

Performance Based Assessment

Digital Media

Event Overview - SY2015



Hawaii's Dairy

Digital displays and signage are becoming increasingly common among businesses and public venues. They can be found replacing anything from building directories to fast food menus. A digital display can provide much more information than a typical sign or poster, and they have ability to be updated quickly without the need for specialized printing services.

Displaying data in a public forum is often more than font choices and formatting. Images and informational graphics can convey data on a more intuitive and compelling level than just words. The ease of understanding visual data also makes it particularly effective with children.

Zoo Nursery Displays

For this assessment your team will be working on behalf of Meadow Gold and their Zoo nursery project. Meadow Gold is requesting a series of short informative media presentations based on animals appearing in the nursery that would appear on screens near the installations. Your team is only required to create examples for 3 animals from the provided list. These displays should primarily appeal to children and be part of a design that can be extended to all the nursery inhabitants. Teams will create a presentation showing how their examples would be displayed as well as provide justifications of their design choices.

About Meadow Gold Dairies

Meadow Gold Dairies Hawai'i has been putting wholesome and delicious food and beverages on Hawai'i's tables for over 117 years. Meadow Gold was established in 1897 as the Dairymen's Association, a cooperative of several Oahu dairy farms. Today, Meadow Gold operates manufacturing facilities on Oahu and the Big Island. These facilities process milk and manufacture products such as sour cream, cottage cheese, and buttermilk as well as island favorites such as POG®, tropical nectars, drinks and yogurt products. As "Hawai'i's Dairy," Meadow Gold has over a century-long legacy of supporting thousands of community programs throughout the state, as well as longstanding partnerships with great organizations such as the American Youth Soccer Organization (AYSO), the Children's Discovery Center, Education Works, the Honolulu Zoological Society, and the American Red Cross. Meadow Gold is a company committed to quality and excellence; a company that TRULY cares about Hawai'i.

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 allowed to create and present a second alternative design during their presentation, but additional designs must include a complete set of deliverables and both team members must be prepared to present each one fully with the same level of care and enthusiasm.

Your presentations should include a brief description of the process behind your designs and your technology strategy. The purpose of your presentation is to justify and promote the viability of your concept. Be prepared to explain how your design will target the desired audience and why your concept will be effective in appealing to them. Your team will be expected to present and illustrate appropriate examples of your technical strategy and/or show how it might appear in actual use.

Following your team's presentation there will be a question and answer period for the judges to request additional information regarding what you presented and 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 digital copies of all printed materials to be used in the team presentation must be submitted by 9:00pm via the provided flash drive. The flash drive will be returned to the team on the following morning prior to presentation.

Deadline: 9:00pm April 7th, 2015. All digital materials will be submitted on a flash drive to be provided.

Failure to follow event rules can lead to significant penalties and/or disqualification.

Additional event rules include but are 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 in an offline format.

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Student Deliverables

Prior to Event:

Technical Writing (50 points)

- ✓ Research paper concerning presenting media to younger audiences.
- ✓ Papers due by February 24th, 2015.

Day 1 (April 7th, 2015) – Production:

Production Materials (50 points)

All deliverables and digital material will be collected via USB flash drive.

All deliverables are due by 9:00 p.m.

- ✓ The client will specify any special design aspects required in your project during the scenario presentation.
- ✓ Uploading any project materials to unsecure sites is prohibited; online aspects of your design should be presented offline.
- ✓ Teams are not allowed to source any copyrighted or purchased material in their design product not provided by the client.
- ✓ Teams are allowed to bring and use pre-existing assets for their presentation media, but all sourced material must be credited.
- ✓ Digital versions of all deliverables and presentation materials must be saved in an appropriate format and submitted at the end of the working session on a flash drive that will be provided.

Printed Media (required)

- ✓ At least two printed or physical samples that represent your proposal are required and will be used for judge's reference.
- ✓ Printed samples of your design are to be given to the judging panel during your Day 2 presentations.
- ✓ Printed media should also be available in digital form and saved to a common graphic format such as GIF, JPG, PNG, or PDF.
- ✓ Teams are allowed to bring and use their own peripherals to insure quality control and/or access to non-standard media.
- ✓ A printer will be available in a common area for teams to share but technical support will be limited.
 - Basic 8.5"x11" paper will be provided, but any alternatives in size or quality should be prepared by teams.

Presentation Media (required)

- ✓ PowerPoint or other offline presentation software outlining the Day 2 oral presentation is strongly recommended.
 - Your client's information and any work you perform for them should be considered private and proprietary unless informed otherwise. Be sure any work done on their behalf is not subject to uncontrolled dissemination.
- ✓ Presentations should integrate and illustrate samples of their work and include digital versions of any printed media.
- ✓ A printout of the presentation must be provided along with the other collected materials for the judges to reference.
 - Full size printouts of presentation slides are not required; a scaled down handout format is preferred.
- ✓ Teams will be providing their own presentation computers and should be prepared accordingly.
- ✓ Changes to any presentation material from the previous day are not allowed and may result in disqualification.

Day 2 (April 8th, 2015) – 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 SVGA projector will be available at each presentation area but teams should be prepared with their own adapters.
 - Anticipate limited screen resolutions during presentations as most projectors use lower resolutions than modern displays.
- ✓ Each team will have up to a maximum of 15 minutes for their presentation.
- ✓ Only files and media samples created on the previous day can be used during the presentation.
- ✓ Both members of the team must have a speaking role in the presentation.

Question and Answer Session (required)

- ✓ 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.

Arts and Communications Career Pathway

Digital Media Cluster Standards

ALD 1.0: Evaluate the relationship of mathematical and technological concepts to the development of digital media.

- 1.1: Assess how mathematics is used to create and manipulate digital media.
- 1.2: Assess how changes in digital technology affect the creation and manipulation of media content.

ALD 2.0: Evaluate the dynamic connection between society and digital media for its relationship to market forces and design choices.

- 2.1: Assess the evolution of digital media as it affects and is affected by society.
- 2.2: Assess changes in technology and markets as it affects digital media designs.

ALD 3.0: Assess legal and ethical practices in the production and distribution of digital media to facilitate the protection of both developers and consumers.

- 3.1: Evaluate the relationship between digital technology and criminal activity for its affect on the digital marketplace.
- 3.2: Evaluate legal and ethical behavior related to the creation, use, and distribution of digital content that minimizes the risk of legal or moral consequence.

ALD 4.0: Evaluate the use of digital media in shaping specific messages and eliciting desired responses.

- 4.1: Evaluate diverse processes of forming and conveying a targeted message.
- 4.2: Compare and contrast how various audiences perceive digital media to anticipate desired reactions and responses.

ALD 5.0: Synthesize digital media components to create a message or concept that addresses the needs of a client.

- 5.1: Design a targeted digital media message or concept that addresses the needs of a client.
- 5.2: Plan and construct a digital media product from budgeted resources that addresses client needs.
- 5.3: Assess the collaborative process for its impact on the design, planning, and production of a digital media product.

ALD 6.0: Integrate ergonomic work practices in a computing environment to enhance workplace safety and create an optimal working environment.

- 5.1: Anticipate potential health and wellness concerns while operating computing devices in order to enhance workplace safety.