VCE VET CREATIVE AND DIGITAL MEDIA − 2017

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

**CUA31015 Certificate III in Screen and Media**

**SAC THREE - PORTFOLIO**

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

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| Assigned to: | | **Work Project (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:** | CUADIG304 Create visual design components |
| **Due date** | 8 / 09/ 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 – PORTFOLIO DESCRIPTION**  This activity is a written report of (200-300 words) whereby you identify and clarify the requirements of your client. You will create a portfolio of your work to display to the client, demonstrating your skills in communication, design and design techniques. The portfolio must have an index listing all your key pages and their content.  **ACTIVITY 2 – VISUAL DIARY**  Generate a range of design ideas, mind maps, annotated sketches, diagrams, screen grabs, storyboards, and records of consultations with professional people in this field. Advantages and disadvantages of using traditional and digital methods for visual design components.  **ACTIVITY 3 – PRODUCE YOUR ANIMATION**  You have been asked to create a short animation advertising the anniversary of the 100 years of the Chapel on the college’s website.  **ACTIVITY 4** – **PRODUCE YOUR BANNER**  Use the design brief to create a pull up banner for your Client to include on the College website to promote the upcoming event.    **ACTIVITY 5 – PRODUCE YOUR DIGITAL IMAGES AND ELEMENTS.**  Use the design brief to create a series of images and elements that can be displayed on the college website. You are to create a range of graphics for use in your digital products. You can produces images, icons, backgrounds, logos, headings, these must meet the colour scheme and design requirements set by the client brief. |
| **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** | The Presentation College community is celebrating 100 years of the anniversary of the school Chapel. The Presentation College Past Students Association would like you to develop a portfolio of designs and products to help promote the upcoming celebration of the 100th anniversary of the first building of the Chapel. The Chapel is an integral part of the college and contains many historical paintings, icons and leadlight windows. The association would like you to present a portfolio of your work that satisfies the brief so it can be used to promote the upcoming official celebration on the college website. You must stay strictly to the design brief to both satisfy the needs of the association and technical specifications needed for the website. |
| **Portfolio Assessment Activities (1 – 5)** |  |
| **Activity 1** –**Portfolio Description** | **WRITTEN REPORT**  **ACTIVITY 1 – PORTFOLIO DESCRIPTION**  This Activity is a written report of (200-300 words) whereby you identify and clarify the requirements of your client. Clearly in your own words, (in consultation with your trainer) identify the portfolio requirements by addressing these questions. The portfolio must also have an index listing all your key pages and their content.   1. Who is your client and what design elements do they require? 2. What are the delivery platforms and how will your present your portfolio? 3. Who is the target audience and what elements will you use in your portfolio to meet their needs? 4. What software will you use to achieve these outputs? 5. What are the advantages and disadvantages of using digital outputs as opposed to the traditional methods? 6. Who will you consult with to successfully meet these design components? 7. Outline the typographical elements you intend to use in your folio? 8. What elements of OHS do you intend to highlight and record while you complete your folio? 9. What copyright issues do you need to address in compiling your folio? 10. Document your progress including three screen shots showing the progress of your Animation.You will need complete a timeline including what you actually did and briefly comment on how you are progressing in meeting the production plan. Make a note of any problems or issues you have and how you solved or overcame them. |
| **Activity 2**  **Visual Diary** | **VISUAL DIARY**  **ACTIVITY 2 – VISUAL DIARY**  You are required to keep a visual diary which will include; annotated sketches, diagrams, screen grabs, storyboards, and records of consultations with professional people in this field (trainer and members of the Past Pupils Association). Include mind mapping techniques and sketches that show your ideas for the site and animation.  You need to review at least 3 creative artworks or creative sources; These may be animations, web sites or photographic folios that inspire you with design ideas and presentations. Screen grab or sketch and annotate these explaining what you like or dislike about them and how they have assisted you to develop your ideas.  Annotate examples of the visual design principles at work using Photoshop or other software  Included in this visual diary should be a review of your work. Include a description on how you were able to successfully create visual design components that satisfied the client brief.  List three advantages and disadvantages between traditional and digital methods in creating visual images |
| **Activity 3**  Animation | **ANIMATION**  **ACTIVITY 3 – PRODUCE YOUR ANIMATION**  You have been asked to create an animated web advertisement of a size of 468 by 60 pixels. It will be included on the front page of the College website to promote the official opening celebrating the 100th Anniversary of the Chapel. You should also make use of the official colours of the college. The animation might include college logo, photos of the chapel and an appropriate audio sound. |
| **Activity 4**  Banner | **BANNER**  **ACTIVITY 4** – **PRODUCE YOUR BANNER**  You have been asked to create a web banner advertising the official opening celebrating the 100th Anniversary of the Chapel. Your banner should be 1500 mm high by 600mm wide at 150 DPI. It needs to highlight key information with minimum text, original Photographic images, school logo and other visual images to be saved as a jpg file to be included on the College website. |

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| **Activity 5**  **EDIT IMAGES** | **DIGITAL IMAGES AND ELEMENTS**  **ACTIVITY 5 – EDIT A RANGE DIGITAL IMAGES/LOGOS.**  Use the design brief to create a series of images and elements that can be displayed on the college website. You can produces images, icons, backgrounds, logos and headings that must meet the colour scheme and design requirements set by the client brief. These images must be edited to a particularly file size and meet a number of requirements designated by the Past Students Association and the College web designer. You will need to consult with your trainer and a member of the association. You are required to present these images on a number of web pages so they can be included on the college website. You will need to consult with your trainer to in order to meet the correct CSS style for the College website.  Consult with your trainer on the correct file conventions to use in your Logo. Give an explanation on what is the best file type to use,Vector vs. Bitmap (raster Images). |
| **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   |  |  |  | | --- | --- | --- | | Student Checklist | | | | Activity | Unit of competency addressed - CUADIG304 Create visual design components: | Completed and included 🗹 | | 1 Written report | 1. Written Report |  | | 2 Visual Diary | 2. Generate and assess ideas and completed planning. |  | | 3 Digital Animation | 4. Produce promotional animation |  | | 4 WEB Banner ( Poster) | 4. Produce Banner (Poster) |  | | 5 Written | 5. Finalise and select images and elements. |  | |

**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. |