

Task 3 – Advertising Techniques Quiz

Task Date:
28/08/2020

Date Distributed: 14/08/2020

Task Weighting: 10%

Outcomes

- IND5-9 – describes, analyses and uses a range of current, new and emerging technologies and their various applications
- IND5-10 - describes, analyses and evaluates the impact of technology on society, the environment and cultural issues locally and globally

ASSESSMENT OUTLINE

1. WHAT AREAS OF LEARNING DOES THIS ASSESSMENT ADDRESS?

Areas of learning:

- Advertising Techniques where the student is able to:
 - identify and investigate factors influencing design in video production
 - identify the impact of multimedia on society and the environment
 - recognise and discuss the societal and environmental differences between traditional and digital media
 - understand and respect cultural, personal and social differences and sensitivities in the use of images, sound and video in presentations,

2. WHY IS THE COMPLETION OF THIS ASSESSMENT IMPORTANT?

This task is used to determine your understanding of advertising techniques that are employed by multimedia creators to maximise audience engagement. The skills and understanding developed this semester will enable you to identify the intentions behind the products/ideas created. The lead up class activities enable independent, critical and creative thinking as well as encouraging effective collaboration.

3. WHAT STEPS DO I TAKE TO COMPLETE THIS TASK?

Task Outline

- You will complete a short, online Advertising Techniques Quiz to assess your understanding and knowledge on the areas of learning listed above.
- The quiz will be completed through Moodle and is located on your 10MTV course page in the Assessment Tasks section.
- The test will consist of a variety of questions including multiple choice, true/false and short response
- It will need to be completed in the time limit associated with the test (this will be no longer than 30 minutes)

Details for Submission

In preparation for this in-class assessment students should ensure they have completed all class activities and revised the relevant presentations within Moodle.

The Quiz must be completed in one sitting during class and submitted on the date outlined above.

4. HOW WILL MARKS BE AWARDED TO MEASURE MY LEARNING?

Marks will be indicated in the online test for each question and will be automatically graded upon submission of the quiz. Solutions and feedback will be provided to the class upon the completion of the test.