

# Media Arts in Practice 2019 v1.0

Sample assessment instrument

November 2018

## Product — Careers

### Information for teachers

This sample has been compiled by the QCAA to help and support teachers in planning and developing assessment instruments for individual school settings.

Schools develop internal assessments for each Applied subject, based on the learning and assessment described in the approved study plan.

### Purpose of the product

This technique assesses the application of a range of creative, expressive, cognitive, technical and physical skills in the production of media artwork/s. It is the outcome of applying these skills as students demonstrate knowledge and understanding of media technologies, media communications and media in society, and concepts and ideas related to the electives and appropriate to the intended context, purpose and audience.

Further information about the specifications for this assessment technique can be found in the Assessment techniques section of the Media Arts in Practice syllabus.

### Assessment dimensions

This assessment instrument is used to determine student achievement in the following dimensions:

- Knowing and understanding
- Applying and evaluating
- Creating and evaluating.

Not every objective from each dimension needs to be assessed.

<b>Subject</b>	Media Arts in Practice
<b>Technique</b>	Product — Careers
<b>Unit number and module number and name</b>	<b>Unit: 4</b> <b>Module: 4. Careers in the media arts</b>

<b>Conditions</b>	<b>Units 3–4</b>
<b>Product</b>	Variable conditions One printed business card Negotiate with your teacher if you wish to develop more than one business card to provide the digital artist with options to identify their preferred design.
<b>Further information</b>	
<b>Duration (including class time)</b>	4 weeks
<b>Individual/group</b>	Individual
<b>Resources available</b>	Access to: <ul style="list-style-type: none"> <li>• graphic design software</li> <li>• a range of printing resources.</li> </ul>
<b>Context</b>	
In this unit, you have been focusing on the media art-making skills for a future career pathway in the media arts industry.	
<b>Task</b>	
Create a business card for a digital artist that promotes their identity as a media artist.	
<b>To complete this task:</b>	
<ul style="list-style-type: none"> <li>• identify, research and interpret information about a current digital artist of your choice to develop an understanding of their personal aesthetic, including <ul style="list-style-type: none"> <li>– the contexts and purposes of their work</li> <li>– their application of elements and principles of design</li> <li>– their preferred techniques and technologies</li> </ul> </li> <li>• create a business card that promotes the digital artist to prospective clients by conveying their identity as an artist, ensuring you <ul style="list-style-type: none"> <li>– organise and apply graphic design elements and principles and processes to design the business card</li> <li>– demonstrate practical skills, techniques and technologies in graphic design to design and produce the business card.</li> </ul> </li> </ul>	
<b>Checkpoints</b>	
<input type="checkbox"/> Term [X] Week [X]/[Date]: Complete artist research and concept check	
<input type="checkbox"/> Term [X] Week [X]/[X]: Discuss draft business card design with teacher and peers for feedback	
<input type="checkbox"/> [Due date]: Submit business card	

**Authentication strategies**

Your teacher will use ways to check that the work you are assessed on is your own work.

- Discuss with your teacher or provide documentation of your progress at indicated checkpoints.
- Take part in interviews or consultations with your teacher as you develop your response.
- Submit a draft and respond to teacher feedback.
- Acknowledge all sources used.
- Submit the declaration of authenticity.
- Your results may be cross-marked by a teacher from another class.

# Instrument-specific standards matrix

	Standard A	Standard B	Standard C	Standard D	Standard E
Knowing and understanding	The student work has the following characteristics:	The student work has the following characteristics:	The student work has the following characteristics:	The student work has the following characteristics:	The student work has the following characteristics:
	<ul style="list-style-type: none"> <li>perceptive interpretation of information about media arts concepts and ideas for particular purposes</li> <li>proficient demonstration of practical skills, techniques and technologies required for media arts.</li> </ul>	<ul style="list-style-type: none"> <li>informed interpretation of information about media arts concepts and ideas for particular purposes</li> <li>competent demonstration of practical skills, techniques and technologies required for media arts.</li> </ul>	<ul style="list-style-type: none"> <li>interpretation of information about media arts concepts and ideas for particular purposes</li> <li>demonstration of practical skills, techniques and technologies required for media arts.</li> </ul>	<ul style="list-style-type: none"> <li>partial interpretation of information about media arts concepts and ideas</li> <li>partial demonstration of practical skills, techniques and technologies required for media arts.</li> </ul>	<ul style="list-style-type: none"> <li>minimal interpretation of information</li> <li>minimal and inconsistent demonstration of practical skills, techniques and technologies required for media arts.</li> </ul>
Applying and analysing	The student work has the following characteristics:	The student work has the following characteristics:	The student work has the following characteristics:	The student work has the following characteristics:	The student work has the following characteristics:
	<ul style="list-style-type: none"> <li>efficient organisation and proficient application of media art-making processes, concepts and ideas.</li> </ul>	<ul style="list-style-type: none"> <li>clear organisation and competent application of media art-making processes, concepts and ideas.</li> </ul>	<ul style="list-style-type: none"> <li>organisation and application of media art-making processes, concepts and ideas.</li> </ul>	<ul style="list-style-type: none"> <li>partial organisation and partial application of media art-making processes, concepts and ideas.</li> </ul>	<ul style="list-style-type: none"> <li>minimal organisation and minimal application of media art-making processes.</li> </ul>
Creating and evaluating	The student work has the following characteristics:	The student work has the following characteristics:	The student work has the following characteristics:	The student work has the following characteristics:	The student work has the following characteristics:
	<ul style="list-style-type: none"> <li>creation of engaging media arts communications that proficiently and sensitively convey meaning to audiences.</li> </ul>	<ul style="list-style-type: none"> <li>creation of effective media arts communications that thoughtfully convey meaning to audiences.</li> </ul>	<ul style="list-style-type: none"> <li>creation of media arts communications that convey meaning to audiences.</li> </ul>	<ul style="list-style-type: none"> <li>variable creation of media arts communications that partially convey meaning to audiences.</li> </ul>	<ul style="list-style-type: none"> <li>minimal creation of media arts communications that convey minimal meaning to audiences.</li> </ul>