Assessment Schedule: AS 91880 (Digital Technologies 1.4) Version 1, 4 Credits **Grade Awarded**: N A M E

Name: _____ **Develop a Digital Media outcome.** **Context:** 2D Poster Design

<table>
<tr><th>Assessment Specifications</th><th>Assessor Judgements:</th><th>Assessor comments:</th><th>A</th><th>M</th><th>E</th></tr>
<tr><td>(Achieved) Develop a Digital Media outcome.

Using appropriate tools, techniques and design elements for the purpose and end users</td><td>Could include:
Evidence through a description / screenshots / timelapse video of
what is being designed, how it was made
The purpose of the outcome they are designing & Who is the target audience
A list of requirements for the outcome – what they need it to do/ what it should include
Photoshop / Photopea.com / Illustrator / Procreate skills may include:<table><tr><td>Setting up correct page sizes / resolution
Image crop / canvas resize
Resolution/size checked (300dpi, A4 210x297mm
Changing colour mode CMYK/RGB</td><td>Basic selection tools (Add / subtracti with marquee, quick select lasso / polygon lasso, magic wand)</td><td>Editing & using Brushes & Eraser: size, hardness / shape / flow / opacity</td></tr><tr><td>Sensible naming layers
Keeping layered Master Files (.PSD)
Exporting flat versions (.JPG or .PNG)</td><td>Adding text to an image (editing font / colour / size)</td><td>Using Gradients (linear / radial) / Paint bucket fills</td></tr><tr><td>Image adjustment through menu -
hue/saturation/lightness,
brightness/contrast, levels/curves etc</td><td>Placing / importing images
Layer Styles - multiply / screen / overlay / % opacity,</td><td>Using transform tools: scale, distort, rotate, perspective
Filter Gallery Effects</td></tr></table></td><td></td><td>A</td><td></td><td></td></tr>
<tr><td>Applying appropriate data integrity and testing procedures in the development of the outcome</td><td>Could include:
Showing work is spell checked, proof-read, user-testing and feedback
Technical specifications are checked to be suitable, e.g.
Resolution - Web 72 dpi or 96 dpi, Print 300 dpi, Video 1080 or 4K
Size: 4:3, 16:9, Square, A4 (210mm x 297mm) A3 (297mm x 420mm)
Colour / Contrast checking suitable for low vision / accessibility with colour blindness simulator or NZ Govt Accessibility Checklist
Hyperlinks work / Shared Folder permissions “Anyone with link”</td><td></td><td>A</td><td></td><td></td></tr>
</table>

Describing relevant implications Explained relevant implications could include: ● social ● cultural ● legal ● ethical ● intellectual property ● privacy ● accessibility ● usability ● functionality ● aesthetics ● end-user considerations ● health and safety.	**Could include:** ● Explaining 3 relevant implications for their project, such as: ○ **Legal & Intellectual Property:** Copyright/ Creative commons ○ **Aesthetics** - Design Principles ○ **Accessibility** - low vision / colour blind ○ **Social / Cultural -** age appropriate ○ **Functionality** - resolution, image size ○ **Privacy** - model release forms / permission to use image		**A**		
(Merit) Develop an informed Digital Media outcome involves: **Using information from testing procedures to improve the quality and functionality of the outcome**	**Could include:** ● End-user feedback on a variety of elements (e.g. type, colour, size & placement of fonts to ensure readability / legibility) has been gained and used to improve the designs ● Further mock-ups have been developed and it is clear changes have been made to improve the design ● Printed out A4 or A3 mock-up versions to view in situ on classroom wall.			**M**	
Explaining how the design meets relevant implications. E.g. Explaining how the chosen design addresses relevant implications / uses appropriate Aesthetics and Minimal Design / Genre conventions.	**Could include:** ● Described the implications and given an explanation of how they have incorporated **usability** heuristics into the design ● Explain how they have applied **Aesthetics** / Design Principles: ○ Layout / composition / Dominant image ○ Typography / readability / legibility ○ Colour Theory - meanings ● How it is **accessible** to colour blind / low vision ● Keeping a bibliography / hyperlinked list of references to public domain / creative commons / licensed content / Privacy: model release permission forms signed / Folder of own original media.			**M**	

(Excellence) Develop an effective Digital Media outcome **Iterative improvement throughout the design, development and testing process**	**Could include:** ● From the 3 design choices, the best one was chosen. This idea was developed and there are multiple versions of how this best idea developed (fonts / colour / layout / style) ● There may be a written log / diary / explanation to support this, showing development of versions and discussing how improvements better address relevant implications & end-user considerations. ● Relevant implications are discussed, and the use of Aesthetics / Design Principles are justified ● How the final design meets end-user requirements is justified (evidence of testing / feedback confirms suitability).				**E**
Applying design elements effectively.	**Could include:** ● carefully considering design elements. ● iterative testing of photographic composition in their poster to ensure the images clearly display their ideas. ● The design has a strong dominant image, uses a conventional layout composition, Rule of Thirds, Golden Section, Grid layout, symmetry / asymmetry, diagonal. ● Effective use of Contrast, Repetition, Alignment, Proximity, Hierarchy, Balance, White Space, Typography ● Expressive use of line, form, texture, pattern, and colour balance and harmony ● Poster has a unified colour palette, e.g avoids clashing primary, secondary, tertiary colours, warm / cool, light, dark, contrasting				**E**
Teacher Comments:					