

Qualification Title: New Zealand Diploma in Digital Media and Design (Level 5)

Qualification number: 2638

Date of review: 15 December 2020

This report refers to graduates awarded this qualification between **1st January 2017 and 31st December 2019**

Final decision on consistency of the qualification: National consistency is confirmed

Threshold:

The threshold to determine sufficiency with the graduate profile for the qualification was determined as evidence that the graduate can:

- Apply problem-solving skills to a range of digital media and design challenges
- Apply and manage a design process to meet requirements of project briefs within defined guidelines
- Apply general and technical skills in the creation of design solutions
- Analyse and evaluate own work and the work of others
- Demonstrate professional practices, including working collaboratively with others, in a digital media and design work environment.

The agreed threshold statement remains as that agreed in the previous consistency review in 2017. This represents a change from Graduate Profile Outcome 5 of the qualification, replacing “including leadership” with “including working collaboratively with others”. As at the last review, it was felt that very few graduates achieve employment in the industry with this level qualification and those that do will be taking up very junior positions unless they have considerable other experience.

Education Organisations with sufficient evidence

The following education organisations have been found to have sufficient evidence.

MOE Number	Education Organisation	Final rating
6013	Otago Polytechnic Ltd	Sufficient
6014	Whitireia Community Polytechnic Ltd	Sufficient
6019	Southern Institute of Technology Ltd	Sufficient
9324	Yoobee Colleges Ltd	Sufficient

Introduction

This 120 credit, Level 5 Diploma qualification is designed to provide an introductory qualification for graduates new to the digital media and design industry. While there is an employment pathway into junior positions, most graduates who wish to pursue careers in the industry go on to complete higher level qualifications, notably the Level 6 diploma.

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The qualification accommodates flexible opportunities to achieve the graduate outcomes through various aspects of digital media including web and graphic design, animation and film production, or photography.

In the period under consideration (2017 - 2019) there have been 1,072 graduates from five providers. One specialist provider accounts for 1,025 of these graduates.

The qualification is currently in the final stages of review, consultation having been completed earlier in the year. The new version is expected to focus on this being an entry pathway into higher level study.

Evidence

The education organisations provided a range of evidence to demonstrate that its graduates met the graduate profile outcomes.

The criteria used to judge the evaluation question were:

- The nature, quality and integrity of the evidence presented by the education organisation
- How well the organisation has analysed, interpreted, and validated the evidence, and used the understanding gained to achieve actual or improved consistency
- The extent to which the education organisation can reasonably justify and validate claims and statements relating to the consistency of graduate outcomes.

Evidence included: programme mapping against the graduate profile outcomes, examples of moderation practice, graduate surveys, and next-level tutor feedback. Employer feedback was very limited as few graduates gain relevant employment directly after completing this qualification.

How well does the self-assessment and supporting evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?

All providers were able to demonstrate clearly how their programmes of study related to the graduate profile. In general, the supporting evidence from graduate surveys was representative and highly supportive of the consistency of graduate outcomes. Some self-assessments were highly reflective with careful evaluation of the evidence presented.

Prior to the review meeting, particular attention was paid to ensuring that the range of programmes offered (many with emphasis on particular disciplines within the field of digital media and design) were all able to achieve the graduate programme outcomes. It became obvious through the review that this was indeed the case.

Examples of good practice

The following evidence of good practice were noted in the evidence portfolios of one or more providers:

- Comprehensive mapping of the programme against the graduate profile outcomes
- Extensive efforts to follow up graduates after graduation
- Detailed and insightful feedback from tutors at the next level of study
- Good self-assessment practice contributing to a culture of continuous improvement.

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Issues and concerns

It was noted that in some cases institutional graduate outcomes surveys are not presently designed to gather the specific information required for consistency reviews, necessitating extensive follow-up by tutors.

Recommendations to Qualification Developer

The review of this qualification is largely complete, and it is expected that version 2 will be published shortly. It was observed that some providers had been very actively involved in the review process, others had had minimal input. The general feeling, however, was that the qualification is fit for purpose as an introductory programme for the industry and a staircase to further study. Its current flexibility is clearly valued. The need to delete “leadership” from the graduate profile had already been noted.