

Media Arts Production Diploma program



Candidate Guide



SIAS

SASKATCHEWAN INSTITUTE OF
APPLIED SCIENCE AND TECHNOLOGY

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The Media Arts Production Diploma program is dedicated to removing barriers and broadening the access to programs at SIAST. We believe that adults acquire knowledge and skills through life and work experience that may align with courses within our programs.

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Why consider a PLAR assessment?

PLAR refers to the combination of flexible ways of evaluating people's lifelong learning, both formal and informal against a set of established standards. You can receive academic credit for your relevant lifelong learning. The Media Arts Production Diploma program recognizes prior learning in a number of ways.

We recognize:

- Previous formal learning from an accredited training institution through transfer of credit.
- Previous informal learning or experiential learning through a comprehensive prior learning and recognition process.

What are the PLAR options?

To be eligible for PLAR, a candidate must be enrolled in a SIST course or program.

Individual course challenge

If you have current successful experience in the media arts production field, within the last 3 years and have learned the skills and knowledge for **one or more** of the Media Arts Production courses, you may apply to be assessed for each applicable course.

Fees:

- There will be a charge for each individual course assessment.
- For a listing of the specific PLAR, check the [PLAR database](#) or call SIAST and ask to speak to the PLAR advisor/counsellor assigned to the Media Arts Production program at: 1-866-467-4278 or 1-866-goSIAST.

How many courses can be challenged through PLAR in the Media Arts Production program?

Currently, we have 1 certificate course available for PLAR challenge.

Which courses are PLAR-ready?

Program Profile		
Course	PLAR challenge available	PLAR challenge not available
MULT 120 – Web Authoring	✓	

**Note: Some courses common to many programs at SIAST (i.e. communications, math, social sciences, and computer applications) are managed by Associated Studies Faculty. To see if the shared courses in your program are PLAR-ready, visit the “PLAR-ready Courses” link on the [PLAR homepage](#) for further details.

For assistance call SIAST and ask to speak to the PLAR advisor/[counsellor](#) assigned to the Media Arts Production program at: 1-866-467-4278 or 1-866-goSIAST.

Is PLAR available at any time of the year?

PLAR challenges are on an on-going basis by appointment with the Media Arts Production program head.

Is it *easier* to challenge a course through PLAR - OR - take the course?

Neither is easier. By using PLAR you may reduce the repetition of studying information that you already know. The PLAR process allows you to demonstrate knowledge you already have.

PLAR is not an easy way to certification, rather a “different” way to obtain certification. Your personal level of skill and experience will dictate which courses you choose to challenge. The self-audit section found later in this guide will help you decide if you have a good match of skill and knowledge for a specific course.

Methods of assessing prior learning

Assessment methods measure an individual’s learning against course learning outcomes. The assessment methods listed below are the ones most commonly used, but other forms of flexible assessment may be considered. These assessments may include one or a combination of the following assessment tools:

- Product validation & assessment
- Challenge exam
- Performance evaluations (including skill demonstrations)

- Interviews and/or oral exams
- Equivalency (evaluations of learning from non-credit training providers)
- Evidence files (providing evidence of learning from life and work experiences and accomplishments)

If I live out of town, do I have to travel to a main campus to do PLAR?

There will be times that you will need to meet with the program on campus. However, we will try to keep travel to a minimum.

What if I have a disability & need equity accommodations?

At SIAST, we understand that sometimes services must be provided to students in a variety of ways to achieve the goals of fair representation. Therefore, the range of services provided for Education Equity students is as diverse as the needs of those students. We strive for equity (not uniformity) and provide varied services for students with differing needs. If more information is required, please contact a SIAST counsellor at a campus closest to you or refer to the SIAST Web site: http://www.siastr.sk.ca/stuservices/advising_counselling.shtml

Are there other methods to gain SIAST course credits for prior learning?

Transfer Credit

Yes, SIAST will grant credit for previous training that is similar in content, objectives, and evaluation standards to SIAST training. **Transfer of credit** is different from the PLAR process. Transfer Credit guidelines may be found at: http://www.siastr.sk.ca/stuservices/plar/transfer_credit.shtml

It is the student's responsibility to check with [Registration Services](#) for specific campus procedures on this policy. For specific information and guidelines regarding transfer of credit, contact a SIAST educational counsellor.

Note: An online Provincial Transfer Credit Guide will soon be available www.saskcat.ca.

If you are a recent high school graduate who has completed the Information Processing modules, check the Saskatchewan Learning Web site http://www.sasklearning.gov.sk.ca/docs/info_pro03/siastr.html for the Articulation Agreement between SIAST and Sask. Learning. You may be eligible for transfer credit towards the Standardized Introductory Computer courses.

Equivalency Credit

Equivalency credit refers to the application of credit you may have earned in a previously taken SIAST course to your current SIAST course. Apply at registration services for *equivalency credit*. This process should also be completed prior to your PLAR challenge. If these credits cannot be used for *equivalency credit*, you may use these accredited courses as part of your evidence for your PLAR challenge.

Contact us

If more information is required, please contact a designated PLAR counsellor at a campus closest to you.

Kelsey Campus, Saskatoon, SK

1-866-goSIAST or 1-866-467-4278

Palliser Campus, Moose Jaw, SK

1-866-goSIAST or 1-866-467-4278

Wascana Campus, Regina, SK

1-866-goSIAST or 1-866-467-4278

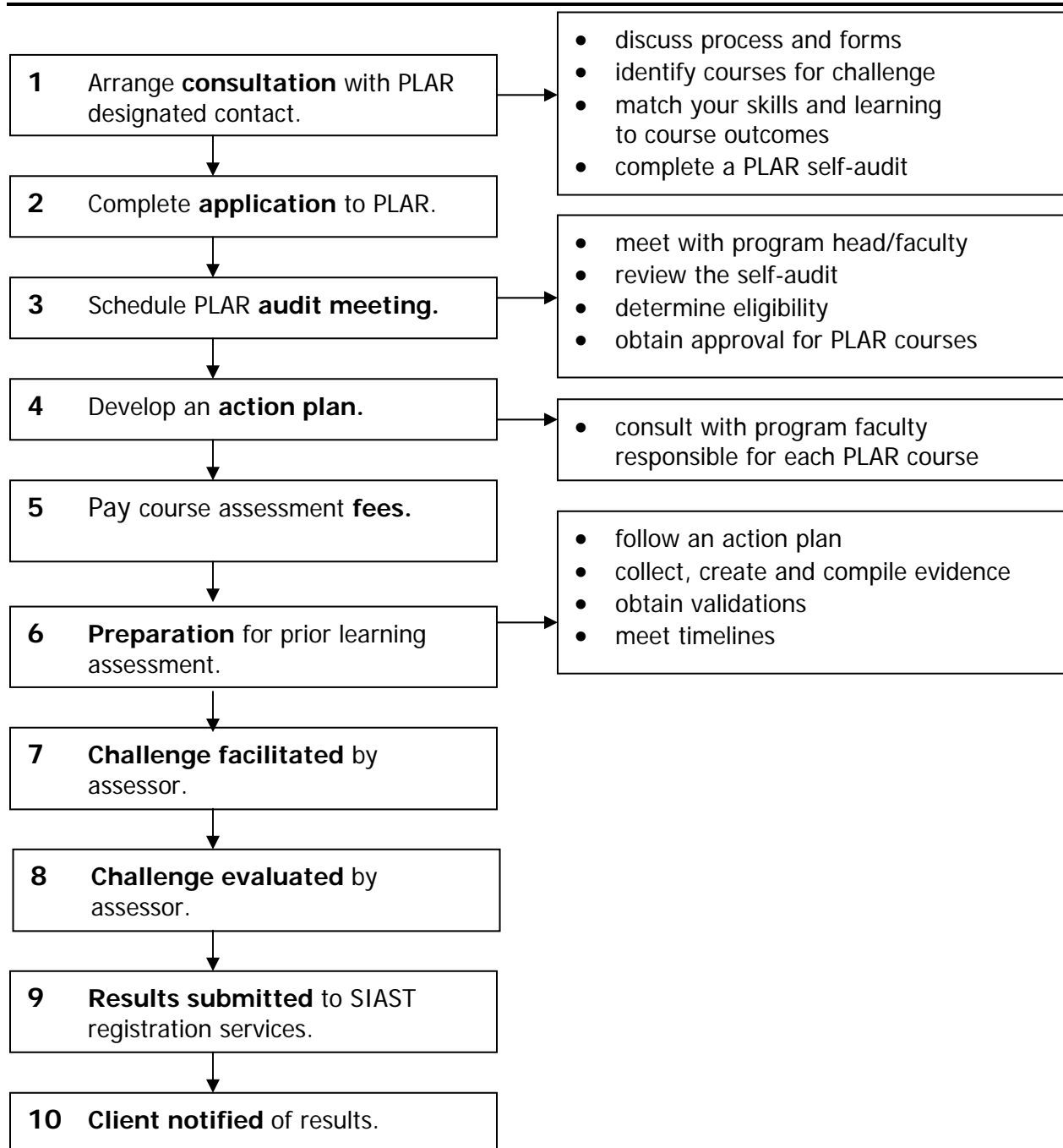
Woodland Campus, Prince Albert, SK

1-866-goSIAST or 1-866-467-4278

The PLAR process

Note: To be eligible for PLAR, candidates must be enrolled in a SIAST course or program.

Candidate Process For Prior Learning Assessment



Guiding principles for developing a PLAR evidence file

1. As you begin the PLAR process you will be advised if any evidence is required. This will be identified in your [action plan](#). Check with the PLAR designated contact **before** you begin to gather evidence.
2. Evidence must be valid and relevant. Your evidence must match the learning outcomes identified for each course.
 - a. It is your responsibility to create, collect and compile relevant evidence – if required.
3. Learning must be current within the last three years.
4. The evidence should demonstrate the skills and knowledge from your experiences.
5. The learning must have both a theoretical and practical component.

Types of evidence

There are three types of evidence used to support your PLAR request:

1. Direct evidence – what you can demonstrate for yourself.
2. Indirect evidence – what others say or observe about you.
3. Self-evidence – what you say about your knowledge and experience.

Ensure that you provide full evidence to your Media Arts Production faculty assessor so that your prior learning application is assessed appropriately. Well organized, easy to track evidence will also ensure that none of the evidence is missed or assessed incorrectly.

Here are some examples of evidence that you may be requested to submit as part of your evidence file (if required):

- ✓ resource lists (media equipment)
- ✓ workplace validations
- ✓ work samples
- ✓ photos or videotapes

All documents that are submitted to SIAST may be returned to the student after the final results have been given and the grade appeal deadline of seven days has passed. A copy of transcripts and certificates may be included in your evidence file, but be prepared to show original documents at the PLAR audit meeting for validation.

How long will it take to prepare evidence for PLAR?

Since the requirements are different for each course, and each candidate has different experiences, the amount of time it takes to prepare your evidence will vary.

Steps to complete a self-audit

1. Read through the Levels of Competence as listed below.

Levels of Competence:

- Mastery:** I am able to demonstrate the learning outcome well enough to teach it to someone else.
- Competent:** I can work independently to apply the learning outcome.
- Functional:** I need some assistance in using the outcome.
- Learning:** I am developing skills and knowledge for this area.
- None:** I have no experience with the outcome.

Learning Outcomes	Competency Level				
For each learning outcome listed, please self-evaluate your competency levels and record in the appropriate column	Mastery	Competent	Functional	Learning	None

2. Take a few minutes and read through the following self-audit for each course you are interested in as a PLAR candidate.
3. Check your level of competence as you read through each of the learning outcomes for each course. The information will help you in your decision to continue with your PLAR application.
4. In order to be successful in a PLAR assessment, your abilities must be at the competent or mastery level for the majority of the learning outcomes. Some things to consider when determining your level of competence are:
 - How do I currently use this outcome?
 - What previous training have I had in this outcome – Workshops, courses, on-the-job?
 - What personal development or volunteer experience do I have in this area?

Be prepared to explain the reason you chose this level if asked by an assessor.

5. Bring the completed self-audit to a consultation meeting with the program head or faculty member in [step 3 – PLAR process](#) of the Candidate Process for Prior Learning Assessment.

Self-audit guide(s)

MULT 120 - Web Authoring

Credit Units: 4.00

You will learn computer application programs used to prepare and edit graphics, text and animation for the Web. You will acquire knowledge and technical skills in the use of these programs to develop specific components for the Web. You will learn to use basic HTML and Web authoring applications to create basic Web sites. A basic understanding of computer terminology and operations is necessary for successful course completion

PLAR Comments

The content in MULT 120 deals with 2 major topics:

- 1) Creating and editing graphics suitable for use in websites on the Internet. In this course Photoshop (standard or elements) is used to create, edit and compress graphics.
- 2) Creating basic web sites. Both hand coding and Netscape Composer (or Dreamweaver) are used to create web sites.

MULT 120 – Web Authoring Mastery: I am able to demonstrate it well enough to teach it to someone else. Competent: I can work independently to apply the outcome. Functional: I need some assistance in using the outcome. Learning: I am developing skills and knowledge for this area. None: I have no experience with the outcome.	Mastery	Competent	Functional	Learning	None
1. Describe web pages					
2. Describe applications used to prepare and edit graphics for the web					
3. Prepare and edit graphics for the web					
4. Describe web authoring software					
5. Use basic HTML					
6. Use web authoring software					

PLAR Requirements

In order to obtain PLAR recognition, a candidate must successfully:

- Demonstrate basic raster image editing knowledge and skills.
- Demonstrate basic HTML and fundamental web site construction tools and skills.

A PLAR candidate must:

- Provide an adequate portfolio of relevant work.
- Satisfactorily complete an interview with the assessor.

PLAR Assessment Tools Learning Outcome	Assessment Strategy
LO1: Describe web pages.	Interview
LO2: Describe applications used to prepare and edit graphics for the web.	Interview
LO3: Prepare and edit graphics for the web.	Portfolio, Interview
LO4: Describe web authoring software.	Interview
LO5: Use basic HTML.	Portfolio, Interview
LO6: Use web authoring software.	Portfolio, Interview

Sample Interview Questions:

The following are examples of the type of question that may be asked on an interview:

- Define the term raster image.
- Describe lossless compression.
- Describe lossy compression.
- What type of compression would be used with a photograph? Why?
- What type of compression would be used with a cartoon? Why?
- What is a pixel?
- What is an aspect ratio?
- What is the difference between absolute and relative referencing?
- Describe the ftp process.
- Describe basic HTML tags.
- Describe how Photoshop layers work. Why would you use them?
- What is the history list?

Other questions as determined by the Interviewer.

Portfolio and Interview Details – Learning Outcomes 1, 2, & 3

Raster Image Editing:

By means of a portfolio and interview, the candidate must demonstrate competence in each of the following areas:

- Knowledge of graphics editing packages.
 - Define raster graphics.
 - Identify common raster graphic editing packages.
- Compression.
 - Describe common file compression formats.
 - Define lossy compression.
 - Define lossless compression.
 - Select appropriate compression formats.
 - Compress images.
- Create and edit images.
 - Create new files.
 - Open files.
 - Use basic drawing tools and their options (fill, gradient fill, pencil, brush, color selection palettes, eraser).
 - Use selection tools (marquee, magic wand, shaped marquees).
 - Cut, copy and paste.
 - Use filters and effects.
 - Use layers.
 - Adjust images (brightness, contrast, color).
 - Apply transformations (rotate, skew, scale).
 - Create an animated .gif.

The candidate must supply a portfolio containing samples demonstrating:

- Properly compressed images.
- Competence using:
 - Drawing tools
 - Selection tools
 - Filters and effects
 - Layers
- Basic photograph editing (rotate, crop, adjust color balance, adjust brightness, adjust contrast).
- Create composite images (extract content from multiple sources. Combine into a single image)
- An assortment of original work, including a logo.
- Graphical web site navigation structures.
- An animated .gif

The graphics will be evaluated according to the following criteria:

Skill	Exceeds Standards	Acceptable	Does Not Meet Standards	Score	
Score Range	10 - 8	7 - 5	4 - 0	Weight	Score
Quality	Professional looking graphics. Demonstrates mastery of required skills. Excellent attention to detail on all images. Layout is perfect. No sloppiness evident. No "Clip art" look. Technically solid. Significant artistic skill evident.	Good looking graphics, student quality work. Demonstrated competence of required skills. Some attention to small details. Technically competent. Some artistic skill evident.	Poor quality graphics. Work has a "hurried" look to it. Messy. Poorly organized. Poor layout. Lack of attention to detail. May look like a collection of clip art. Technically not competent. Little artistic skill evident.	10	
Completeness	All required samples must be included in order for portfolio to be evaluated.				
Total					

HTML - Learning Outcomes 4, 5 & 6:

By means of a portfolio and interview, the candidate must demonstrate competence in each of the following areas:

- Knowledge of the Internet
 - How do client server communications work?
 - What are web and ftp servers?
 - What is hypertext?
- Knowledge of the structure of a basic HTML page.
- Knowledge of basic HTML tags and their associated options:
 - Body
 - P
 - Heading levels
 - Ordered lists
 - Unordered lists
 - Basic tables (tr, td)
 - Img
 - A (links)

- Hand coding HTML
- Using a WYSIWYG HTML editing program such as Netscape Composer or Dreamweaver
- Slicing images
- Using tables to control layout
- Creating and using graphical navigation structures
- Construction of small websites
- Organizing small websites
- Using FTP to upload and download content

The candidate must supply a portfolio containing samples demonstrating:

- 2 complete websites with graphical navigational structures. They must be uploaded to a webserver and must function properly.

The websites will be evaluated according to the following criteria:

Skill	Exceeds Standards	Acceptable	Does Not Meet Standards	Score	
				Weight	Score
Score Range	10 - 8	7 - 5	4 - 0		
Creative Use of Technology	Innovate use of graphical elements. Immediately catches viewers attention.	Good use of graphical elements. Keeps viewer's attention.	Poor use of graphical elements. Pages are text heavy.	1	
Mechanics	All links, work properly. Very few grammar and punctuation errors. No spelling mistakes.	All links, graphics work properly. Few grammar and punctuation errors. Few spelling mistakes.	Broken links, Graphics do not load. Many punctuation and grammar errors.	3	
Structure	Content is organized into sections relevant to the specific to the desired career. Section titles are well chosen. Few structure levels.	Content is organized into conventional categories. Section titles are reasonable.	Content is scrambled. Poor data structure. Section titles are not descriptive. "Spaghetti" Structure	1	
Software	Demonstrates mastery of html editing software.	Demonstrates competence of html editing software.	Does not demonstrate proficiency.	1	
Navigation	Can find content quite easily. No backtracking required.	Can find content and work through the portfolio. Occasionally, backtracking is required.	Difficult to find content and work through. User must visit many sections to find desired content.	1	
Look / Design	Excellent design. Clear, high quality graphics. Well layed out. Professional look.	Good design. Decent graphics. Reasonable look.	Poor design. Low quality graphics. No overall "fit". Unprofessional look.	3	
Total					

Resources

The following resources may be used to assist you in preparation for your PLAR challenge:

Websites:

- HTML

There are many online tutorials available on the Internet. Several good ones are:

<http://www.davesite.com/webstation/html/>

<http://www.w3schools.com/>

<http://www.cwru.edu/help/introHTML/toc.html>

<http://hotwired.lycos.com/webmonkey/>

Books:

- Graphics
Any entry level Photoshop book. There are many available at any book vendor. Online vendors such as www.amazon.com have a good selection.
Adobe Press develops a series of books for their products titled "Classroom in a Book". They can be purchased from <http://www.adobe.com>.
- HTML
Any entry level HTML book. There are many available at any book vendor. Online vendors such as www.amazon.com have a good selection.