, as opposed to just "Bland Bay". The text had to be smaller to accommodate it in the graphic, so it didn't look quite as good. But I left that up to whoever would show the video, by making two different versions of the video: one with "Bland Bay", the other with the name of the marae.

- (ii) Discuss in depth how your chosen digital outcome addressed its relevant social and cultural implications, as well as intellectual property.

The footage used included several students. While some said they did not want their image in a video, they had signed an agreement when they enrolled at the school, stating that they can be used for promotional material related to [REDACTED]. The music and transitions remains as the creators' intellectual property. It had been paid for, and was royalty free.

I made sure to involve the Maori language, as a decent amount of the student body has that heritage and culture. With the values in English, I put the Maori version right alongside them, although it was more of a subtitle, because of the limited space I had to use.

(c) You followed a development process to achieve your chosen digital outcome. Based on this:

(i) Evaluate the decisions you made in the development process for your chosen digital outcome.

I believe I made good decisions with the tools and ideas to use.

However, there is one concern I have, looking back on it now, about the aerial footage. While it was apparently free to use, I should really have contacted the person that posted it to ask permission, so I could be completely sure that I was allowed to use the footage.

In the past, I hadn't used the 'stages' workflow, but rather did it all at once for each clip that I put in. I was encouraged to have various versions of the project as I progressed, so I changed my workflow. This turned out to be a good move, because I could then have different versions to show a process, rather than only a final product.

(ii) Discuss what you could have done differently to improve your chosen digital outcome.

There was a minor issue with the LUT in one shot, which was underwater and featured someone in a deep blue wetsuit. It looked strange, but I can't describe exactly what the problem was. If I were to edit it now, I would fiddle with the Lumetri Colour settings more to eliminate the issue.

To be honest, I don't think there was much more I could have done to improve it. I am very happy with the final product.

## Achievement Exemplar 2019

<b>Subject</b>	Digital Technologies	<b>Standard</b>	91899	<b>Overall grade</b>	03
<b>Q</b>	<b>Grade</b>	<b>Annotation</b>			
		A digital outcome was chosen by the candidate, who explained the decisions made as regards tools and techniques. They also discussed the resources and software used to develop the digital outcome, along with the reasoning involved. Tools and techniques were addressed, including explanations as to why certain tools and techniques were selected. However, there was no clear understanding of the social and cultural implications, or the intellectual property implications. The assessment task warranted an Achievement grade.			