

Unit 1:

Introduction to media processes and technical skills
Assessment & Grading Recording Sheet

| To achieve a Pass grade the learner must achieve all of the following criteria; | | | | | Summary of Evidence/Reason for Referral |
|--|--------------|-----------------------|--|-----|---|
| Assessment Criteria for PASS <small>R= Referral, S = satisfactory, HS = High Standard, VHS = Very High Standard</small> | R | S | HS | VHS | |
| 1.1 Apply understanding of a range of processes to support media activities. | | | x | | You achieved a high standard as you have applied your understanding of a arrange of processes to different media activities. Your Emergency Services museum piece is edited with a sense of design and purpose and you worked very well as the director of the TV studio piece, which is one of the most difficult roles. You gave clear and precise instructions to your crew and handled the pressure really well. In order to achieve a very high standard you should look to improve your understanding of single camera editing and observe how scenes are cut together effectively. |
| 1.2 Apply media processes and skills safely and appropriately. | | | X | | You worked well on set adhering to risk assessments and safe working practices in terms of using equipment. In particular the area of the emergency services museum that you were assigned included some tight spaces which you worked in well. In order to achieve a very high standard you would need to be more involved in the development of the safety procedures on set i.e. risk assessments this is something that you will do on your next project. |
| 2.1 Critically compare a range of communication methods used to convey meaning in creative media production. | x | | | | You have received a referral grade as you have not completed the blog post as asked. You were asked to compare a factual and functional piece – e.g. soap episode and a news bulletin. In order to achieve a pass you will need to go back and add to this. Actions: resubmit this post |
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| Has the student passed the Unit? | Pass: | Referral: x | Referral Actions: You need to resubmit AC 2.1 – blog post on comparing a factual and fictional piece | | |

Unit 2:

Introduction to design and research skills in creative media production Assessment & Grading Recording Sheet

| To achieve a Pass grade the learner must achieve all of the following criteria; | | | | | Summary of Evidence/Reason for Referral |
|--|-------------------|------------------|--------------------------|-----|--|
| Assessment Criteria for PASS <small>R= Referral, S = satisfactory, HS = High Standard, VHS = Very High Standard</small> | R | S | HS | VHS | |
| 1.1 Critically compare a range of research tools, methods and skills. | | | | X | You achieved very high standard as you have compared a range of tools, methods and skills, you started this by firstly commenting on what research techniques are and why these are important in the industry and have gone into detail about these methods. You have looked at the positive and negative aspects of these in detail and compared these, you have given examples and related this to the brief. Actions – N/A |
| 2.1 Critically compare a range of primary and secondary research sources. | | | | X | As above |
| 3.1 Apply design and research tools, methods and skills to record and interpret information and develop ideas for creative production. | | | X | | You achieved high standard as your questionnaire is quite well designed, your secondary research was detailed about the museum itself and you have included this in your blog, you could have gone further and looked at museums in general with regards what attracts people etc, you touched on this but not in that much detail.. Your survey was well written, although I think you could have added in more questions about the museum itself. Your voxpop was structured well and you gained valid data from this. From your survey you used survey monkey to interpret your data into and then have gone into a lot of detail and summed this up well, this shows that you are actually using the research that you did. You have explained how this has helped you to develop your ideas – but this is very brief. In order to achieve a very high standard you could have researched more for secondary and summed up the data in more detail, you could have produced a more detailed survey and related this to the ideas for the product more. Actions – N/A |
| 3.2 Evaluate the effectiveness of design and research tools methods and skills. | | | | X | You achieved a very high standard as you have commented on what went well and why you chose the methods you used, you have then commented on specific issues that occurred when researching. You go into more detail and add in examples to prove the points that you make. Actions – N/A |
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| Has the student passed the Unit? | Pass: X | Referral: | Referral Actions: | | |

Unit 3:

Introduction to professional practice in creative media production
Assessment & Grading Recording Sheet

| To achieve a Pass grade the learner must achieve all of the following criteria; | | | | | |
|--|-------------------|------------------|--------------------------|-----|---|
| Assessment Criteria for PASS <small>R= Referral, S = satisfactory, HS = High Standard, VHS = Very High Standard</small> | R | S | HS | VHS | Summary of Evidence/Reason for Referral |
| 1.1 Locate, access and use information to support own development. | | | x | | You have provided some good detail about a job as a runner, you have researched the qualifications you would need in order to achieve a job as a runner. |
| 2.1 Critically evaluate a range of working practices and methods | | | X | | You have achieved a high standard as you have been able to critically evaluate the differences in working on single camera compared to multi-camera productions. Your reflection on freelancing is also well written. In order to achieve a high standard you should consider the level of detail in the evaluations of your practice give <u>specific examples</u> of what worked across your productions. Also try to bring into your discussions specific examples from different working practices, quote professionals to back up your claims. |
| 2.2 Apply knowledge of working practices to support own development. | | X | | | You have achieved a satisfactory standard for this assessment criteria via your skillsgap/ career plan post. You have applied the knowledge of working practices in a basic way setting out your career goals and what would be expected of you to achieve them. In order to achieve a high standard you would need to link this more clearly to the productions that you have worked on in more detail with properly explored examples. |
| 3.1 Organise self and work to meet deadlines and targets. | | | X | | You have achieved a high standard. You have met the majority of deadlines set and have organised your workload effectively. In the coming units being able to plan and put into production a creative media project effectively will be paramount. In order to achieve a very high standard you would need to record evidence of your organisation through schedules and production target setting. |
| 3.2 Demonstrate consideration and professionalism in working with others. | | | X | | You have achieved a high standard as you have worked well in teams across a variety of productions, most notably you were able to lead your group in the production of a multi-camera magazine show as director. In order to achieve a very high standard you would have done this across all of your productions. |
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| Has the student passed the Unit? | Pass: X | Referral: | Referral Actions: | | |

Unit 4:

Critical and contextual awareness in creative media production

Assessment & Grading Recording Sheet

| To achieve a Pass grade the learner must achieve all of the following criteria; | | | | | |
|--|------------|-----------|-------------------|-----|---|
| Assessment Criteria for PASS R= Referral, S = satisfactory, HS = High Standard, VHS = Very High Standard | R | S | HS | VHS | Summary of Evidence/Reason for Referral |
| 1.1 Compare a range of critical perspectives that influence the analysis of creative media production activities. | | | x | | You have achieved a pass for 1.1 to a high standard Representation, you have covered this topic and used some quotes to help discuss this topic. Effects theories: You have explored this topic in good detail. You have also used examples to help develop your point further. |
| 1.2 Apply knowledge of critical perspectives that influence the analysis of creative media production activities. | | | X | | You have achieved a pass for 1.2 to a high standard. Mind Map: You have had a good discussion about genre and what this is, you have then gone onto explore many different film genres and the codes and conventions. Textual analysis: You have used semiotic analysis to conduct an analysis of a media product. You have used some media terminology in your analysis. You have referred to the Grand Theft Auto task to demonstrate an understanding of how different perspectives may influence the analysis of a product |
| 1.3 Apply knowledge and understanding of critical perspectives to support own practice. | | | X | | You have achieved a pass in 1.3 to a high standard Representation: You have had a good discussion in relation to your own production work and discussing how you represented the Emergency Services Museum. Audience: You have discussed in detail how you have made your Emergency Services production appeal to your target audience with detailed examples. Narrative : You have clearly defined different narrative structures and you have described in detail how this fitted in to you production work. |
| 2.1 Critically compare a range of contexts within which creative media technology and production are situated. | | | x | | You achieved high standard, you have gone into detail about the company and gathered some facts. You have compared a range of contexts and likened it to other companies too. In order to achieve a high standard you will need to compare this company to another in more detail e.g. an independent film company Actions n/a |
| 2.2 Apply an understanding of a range of contextual parameters to support own creative development. | | | X | | You have achieved a pass to 2.2 to a high standard Legal and ethical: You have discussed in detail a range of legal and ethical considerations with your production work. You have provided a good detailed discussion, well done. |
| A very good unit! Well done! You need to make sure that you discuss your quotes in order to demonstrate your understanding further. Try and use more subject terminology where appropriate. | | | | | |
| Has the student passed the Unit? | Pass: x | Referral: | Referral Actions: | | |