

Unit 7:

Investigating interactive media production and technology

Assessment & Grading Recording Sheet

Henry

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 Analyse the requirements and parameters of an interactive-based problem in creative media production.			x		You have analysed two websites and commented on various aspects such as style, overlays, layout and content. For a VHS you would need more in-depth analysis: e.g. colour scheme (based on colour theory), typography, grid layout and/or interactivity elements. Also proof read for spelling (aesthetically, too, embedded etc.)
1.2 Apply research activities to support solutions to an interactive-based problem in creative media production.				x	You have looked at this in detail and commented on the recommended areas. You could have provided more discussion of the widgets, tutorials and copyright but this is of a very high standard. Well done.
2.1 Demonstrate the ability to plan, organise and present solutions to an interactive-based problem in creative media production.			x		You have demonstrated knowledge of website design and page structure. For a VHS you need to provide a website structure diagram as that I the conventional starting point for website design.
2.2 Apply practical skills, understanding and methods to solve an interactive-based problem in creative media production.				x	You have produced a good portfolio website which incorporates some professional features. You could improve the A-Master design, develop the video and photography portfolios to provide your intended audience with more information about your work.
3.1 Analyse the effectiveness of solutions to an interactive-based problem in creative media production.			x		You have reflected on your website development but you haven't provided much evaluation of the tutorials you used – where they an effective way for you to learn what you needed? You have no peer feedback (focus group) and consequently have no critical reflection from this. You also need to proof read your submissions – there are too many simple mistakes.
Has the student passed the Unit?	Pass: X	Referral:	Referral Actions:		