

# 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 have achieved a very high standard as you have applied your understanding across a range of media products. Your emergency services museum video makes good use of the available footage and was one chosen by the client for use and on set you were very confident and produced some good looking visuals. You took on the role of vision mixer for your multi-camera production to good effect and your continuity editing exercises and manual exposure experiments are of a high standard.  Your written reflections though should be fleshed out further.
1.2 Apply media processes and skills safely and appropriately.			X		You have achieved a high standard as you followed appropriate safety practices during all practical work. You set equipment up safely on set at the ESM and were aware of the risk assessment. In order to achieve a very high standard you would be involved in the development of on set safety requirements and risk assessment.
2.1 Critically compare a range of communication methods used to convey meaning in creative media production.		X			You achieved satisfactory standard, you have gone into enough detail about the different methods but could have gone into much more, this seems a little rushed and there are points that you have missed out. You have also not included any real examples. In order to achieve a high standard you will need to add in more examples to back up the comments that you have made, these should be more descriptive and could include clips and finish this work off. Actions n/a
<b>Has the student passed the Unit?</b>	<b>Pass:</b> X		<b>Referral:</b>	<b>Referral Actions:</b>	

# 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	
<b>1.1</b> Critically compare a range of research tools, methods and skills.			<b>x</b>		You achieved 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. You have looked at the positive and negative aspects of these in detail. In order to achieve a very high standard you will need to compare these in more detail, and add in examples to back up the comments that you have made. Actions – N/A
<b>2.1</b> Critically compare a range of primary and secondary research sources.			<b>x</b>		As above
<b>3.1</b> Apply design and research tools, methods and skills to record and interpret information and develop ideas for creative production.		<b>x</b>			You achieved satisfactory standard...Primary research was excellent, but the secondary research was brief, you could have gone further and looked at museums in general with regards to cost, what attracts people etc. Your survey was well written and your voxpop was very effective, you have somewhat interpreted your findings but not created graphs from the quantitate data that you collected. You have written how this has helped you to develop your ideas. In order to achieve a high standard you could have gone into a lot more detail with the secondary research, interpreted and used/drawn conclusions from the data that you gathered. Actions – N/A
<b>3.2</b> Evaluate the effectiveness of design and research tools methods and skills.			<b>x</b>		You achieved a 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. In order to achieve a very high standard you will need to go into more detail and add in examples to prove the points that you make. Actions – N/A
<b>Has the student passed the Unit?</b>	<b>Pass:</b> <b>x</b>	<b>Referral:</b>	<b>Referral Actions:</b>		

# 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;					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	
<b>1.1</b> Locate, access and use information to support own development. □			<b>X</b>		You have passed 1.1 to a high standard.  You have explored the job of an animator well and referred to some good examples to support what you are saying. You have been able to locate and access information to help your own development; this is particularly evident in the course research you have conducted including UCAS points.
<b>2.1</b> Critically evaluate a range of working practices and methods □			<b>X</b>		You have achieved a high standard as you have been able to offer some evaluative comments regarding a range of working practices namely freelancing, single and multi-camera productions. You have also been able to consider your own work in an evaluative manner across a range of practices. In order to achieve very a high standard you would need to think about these working practices from a more critical point of view, consider all of the positives and negatives from each and where appropriate bring in examples from professionals.
<b>2.2</b> Apply knowledge of working practices to support own development.		<b>X</b>			You have achieved a satisfactory standard as you have written up a brief career plan outlining how you might progress into your desired job role. □ In order to achieve a high standard you would need to write give more detail and clearer routes to that career, it would also be a good idea to look at people in those jobs got there.
<b>3.1</b> Organise self and work to meet deadlines and targets.			<b>X</b>		You have achieved a high standard as you have consistently met of deadlines and organised yourself and your group during production tasks. In particular working to organise and have ready VTs and scripts for your multi-camera production. □ In order to achieve a very high standard you would need to demonstrate your organisational skills further through schedules and a more detailed production journal. □
<b>3.2</b> Demonstrate consideration and professionalism in working with others.			<b>X</b>		You have achieved a high standard as you have worked in various teams most notably on your multi-camera production where you worked as vision mixer working well with your director and helped organise the smooth running of your show with the production and collation of the VT's. In order to achieve a very high standard you would have to demonstrate more initiative in dealing with the problems the group faced.
Take more care with the quality of your written work and be sure to proof read.					
<b>Has the student passed the Unit?</b>	<b>Pass:</b> <b>X</b>	<b>Referral:</b>	<b>Referral Actions:</b>		

# 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 <small>R= Referral, S = satisfactory, HS = High Standard, VHS = Very High Standard</small>	R	S	HS	VHS	Summary of Evidence/Reason for Referral
<b>1.1</b> Compare a range of critical perspectives that influence the analysis of creative media production activities.		X			You have achieved a pass to a satisfactory standard. You have discussed representation and discussed how society can influence the representation in the media. . You have defined the different effects theories and conducted a good comparison on the different models. You have discussed the different factors which can influence the analysis of media products.
<b>1.2</b> Apply knowledge of critical perspectives that influence the analysis of creative media production activities.		X			You have achieved a pass to a satisfactory standard You have produced a good list of the different genres and explored this in more detail by highlighting the key codes and conventions which make this genre up. Textual analysis: You have conducted a good analysis and applied your knowledge on semiotic analysis to a clip.
<b>1.3</b> Apply knowledge and understanding of critical perspectives to support own practice.		X			You have achieved a pass to a satisfactory standard by Applying your knowledge of narrative structure to your own work. There is minimal evidence on this which is disappointing, you could have done better.
<b>2.1</b> Critically compare a range of contexts within which creative media technology and production are situated.		X			You achieved satisfactory standard, you have gone into some detail about the company and gathered some facts. You have compared a range of contexts. In order to achieve a high standard you will need to compare this company to another e.g. a global film company Actions n/a
<b>2.2</b> Apply an understanding of a range of contextual parameters to support own creative development.		X			You have achieved a pass to a satisfactory standard You have discussed the different legal and ethical parameters which exist. You have applied this to your own work and discussed how this can impact on your production.
1.1: For a higher grade you would need to discuss your quotes to develop your points further. More examples could have been used. 1.2: For a higher grade you would need to develop and use more of the terminology. 1.3: For a higher grade you would need to develop your discussion further and use more detailed examples to make your point. 2.2: You need to discuss the quotes you have used and try and use more examples to help develop your discussion further.					
<b>Has the student passed the Unit?</b>	<b>Pass:</b> X	<b>Referral:</b>	<b>Referral Actions:</b>		