



National Certificate of Educational Achievement
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2008

Internal Assessment Resource

Subject Reference: **Information Management 1.4**

Internal assessment resource reference number:
IM/1/4_T7

Starfish

Supports internal assessment for:

Achievement Standard: 90033 v3

Apply a decision-making model to produce a solution from a given brief

Credits: 4

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For use in internal assessment
from 2008

Teacher Guidelines:

The following guidelines are supplied to enable teachers to carry out valid and consistent assessment using this internal assessment resource.

Context/setting:

This assessment resource is based on designing advertisements for a restaurant. The given brief requires the production of appropriate display material for a school restaurant which is suffering from dwindling numbers.

Conditions:

The assignment is to be carried out over **(teacher to insert relevant number)** hours of classroom time under supervised conditions. Students will use the equipment they normally use for timetabled lessons. Teachers will need to ensure that there is a system in place to save and identify students' work. Students will need to hand in a portfolio of items, including hardcopies of their designs.

Resource requirements:

Students will need access to the equipment they normally use in timetabled lessons.

Additional information:

There are no requirements for the use of any specific equipment or programs in carrying out this assignment. It is assumed that teachers and schools will ensure that equipment and programs are appropriate for the tasks within the assignment.

Factual content such as names and figures can be easily substituted. It is recommended that this be done in any case to improve authenticity of performance. The same process and a similar schedule can be applied to similar contexts.

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Student Instructions Sheet

Before you start work, read through all the information given to you. Make sure you understand what you are being asked to do. Make sure you know what level you must perform at to obtain achievement, achievement with merit or achievement with excellence for this Standard.

You will need to complete this assignment (***teacher to insert relevant information relating to time frame***).

When the assignment is due you should present a portfolio to your teacher which clearly shows how you have applied a decision-making model to produce a solution for the given brief. This portfolio should contain:

- 1 Evidence of planning (eg a plan of action, timeline, Gantt chart, mindmap) showing the steps you intend taking.
- 2 Materials/information/notes produced at each step. This could include:
 - sketches, flowcharts
 - process diagrams
 - plans (computer generated or hand-written)
 - word-processed reports
 - samples of materials
 - designs/document formats.
- 3 A log or diary outlining key stages and ongoing evaluations for your design decisions. (*This is not directly assessed, but will provide clarifications that could affect your grade.*)

Remember that the range of information management techniques used throughout your portfolio, and their effectiveness, will influence your final grade.

Situation

Your college's Food Technology Department runs a training restaurant called 'Starfish' which provides café style lunches, two days a week, prepared and served by senior Food Technology students. The number of students and staff visiting the restaurant is dwindling and the Food Technology teacher asks you to find some method of informing both the college population and visitors to the college about the restaurant, in order to increase the number of diners.

Given brief

You are required to design and produce a publicity 'document' for Starfish which will provide information about the restaurant and entice people to eat there.

Specifications

The publicity must:

- include the lunch menu, opening times and contact details, as well as a brief introduction to 'Starfish' (*information provided in Appendix*)
- entice people to eat at 'Starfish'
- be eye-catching and demonstrate effective use of design principles
- be easily displayed around college, especially near the main office, to attract visitors.

Steps to be followed

- 1 **Planning:** Plan what you are going to do by writing a plan of action/flow chart showing the key steps involved in producing the solution to your brief. Include with your plan an appropriate timeline for the completion of tasks. For each step write brief notes which clarify:
 - what you will do (and by which date)
 - resources required.
- 2 **Investigation and research:** Investigate the need/opportunity outlined in the situation and brief and explore possible solutions. You are to produce plans and sketches for your idea which *might* include:
 - an investigation into fonts, images, backgrounds, colours etc. to be used in the design and how these elements might work together
 - the size and shape of the document (could look at folds, paper types etc)
 - investigating layouts of text and images
 - sketches, notes and samples to demonstrate any design ideas - practical or aesthetic.

- 3 **Selection:** Select your ideas for the restaurant publicity material. You will need to make notes describing the pros and cons of each idea. Select one of them for further development and give reasons for your choice.
- 4 **Designing and production:** Produce a detailed design of your selected idea fully justifying the design decisions you have made about each of its components. Re-evaluate for suitability and effectiveness, making any necessary alterations, explaining your reasons for making them.
- 5 **Evaluation:** Produce a final copy of your publicity material. Evaluate it against the original specifications. To achieve at higher grades, you will need to discuss any problems experienced during the decision-making process and how these may have been overcome. **(Note the ongoing nature of evaluation.)**

Collate your information to produce a portfolio. Check that you have included all your documentation (including your log or diary) in your portfolio and hand this in to your teacher.

Time allowance

You will be given **(teacher to insert details)** hours of class time. You are expected to work in your own time also. Your finished portfolio is to be presented within **(teacher to insert details)** weeks of the given start date.

To achieve a high grade, you need to:

- give reasons (justify) for key decisions
- include ongoing evaluation throughout the process
- clearly demonstrate information management knowledge and skills.

Appendix

The following is some relevant information on the menu, opening times and contact details for Starfish Restaurant:

Open for lunches—Thursdays and Fridays 12.15 pm to 1.10 pm
Bookings essential (must be made one week in advance) Phone XXXXXXXX College
(insert phone number)

Menu

Mains

Hamburgers—A big beef patty served on a lightly toasted bun with lettuce, tomato, cheese and special sauces—\$4.50

Pumpkin soup served with garlic, chilli and cheddar bread—\$4.50

Smoked salmon bagel—a cream spread for your lunch—\$5.00

Vegetarian nachos—a pile of nacho chips, beans, salsa and cheese grilled to perfection. Served with sour cream—\$5.00

Baked potato wedges—served piping hot with sour cream and a homemade tomato sauce—\$4.50

Desserts

Chocolate chip cookies—a crispy cookie exploding with chocolate chips—\$1.00

Apricot and lemon slice— a delicious citrus slice packed with apricots—\$1.00

Berry sundae—comes with ice cream, cream and a berry sauce—\$2.50

Chocolate brownies—a great American treat, rich and chocolaty—\$2.50

Beverages

Banana smoothies—\$2.00

Orange juice—\$1.00

Apple and boysenberry juice—\$1.00

Plunger coffee for one—\$1.00

Tea—English Breakfast, Earl Grey, Lemon, Peppermint, Camomile—\$1.00 each

Hot chocolate—\$2.00

Cappuccino Starfish style—\$2.00.

Assessment Schedule: IM/1/4_T7 - Starfish
AS90033 v3 – Apply a decision-making model to produce a solution from a given brief

Evidence:

The student has produced a portfolio including a plan, materials for each step of their process and a log or diary showing what they did. For merit, a range of information management techniques must be evident throughout the portfolio, and for excellence, the effective use of information management contributes to a well-presented portfolio and final solution. *Note: Evidence should be considered holistically.*

Evidence	Achieved	Achieved with Merit	Achieved with Excellence
<p>Planning: Evidence of planning is produced which shows intended steps with associated notes</p>	<p><i>Planning shows:</i></p> <ul style="list-style-type: none"> • a list of steps or an outline which leads to the production of a final solution • some resource ideas 	<p><i>Planning shows:</i></p> <ul style="list-style-type: none"> • a clear list with steps (at least) for investigation, design, evaluation (one evaluation step at least) and production of a final solution • clear evidence of resource ideas 	<p><i>Planning shows:</i></p> <ul style="list-style-type: none"> • a clear list of steps that covers investigation, design for selected idea, production of a final solution, evaluation of the solution • clear evidence of resource ideas
<p>Investigating: Research and ideas are produced showing the planned size and shape of each document, and the layout of text and graphics on them</p>	<ul style="list-style-type: none"> • Some investigation is produced of design elements eg fonts, backgrounds, colours, images etc. • Some samples/ sketches are provided showing the use of IM techniques. • Some explanatory notes on ideas are included. 	<ul style="list-style-type: none"> • Investigation is produced of design elements eg fonts, backgrounds, colours, images etc. • Indications of the size and shape of documents and the layout of text/graphics showing the use of different IM techniques. • Explanatory notes for each main idea are included. 	<ul style="list-style-type: none"> • Detailed investigation is produced of design elements eg fonts, backgrounds, colours, images etc. • Appropriate indications of the size and shape of documents and detailed layout of text/graphics which show the effective use of IM techniques. • Detailed explanatory notes on each idea are included.
<p>Selection: Evaluation of the ideas is made leading to a selection for further development.</p>	<ul style="list-style-type: none"> • Some investigation is evaluated on suitability for inclusion in final design – strengths and weaknesses. • A selection is made for further development. 	<ul style="list-style-type: none"> • Investigation is evaluated for suitability for inclusion in final design – strengths and weaknesses. • A selection is made and at least one reason given for each idea. 	<ul style="list-style-type: none"> • Investigation has detailed evaluation for suitability for inclusion in final design – strengths and weaknesses. • Final selections are clearly justified with reference to the other design ideas.

<p>Design and Production: The selected ideas are designed (<i>with design decisions being justified</i>), drafted and produced (<i>must include any essential information provided</i>)</p>	<ul style="list-style-type: none"> • IM techniques are used in producing both a draft and finished design of the selected ideas. • Comments on design choices are included. • (<i>teacher to insert any specific information required to be included</i>) 	<ul style="list-style-type: none"> • A range of IM techniques is used in producing both a draft and a finished design of the selected ideas. • Reasons are given for the choice of some important design components. • (<i>teacher to insert any specific information required to be included - specs to be met</i>) 	<ul style="list-style-type: none"> • A range of IM techniques is used effectively in producing both a draft and a finished design of the selected ideas. • (<i>teacher to insert any specific information required to be included and any other relevant specs for design</i>)
<p>Ongoing Evaluation:</p>	<ul style="list-style-type: none"> • Some comments made on the quality/ effectiveness of the final design. 	<ul style="list-style-type: none"> • Relevant comments made on the quality and effectiveness of the final design in relation to the specifications. • Comments made on the process and any difficulties encountered. 	<ul style="list-style-type: none"> • Relevant comments are made justifying all key decisions and why they were made in comparison with the alternatives in terms of meeting the brief. • Clear comments made on problems experienced/changes required during the production process and how these have been resolved.