Assessment Task2 – Industry Study – How did they do that?

Task Type: Research, Reporting

Weighting: 10%

Date due: Friday 28th March 2014

Your Task:

In-Class and Homework

This task is to be presented as a word document using a readable 12pt font. A well researched and presented attempt at the task will take a minimum of four (4) A4 pages If you are asked to **briefly describe** please do it in two or three sentences All material should be in your own words – no cut and paste please (I will know)

- 1. Research and write (in your own words) definitions for the following terms in relation to multimedia
 - a. Emerging Technologies b. Intellectual Property
 - c. Ergonomics
- d. Storyboarding

- e. Outsourcing
- 2. Using the following resources (and any others you can find on your own), list and briefly describe the steps that Pixar go through to create a movie.

Progression Reel Designing a Pixar Film Pixar Website How a Pixar Movie is Made

3. Using the resources below (and any others you can find on your own) briefly describe three (4) occupations involved in the Multimedia Industry

Careers in IT Multimedia Pixar Careers Careers in Multimedia Technology Department of Education Job Guide

4. Complete the Table of 'Industry Standard' software for each of the following Multimedia Processes and give a reason for your choice (two alternatives for each task)

Multimedia Task	Alternative 1	Alternative 2
Multimedia Authoring		
Photo Manipulation/digital	Adobe Photoshop – Most widely	
painting	recognised – even has term photoshopping derived from it	
3D Graphics and Animation		
2D Animation		
Music Creation (sampling)		
Music Creation (notation based)		
Website Development		
Digital Drawing		

Criteria for assessment:

Defines the meanings multimedia industry terminology

Identifies the processes involved in the creation of multimedia in an industrial context

Demonstrates an understanding of the organisation and management of multimedia industries

Syllabus Outcomes:

- P1.1 describes the organisation and management of an individual business within the focus area industry
- P1.2 identifies appropriate equipment, production and manufacturing techniques, including new and developing technologies
- P5.1 uses communication and information processing skills
- P6.2 identifies and explains the principles of quality and quality control
- P7.1 identifies the impact of one related industry on the social and physical environment
- P7.2 identifies the impact of existing, new and emerging technologies of one related industry on society and the environment

	Marking Guidelines	Mark
A Highly developed	 Provides clear and precise definitions of industry terminology and concepts Clearly identifies a wide range of processes used in the production of multimedia Demonstrates a highly developed understanding of industry organisation and management 	41-50
B Well developed	 Provides clear definitions of industry terminology and concepts Clearly identifies a range of processes used in the production of multimedia Demonstrates a well developed understanding of industry organisation and management 	31-40
C Developed	 Provides definitions of industry terminology and concepts Identifies a range of processes used in the production of multimedia Demonstrates a developed understanding of industry organisation and management 	21-30
D Developing	 Provides limited definitions of industry terminology and concepts Identifies some processes used in the production of multimedia Demonstrates a developing understanding of industry organisation and management 	11-20
E Not developed	 Provides some limited definitions of industry terminology and concepts Identifies a limited number of processes used in the production of multimedia Demonstrates minimal understanding of industry organisation and management 	1-10