

To achieve a Pass grade the learner must achieve all of the following criteria; X

Student Name: Henry Rees

Assessment Criteria	R	P	M	D	Summary of Evidence/Reason for Referral
<p>Understand the requirements of a creative media production project..</p>			X		<p>Henry, you have analysed the creative media production requirements to a high standard. You have made good use of the client brief and expert advice in clarifying the purpose of your production.</p> <p>Through your rationale and concept your proposal demonstrates a good understanding and knowledge of context. You have made sound judgements in the development of your proposal and you have articulated your ambition for the film in both your presentation and your documentation.</p>
<p>Use a range of research sources to support a creative media production project..</p>			X		<p>You have used a variety of different research methods to help inform and support your production. You have conducted textual analysis research, sound recording research, research into location, research into weather, colour, and font, focus group and questionnaires. You have sustained this research throughout but some research could have been developed further with your final production rather than your initial ideas, and further secondary research could have taken place.</p>
<p>Use research to develop ideas and effectively communicate to an audience.</p>			X		<p>You have discussed your findings well and your research was well designed to help inform your final major project. You have discussed in some detail how your research will be used but at times more discussion could have taken place.</p>

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Assessment Criteria	R	P	M	D	Summary of Evidence/Reason for Referral
Practical skills, knowledge and understanding to complete a creative media project within an agreed timeframe.				X	You worked as cinematographer on the film 'Trek' to a very high standard. You demonstrated excellent control over the camera and a well developed eye for composition. The footage that you produced was in keeping with the directors vision and in keeping with the style of video that you had intended to produce. You demonstrated a clear set of influences that come through in the practical production. The colour grade and finish that you achieved is justified in your working and adds to the atmosphere and feeling of the piece adding warmth and depth to the colour. You were also responsible for helping to move the production forward. Your reflective journal demonstrated problem solving skills in your capacity as cinematographer as shots that were difficult/ impossible to film at the location were adapted or changed appropriately and you were involved in the logistics and planning for the shoot. An excellent piece of work overall.
Evaluate a creative media project against the set requirements and parameters.			X		You have completed a reflective journal each week for the unit. In these you have explained what you have done and briefly talked about how this has influenced your products and the decisions that you have made each week. Although this is not that detailed and reflective at times you have then added more detail in your final evaluation which included reflecting on each process of the whole unit. Your final evaluation is very detailed in parts but you have added more comments to the images you included when you identified your best and worst shots - this was a really good opportunity to bring this grade up to a distinction.

Based on the work you have produced for this project you have achieved the following grade for this unit...

Summative Feedback

Overall Grade	R	P	M	D
			X	
		UCAS 100	UCAS 160	UCAS 210

Think about presentation of written work, i.e. order of blog and spell check etc.

Procedure
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Referral Actions: