# Assessment task

# Applied Information Technology – ATAR Year 12

## Task 3 – Unit 3

**Assessment type**: Project

**Conditions**

Time for the task: three weeks

**Task weighting**

5% of the school mark for this pair of units

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A Year 8 computing teacher at your school has requested that you create a digital product or digital solution for their class, highlighting the impact of convergence trends in contemporary digital technologies.

Your digital product or digital solution will need to:

* take the form of a multimedia-based video or animation, using any available software
* be no longer than **three** minutes’ duration
* provide all the essential background information related to contemporary digital technologies and the concept of digital convergence
* incorporate an appropriate use of video and audio features
* capture the user’s attention and cater to the target audience of Year 8 computing students.

Development needs to occur in three phases.

**Phase one**

* Outline the aim of your digital product or digital solution and its primary message (Digital convergence). (2 marks)
* Describe the characteristics of your target audience. (2 marks)
* Outline the conventions appropriate to the design for the digital product or digital solution that you would use, including:
* the use of the principles of design and elements of design, originality/creativity and consistency of design (3 marks)
* the technical conventions appropriate for the published medium for the digital product or digital solution. (3 marks)
* Describe any special effects that you may need to include for your target audience. (2 marks)
* Describe the technology(ies) that you plan to use in the development of the digital product or digital solution. Collect any images and audio that you intend to use, ensuring that you document all sites visited and images collected. (4 marks)
* Develop a time plan for the development of the digital product or digital solution (i.e. proposed times for completion of the phases of the task). (1 mark)
* Track the development of your digital product or digital solution in comparison to your predicted time plan. Include notes on the software, hardware and processes used during the development.

(3 marks)

**Subtotal = 20 marks**

**Phase two**

* Develop a design plan for your digital product or digital solution using an appropriate project management approach that will satisfy the requirements identified in Phase one. Ensure that you:
  + use an appropriate design plan and project planning tools to represent your idea and demonstrate your ideas for your digital product or digital solution (6 marks)
  + include notes, drafts and annotations to document the progression of ideas. (4 marks)

**Subtotal = 10 marks**

**Phase three**

* Use appropriate software application tools, media (including video, audio and images), skills and techniques to develop your digital product or digital solution. Ensure that the:
* plan/design is reflected in the digital product or digital solution (4 marks)
* aim of the digital product or digital solution and its primary message are clearly evident   
   (4 marks)
* digital product or digital solution reflects the target audience. (4 marks)
* In the development of your digital product or digital solution, ensure that there is an appropriate use of:
* the conventions relevant to the design for the digital product or digital solution, including:
  + effective use of principles of design and the elements of design (4 marks)
  + demonstrated application of originality/creativity in the design (1 mark)
* the consistency of design throughout (3 marks)
* the technical conventions for the published medium for the digital product or digital solution, including:
  + special effects relevant to the target audience (4 marks)
  + video, audio and images throughout the digital product or digital solution (6 marks)
* demonstrated skills in the use of application/s. (5 marks)

**Subtotal = 35 marks**

**Total = 65 marks**

# Marking key for assessment task 3 — Unit 3

| **Description** | **Marks** |
| --- | --- |
| **Phase one** | |
| *Aim*   * provides an appropriate aim, | 2 |
| *Characteristics of the target audience*   * provides a description of the characteristics of the target audience | 2 |
| *Conventions*   * principles and elements of design, originality/creativity and consistency of design * application of the technical conventions for the published | 3  3 |
| *Special effects*   * provides an appropriate description of the special effects to be used in the digital product or digital solution | 2 |
| *Technology(ies)*   * description of the technology(ies) (hardware, software, images and audio) to be used | 4 |
| *Time plan*   * Time plan to record the development of digital product or digital solution | 1 |
| *Record of development*   * Journal of process according to time plan | 3 |
| **Phase one total** | **20** |
| **Phase two** | |
| *Development of design plan*   * detailed evidence of an appropriate design plan | 6 |
| *Annotations of design plan*   * detailed and appropriate annotations | 4 |
| **Phase two total** | **10** |
| **Phase three** | |
| *Design plan applied*   * correctly applies the design plan | 1–4 |
| *Provides a digital product or digital solution that:*   * provides a description of the impact of digital convergence trends in contemporary digital technologies | 4 |
| *Provides a digital product or digital solution that:*   * reflects the target audience | 4 |
| *Conventions used*   * effective use of the principles and elements of design | 4 |
| *Consistency of design*   * demonstrated application of originality/creativity in the design * design consistent throughout | 1  3 |
| *Special effects used*   * appropriate and effective use of special effects | 4 |
| *Inclusion of media*   * Appropriate use of video * Appropriate use of audio * Appropriate use of images | 2  2  2 |
| *Application Skills*   * Depth of skills demonstrated * Range of applications used | 3  2 |
| **Phase three total** | **35** |
| **Total** | **65** |