Qualification Title: New Zealand Diploma in Web Design and Production (Level 6)

Qualification number: 2645

Date of review: 16 September 2019

This report refers to graduates awarded this qualification prior to: **31 December 2018**

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

Threshold:

The threshold to determine sufficiency with the graduate profile was determined as evidence that graduates will be able to:

- Understand and apply design principles and processes to produce web interfaces,
- Demonstrate effective use of a production process to meet requirements of project briefs,
- Use frameworks and libraries to produce web interfaces,
- Apply a wide range of current tools and technologies used in the production of web applications,
- Apply problem solving skills to a range of complex challenges within a web environment,
- Quality assure own solution and web design and production work, and evaluate the work of others,
- Manage project briefs independently,
- Demonstrate collaborative and leadership skills within a team environment, and
- Apply professional and business practices in a web design and production environment.

Education Organisations with sufficient evidence

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

Education Organisation	Final rating
Animation College of New Zealand Limited (Yoobee Colleges Limited)	Sufficient

Introduction

The purpose of this 120 credit, Level 6, qualification is to provide the web development industry and creative sector with people with specialised technical skills and knowledge in web design and production. Upon completion of this qualification, graduates will be capable of applying design principles and production processes to implement web designs in entry level practitioner roles or be in self-employment/ freelance practice, or they may undertake further tertiary study at diploma or degree level in the fields of web design and development, creative arts, or the field of business if pursuing self-employment.

NZQA is the qualification developer for this qualification on behalf of the web design and development industry. One Education Organisation had delivered an approved programme of study, and had 74 graduates during the graduate reporting period for this Consistency Review (1 January 2014 - 31 December 2018). A representative from the educational organisation attended the review meeting and presented their self-assessment and related evidence.

Evidence

The education organisation provided a range of evidence to demonstrate that their 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, including in relation to other providers of programmes leading to the qualification.

This qualification has a number of conditions that are to be incorporated in the programme design and delivery. The Education Organisation demonstrated that they were continuing to meet these conditions, and that they had robust processes for ensuring that learners entered the programme with either a Level 5 qualification in the same or related field, or could demonstrate equivalent knowledge and skills.

Programme evidence

The Education Organisation provided evidence of their approved programme of study and how the graduate profile outcomes (GPOs) were mapped to the learning outcomes, and the assessment activities. The programme has clear objectives, is delivered through project-centric learning, and includes a major focus on exploring biculturalism in the context of web design. The organisation's Industry Advisory Group contributes to the development of summative assessment, ensuring these are based on 'real-world' activities and scenarios.

Evidence of moderation of assessment material and assessor marking was provided. The organisation also runs an additional process, 'assessor verification', which is designed to check the marking of new tutors, and marking of assessments after they have been modified, is consistent.

Graduate evidence

The Education Organisation provided results from a graduate survey conducted in May 2018 with the graduates from 2017. The responses indicated that they were working in the web-design field and applying the skills and knowledge they had acquired from the programme. Further evidence of employment outcomes from each campus was reported in the annual programme review for the programme. Comments from a graduate demonstrated the value gained from their study and how this had assisted in gaining employment.

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?

The submission and presentation placed a heavy reliance on programme evidence. This clearly demonstrated that the programme was designed and delivered to develop the graduate profile outcomes in the graduates. Moderation evidence provided assurance that robust internal processes were in place and generally attested to the validity of the assessment. Whilst post-assessment moderation of two of the four courses had occurred between two campuses, this would be strengthened by ensuring all three campuses were involved, as well as having evidence of external moderation (external to the organisation).

Destination evidence shows that a reasonable number of the graduates of the programme gain employment in entry level web design and production roles, and a smaller number progressed to further study. Evidence of the graduate's confidence in being able to apply the skills and knowledge of the graduate profile outcomes, would have strengthened the case. The organisation has identified this as a gap, along with evidence from stakeholders, such as employers, and has a plan to gather this evidence to support further consistency review submissions.

Overall, the self-assessment and supporting evidence supplied by the organisation, demonstrates that their graduates meet the graduate outcomes at the determined threshold.

Special Focus (includes special focus on a strand or outcome)

None

Examples of good practice

None

Issues and concerns

None

Recommendations to Qualification Developer

There were no recommendations to the Qualification Developer