

# Unit 9: Characteristics and Contexts in Media and Communication

## Assessment & Grading Recording Sheet

Learner Name: Hannah Walker

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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
<b>1.1 Analyse the characteristics and context for a chosen media communication activity.</b>			X	
<b>1.2 Interpret research activity to develop ideas for creative production.</b>			X	
<b>2.1 Use Knowledge of characteristics and context to plan and develop creative solutions for a chosen media communication activity.</b>			X	
<b>2.2 Apply practical skills, knowledge and understanding of characteristics and contexts to produce creative solutions for a chosen media and communication activity.</b>			X	
<b>3.1 Critically evaluate creative solutions against identified characteristics and context for a chosen media and communication activity.</b>		X		
<b>3.2 Critically reflect on learning to inform personal development.</b>		X		
<b>Has the student passed the Unit?</b>	<b>Pass:</b> x		<b>Referral:</b>	<b>Referral Actions:</b>

You discussed the common characteristics of documentaries and discussed some of the common contexts and where your film might sit within the context of other documentaries. You've clearly been able to draw a conclusion from your research and incorporate that into how your idea will develop as evidenced in your presentation. For a very high standard you should look to develop your analysis further and form arguments for and against certain techniques and characteristics and clearly describe why some contexts are more appropriate than others.

You have produced a good deal of well informed pre-production work that clearly informs and supports your production. The schedule and shooting days list and shot list demonstrate a clear understanding for the need to manage resources for your shoot. Everything is presented really well and what is here is very good. In future assignments though it would be good to see some evidence of you visualising your production. This might mean a storyboard or A/V script or potentially a mood board of ideas for shots, you could also consider lighting plans and carrying out tech rehearsals to test your plans.

You have produced a documentary film of a very high standard. The TV studio shots are very good and there is a good variety of cutaways that allow further exploration of the subject, in this case Georgia. To cement the very high standard grade I think more contributors are essential and to consider how you will present your contributors. You've done an excellent job of picking out Georgia's best comments and this has resulted in lots of jump cuts that should be masked with a cutaway. Consider less juxtaposition in the edit too, for example the shot where Georgia's friends arrive is little too obvious when coupled with her voiceover.

These learning outcomes need developing. You have been able to look at your film critically and commented on what a test audience had to say. The audience were positive but that does not mean that you can't be critical of your film. There should also be some personal insight into how good you think the film is based on what your understanding of the characteristics of documentary is. There is some evidence of you reflecting on how you will improve on future projects but this isn't as fully explored as it could be.

Try to be specific when discussing your film, give examples of areas that are strong and areas that are weak and justify your comments. How do you know something is good? Or poor? (you know because you'll compare your film to the ones you watched to figure out the characteristics)