VCE VET CREATIVE AND DIGITAL MEDIA − 2017

**ASSESSMENT PLAN TEMPLATE: Creative and Digital Media**

**CUA31015 Certificate III in Screen and Media**

**SAC ONE-PORTFOLIO**

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| **Student Number:** | ***1*** | ***2*** | ***3*** | ***4*** | ***5*** | ***6*** | ***7*** | ***8*** | ***9*** |

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| Assigned to: | **Product****(1st )** | **Portfolio(1st)** | **Portfolio(2nd)** |
| VASS data entry no: | 05 | 07 | 08 |
| BSBDES302 | Explore and apply the creative design process to 2D forms 50 | ✓ |  |  |
| CUAANM301 | Create 2D digital animations 35 | ✓ |  |  |
| CUADIG302 | Author interactive sequences 40 |  | ✓ |  |
| CUADIG304 | Create visual design components 30 |  |  | ✓ |
| CUAWRT301 | Write content for a range of media 40 |  | ✓ |  |
|  | *Allocation of nominal hours:* | **50** | **65** | **70** |

Notes:

1. You need to select three tasks to cover all units of competency. Reading down the columns, the ticks indicate which task each unit of competency has been assigned to.
2. You may select two tasks of the same type, but not three. For example, a student could complete two Work Projects but could not do a third Work Project.
3. The assessment of a unit of competency cannot be split between two tasks.
4. Decide on task allocation after considering the units of competency and the scoring criteria for each task. This will help you to choose the task type that gives students most scope for demonstrating their achievement of the units of competency.
5. The allocation of nominal hours across tasks should be as equally weighted as possible.
6. **No task for VCE VET Interactive Digital Media may account for more than 120 total nominal hours in the student’s Units 3 and 4 sequence. A task accounting for more than 120 hours will not be acceptable.**
7. The VASS data entry number appears on the VASS screen where the Assessment Plan is entered. These numbers help identify the task against which the results are to be entered.
8. Refer to the current program structure for VCE VET Interactive Digital Media for the release numbers associated with the examinable units of competency in VCE VET Interactive Digital Media. This is available on the VCAA website.

**VCE VET Creative and Digital Media Scored Coursework Task - Portfolio**

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| **Program name** | VCE VET Creative and Digital Media |
| **Task type**  | Portfolio This Portfolio task requires you to complete, collect and compile a collection of your work to demonstrate your competence in the unit/s of competency listed below. |
| **Task number**  | 07 |
| **Units of competency covered in this task:** | * CUADIG302 Author interactive sequences 40
* CUAWRT301 Write content for a range of media 40
 |
| **Due date** | 20 / 05/ 2017 |
| **Class time allowed for completion** | 12 hours |
| **Assessment overview** | This task will be marked against 5 criteria. Each criteria is worth 5 marks. The total marks available from this assessment are 25 (5 marks for each of the five criteria).The lowest mark you can receive is a total of 5 (a mark of 1 for each criteria). Further details regarding the Scoring Criteria are at the end of this document. |
| **Task overview** | For this portfolio you are required to complete the following activities for assessment:**Activity 1** – **WRITTEN REPORT**Clearly outline the website and animation requirements, in consultation with your trainer. You must also clarify target users or audience and the requirements with regard to output formats and delivery platforms. Your trainer will consult with you on these aspects of this assessment task.**Activity 2** – **VISUAL DIARY**In response to the client’s brief generate a range of animation/web concepts through site map, annotated sketches, diagrams, screen grabs, storyboards, and records of consultations with professional people in this field (Trainer and web designer). Include mind mapping ideas and sketches that show your ideas for the web site and animation. **Activity 3** – **PRODUCE YOUR ANIMATION** You have been asked to create an animated web banner advertisement on the website. It should encourage readers to click through to the magazine sample exhibits to encourage audiences to attend the exhibition. It should run for approximately 20- 30 seconds in length. **Activity 4** – **PRODUCE YOUR WEBSITE**Produce a website that promotes and informs the target audience about the upcoming concert in response to the design brief.**Activity 5** – **SHORT ANSWER QUESTION** -that cover the following topics:* Importance of styles sheets CSS and web standards WSC.
* Design and writing principles as they apply to communication on the web.
* Techniques for effective writing styles for the web.
* Intellectual property considerations if using images and information from external sources including copyright, defamation and vilification.
* Work health and safety standards, as they apply to using screens and keyboards for extended periods of time.
* Correctly name and store documents and media assets in appropriate file formats.
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| **Portfolio presentation** | You are required to compile and present your Portfolio in the following way:Your portfolio requires an index detailing how the activities relate to the units of competency.  |

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| **Task description** | You have been given a design brief from the Victorian Art Centre to promote an Australian tour in which Kylie Minogue will perform her greatest hits and her more recent songs.Kylie Minogue is an experienced live stage performer whose debut on the concert stage was in 1989. Kylie’s tours have dazzled audiences for many years. Her personality, voice and elaborate costumes, featuring some of the world best designers has ensured her ongoing success. Your task is to produce a website, which targets a particular audience both new fans and seasoned fans.You are also required to produce a promotional animated web banner advertisement on the website. It should encourage visitors to click through to the magazine sample exhibits to increase interest and patronage at the concert at the Art Centre. It should run for approximately 20- 30 seconds in length. Your end products for this unit should be a professional looking website that includes the colour scheme, animation and appropriate images that you have created throughout the unit of work. Your site needs to be informative or a marketing type website in consultation with your client “The Art Centre”.  |
| **Portfolio Assessment Activities (1 – 5)** |  |
| **Activity 1** – **Written Report**Website and Animation Description | **WRITTEN REPORT**This activity is a written section (200-300 words) whereby you identify and clarify the website and animated web banner requirements of your client. Clearly describe in your own words, (in consultation with your trainer) the website form and 2D animation requirements of your client by addressing these questions:1. Who is your client and what do they require?
2. What will be the delivery platform and therefore output formats of your website and animation?
3. Describe the target users or audience for the website and animation,
4. Written information detailing effective writing, communication and presentation techniques for the web.
5. Outline the optimisation of media assets. List how this can be achieved in your portfolio production.
6. Explain the most appropriate software to achieve both the website and animation.
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| **Activity 2** Visual Diary | **VISUAL DIARY**You are required to keep a Visual Diary which will include: -A site map, annotated sketches, diagrams, screen grabs, storyboards, records of consultations with professional people in this field (trainer and web designer). Include mind mapping ideas and sketches that show your ideas for the site and animation.Keep an index log to record your progress throughout the production.You need to research at least 3 similar website promotions, artworks or other creative sources that inspire you with design ideas. Screen grab or sketch and annotate these explaining what you like or dislike about them and how they have assisted you to develop a website.You are also required to generate animation ideas for an animated web banner advertisement, the animation must be technically feasible, respond to specifications and provide creative solutions to all design issues. Sketch and roughly document your storyboard ideas, so you can discuss these ideas with your trainer. |
| **Activity 3** Animation | **ANIMATION**Produce a 20-30 second promotional animated web banner advertisement for the front page of the website. It might include an animated logo, photos of costumes and promotional text. Correctly name and store your animations in appropriate file formats. It should encourage visitors to click through to the animation and to encourage audiences to attend the concert. You should make use of the official colours and elements that are associated with Kylie’s performances. The 20-30 second animation should loop seamlessly. |
| **Activity 4** Website  | **WEBSITE**Produce a professional looking website that includes the colour scheme, animation and appropriate images that you have created throughout the unit of work. Your site needs to be informative or a marketing type website in consultation with your client, “The Art Centre”. You would then need the right interactive elements to support this.  |

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| **Activity 5** Short Answer Questions | **SHORT ANSWER QUESTIONS**Students are to answer the following short answer questions in class and submit electronically into the Google drive folder. Your work should be in a folder labelled with your name, the task number and type e.g.JohnSmith\_Activity5\_Portfolio**CUADIG302 Author interactive sequences**1. Explain what CSS is and why it is used?
2. What are W3C standards? Why are they important?
3. CSS can be used for a whole site and also in the header of a page. Explain why this might be so?
4. What design principles would you use to ensure that users are aware of the hyperlinks on a webpage?
5. What sorts of information can a webform typically capture?
6. What does HTML stand for?
7. What do the following HTML tags do?
	1. <img src="w3schools.jpg" width="104" height="142">
	2. <a href="http://www.w3schools.com">W3 Schools</a>
	3. <img src="w3schools.jpg" width="104" height="142">
8. Explain what can be added to images in webpages to aid people with sight-impairment?
9. List ways the web can be accessible in order to provide equal access and equal opportunity to people with diverse abilities.
10. What are ‘breadcrumbs’ and why they are useful to include on websites?
11. What things should you do to ensure that your site works properly before publishing a website to the internet?
12. What file naming conventions are commonly used for website files?
13. What are websafe colours and why are they sometimes used?
14. What techniques can you use to reduce the bandwidth required to load your website in a user’s browser?
15. What are some typical mistakes a beginner might make when trying to create a professional looking website?
16. What image formats will load in web-browsers?
17. What are 4 OHS practices one should undertake to reduce the risk of RSI or other injuries when using computers?
18. What photographic images can you safely use without infringing copyright? ( <http://www.copyright.org.au/> **)**

**CUAWRT301 Write content for a range of media**1. What are some differences between the active and passive voice?
2. Explain the process that a newspaper or magazine (or digital publisher) goes through to publish works. Use the words COPY, LAYOUT, DRAFT, EDIT and FINAL PRESENTATION in your answer.
3. Write 2 sentences in active voice and two in passive voice?
4. Explain the difference between 1st, 2nd and 3rd person writing and give an example of each?
5. Which voice (active or passive) is mainly used in written products and why?
6. Explain what inverted pyramid writing is?
7. Explain what defamation, libel, slander and obscenity are?
8. What are some roles you would assign to team members if developing a large website for ‘Dreamworld’ on the Gold Coast?
9. Explain what the drafting process is and why it is used?
10. What is the difference between an author and editor in the print media?
11. Explain what the following terms mean:- defamation, libel, slander, vilification and obscenity are?
12. *What are 4 OHS practices one should undertake to reduce the risk of RSI when using computers?*
13. **Give a brief explanation of the Gunning Fog and Flesch-Kincaid readability tools. What do they measure?**
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| **Portfolio checklist** | Before you hand your Portfolio in, it is important to ensure that you have completed and included all the information required for your assessment.The following item should be included in your Portfolio

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| Student Checklist |
| Activity  | Unit of competency addressed - CUAANM301 Create 2D digital animations Elements: | Completed and included 🗹 |
| 1 Written Report | 1. Identified and clarify the website and animated web banner requirements of your client. |  |
| 2 Visual Diary | 2. Generate and assess ideas and 3. Plan approach |  |
| 3 Digital animation  | 4. Produce promotional animation  |  |
| 4 Digital animation | 4. Produce educational animation  |  |
| 5 Written | 5. Finalise and Review animations |  |

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**Scoring Criteria - Portfolio**

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| **CRITERIA** | **LEVELS OF PERFORMANCE** |
| **1 (base)** | **2** | **3 (medium)** | **4** | **5 (high)** |
| **Application of underpinning knowledge** | Displays an understanding of the key concepts and knowledge underpinning the work task/s. |  | Displays a sound understanding of the key concepts and knowledge underpinning the work task/s. |  | Demonstrates a thorough understanding of all key concepts and knowledge underpinning the work task/s. |
| Applies these understandings in the performance of work functions. |  | Proficiently applies these understandings in the performance of work functions. |  | Effectively applies these understandings in the performance of work functions. |
| **Planning and organisation** | With additional support available, work/assessment tasks are planned, organised and completed according to specifications and within given timelines. |  | Work/assessment tasks are effectively planned, organised and completed according to specifications and within given timelines. |  | Within given specifications and timelines, displays a high level of planning skill in organising and completing the portfolio. |
| **Expressing ideas and information** | Form and style of expression are generally appropriate for the purpose, audience and situation. |  | Form and style of expression are appropriate for the purpose, audience and situation. |  | Form and style of expression are highly appropriate for the purpose, audience and situation. |
| Relevant information and ideas are communicated. |  | Relevant information and ideas are clearly organised and communicated. |  | Relevant information and ideas are effectively selected and communicated. |
| Understanding and use of industry and enterprise language are demonstrated. |  | A sound understanding and correct use of key industry and enterprise language are demonstrated. |  | A thorough understanding and effective use of industry and enterprise language are demonstrated. |
| **Content** | The portfolio provides evidence of sound work that meets the requirements for all competencies/modules being assessed. |  | The portfolio provides evidence of high quality work demonstrating proficiency across all competencies/modules being assessed. |  | The portfolio provides evidence of exemplary work, demonstrating the highest level of proficiency across all competencies/modules being assessed. |
| **Independence** | Under normal workplace supervision, requires additional supervisor-initiated support to complete tasks in accordance with requirements and timelines. |  | Under normal workplace supervision, seeks limited additional supervisor support to complete tasks in accordance with requirements and timelines. |  | Under normal workplace supervision, works independently to complete tasks in accordance with requirements and timelines. |