

# Performance Based Assessment

Digital Media  
Event Overview - SY2013



Knowing your audience and how to connect with them is an integral part of any major product or service. When it comes to defining an original and memorable brand concept the details matter. From the thickness of a typeface to the symbolism of a logo, every aspect is saying something to the audience.

## High Speed Internet for Generation Z

For this performance assessment your team will be taking on the role of a small marketing group working on behalf of Hawaiian Telcom who are considering offering high-speed internet service to the next generation of customers. As your client, Hawaiian Telcom will provide the information and criteria you will use to give this service an original name and create memorable brand imagery to associate with it.



Summarized from [Hawaiian Telcom's 2012 Annual Report](#):

**Our Business Strategy:** Our primary objective is to grow our business with a focus on delivering superior service to our customers, so that we can be recognized as the number one service provider of innovative “Always On<sup>SM</sup>” communication, information and entertainment solutions to the people and businesses of Hawaii.

**Broadband Network:** A key element of our business strategy is to further leverage our broadband network. Our broadband network is the foundation for our services to our customers, and we continue to expand its footprint and invest in advanced technology platforms that support advanced communications and network services. We completed the build out of our fiber-optic core network statewide, and are deploying high-speed technologies to deliver new broadband services such as our next-generation television to consumers, advanced voice and data, and cloud-based services to businesses.

**Internet Services:** We provide high-speed Internet (HSI) access to our residential and business customers. Our data network enables us to provide extensive high-speed network access. As of March 1, 2013, we served approximately 89,100 retail residential HSI lines, 18,700 retail business HSI lines, and 1,000 wholesale business and resale HSI lines.

On the second day your concepts will be presented to and evaluated by a panel of judges representing the interests of your client. You will be evaluated on the strength of your overall design and the skill with which you are able to present it. Teams are welcome to create and present multiple branding concepts, but all team members must be prepared to present each one with the same level of care and enthusiasm.

Your second day presentations should include a brief description of the process leading to the final design and an explanation of your branding concept. In addition, your team will be expected to create multiple examples of your brand concept in promotional material such as web graphics, print graphics, animation, and/or video advertisements.

Following your team’s presentation there will be a question and answer period for the judges to request additional information regarding what you presented to test your team’s material knowledge relating to the project. Both team members should be able to answer any questions regarding their design(s) and the development process.

Development work will end at 8:30pm of the first day. All presentation media including videos, graphics, and digital copies of printed materials to be used in the second day presentations must be submitted by 9:30pm. These materials will be returned to the team on the following morning prior to presentation.

**Deadline: 9:30pm April 24, 2013. All digital materials will be submitted on a flash drive to be provided.**

**Failure to follow the event rules can lead to significant penalties or disqualification.**

**This includes but is not limited to:**

- Presenting external resources without proper citation or credit.
  - This includes royalty free music, sounds, and artwork.
- Using offensive or highly objectionable material in your presentation.
- Public disclosure of confidential client materials without permission.
  - Any media intended for online distribution should be presented offline.

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### Student Deliverables

#### Prior to Event:

##### **Research Paper** **(50 points)**

- Research paper concerning internet usage and integration among various demographics.
- Papers turned in by March 27<sup>th</sup>, 2013.

##### **Online Testing** **(50 points)**

- 50 question multiple choice AC Core exam, administered online.
- 50 question multiple choice Digital Media exam, administered online.
- Testing completed individually within the testing window prior to the event.
- Team exam scores will be averaged together for a maximum 50 point total.

#### Day 1 (April 24th, 2013) – Production:

##### **Production Materials** **(40 points)**

All deliverables and digital material will be collected via USB flash drive.  
All deliverables are due by 9:30 p.m.

- ✓ The client will specify any special design aspects required in your project during the scenario presentation.
- ✓ Teams are allowed to use any art assets provided to them during the competition.
- ✓ Teams are allowed to use pre-existing art assets, but are limited to assets created by team members.
- ✓ Teams are not allowed to source any copyrighted or purchased material in their project.
- ✓ Any external content included in the project must be properly credited.
- ✓ A printed copy of your PowerPoint or other material outlining your presentation will also be collected.

##### **Printed Media** **(required)**

- ✓ At least two printed or physical examples that represent your proposal are required.
- ✓ There should be at least two copies of all printed materials available for the judging panel.
- ✓ Materials should also be available in digital format and saved to common graphic formats such as GIF, JPG, PNG, or TIF.
- ✓ Teams are encouraged to bring and use their own peripherals to insure quality control and access.
- ✓ A color printer will be available in a common area for teams to share but technical support will be limited.

##### **Broadcast Media** **(optional)**

- ✓ Any animated or video clips should be no more than 30 seconds in length, although using multiple examples is allowed.
- ✓ Any titles or credits will not be counted towards the length of the animation and are not required.
- ✓ An audio track is not required during animation. Subtitles are an acceptable alternative.
- ✓ Video files should be saved to common video formats such as AVI, WMV, or MPG and tested prior to presentation.
- ✓ Multiple copies of animated media with various codecs should be saved for viewing compatibility.

##### **Presentation** **(recommended)**

- ✓ PowerPoint or other presentation software outlining the Day 2 oral presentation is strongly recommended.
- ✓ PowerPoint presentations should integrate all presented examples including any print or animated media.
- ✓ A printout of the presentation must be provided along with the other collected materials for the judges to reference.
- ✓ Teams will be providing their own presentation computers and should have one prepared accordingly.

#### Day 2 (April 25th, 2013) – Presentation:

##### **Team Oral Presentation** **(25 points)**

- ✓ All teams must be ready to present by 8am, presentation order will be revealed at that time.
- ✓ Each team will have up to 5 minutes to set up and load their presentation computer.
- ✓ A VGA projector will be available at each presentation area and teams should be prepared with their own adapters.
- ✓ Each team will have up to 10 minutes for their presentation.
- ✓ The presentation must include the example materials created the previous day.
- ✓ Both members of the team must have a speaking part in the presentation.

##### **Question and Answer Session** **(10 points)**

- ✓ Directly following the oral presentation will be a 5 minute question and answer session.
- ✓ The judging panel will ask questions to both participants regarding the project and/or their development process.