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

Assessment Specifications	Assessor Judgements:			Assessor comments:	A	M	E
(Achieved) Develop a Digital Media outcome. ***Using appropriate tools, techniques and design elements for the purpose and end users***	**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:**				A		
	• Setting up correct page sizes / resolution • Image crop / canvas resize • Resolution/size checked (300dpi, A4 210x297mm • Changing colour mode CMYK/RGB	• Basic selection tools (Add / subtracti with marquee, quick select lasso / polygon lasso, magic wand)	• Editing & using Brushes & Eraser: size, hardness / shape / flow / opacity				
	• Sensible naming layers • Keeping layered Master Files (.PSD) • Exporting flat versions (.JPG or .PNG)	• Adding text to an image (editing font / colour / size)	• Using Gradients (linear / radial) / Paint bucket fills				
	• Image adjustment through menu - • hue/saturation/lightness, • brightness/contrast, levels/curves etc	• Placing / importing images • Layer Styles - multiply / screen / overlay / % opacity,	• Using transform tools: scale, distort, rotate, perspective • Filter Gallery Effects				
Applying appropriate data integrity and testing procedures in the development of the outcome	**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"				A		

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:					