

GCE Media Assessment Criteria - Unit 1		Candidate Name:			Unit Code:	
		Candidate Number:			Specification Title:	
Centre Number:						
	Mark band 1		Mark band 2	Mark band 3	Comment/Evidence location	Mark
(a) AO1	Demonstrates limited knowledge and understanding of the macro-organisation of an area of the media industry and makes some attempt to show how this affects the industry's products. (0-5)	Demonstrates adequate knowledge and understanding of the macro-organisation of an area of the media industry and makes an adequate attempt to show how this affects the industry's products. (6-10)	Demonstrates good knowledge and understanding of the macro-organisation of an area of the media industry and shows with examples how this affects the industry's products. (11-15)	Demonstrates a thorough knowledge and understanding of the macro-organisation of an area of the media industry and demonstrates through analysis of well-chosen examples how this affects the industry's products. (16-20)		20
(b) AO1	Demonstrates limited knowledge of a media company, with brief descriptions of only some of the following: what kind of work is done; the job roles; conditions of employment; and possible career pathways within that company. (0-4)	Demonstrates adequate knowledge of a media company, with adequate descriptions of: what kind of work is done; the job roles; conditions of employment; and possible career pathways within that company. (5-8)	Demonstrates good knowledge of a media company, describing clearly what kind of work is done, job roles and responsibilities, conditions of employment, and possible career pathways within that company. (9-12)	Demonstrates a thorough knowledge of a media company, defining roles and responsibilities and describing their inter-relationship. Shows a thorough understanding of conditions of employment, and of possible career pathways within that company. (13-16)		16

	Mark band 1		Mark band 2	Mark band 3	Comment/Evidence location	Mark
(c) AO4	Demonstrates limited knowledge and understanding of how media industries think about their audiences and of how they construct their products in order to appeal to their target audiences. Demonstrates understanding of how they represent their audience, other social groups, or social issues. (0-3)	Demonstrates adequate knowledge and understanding of how media industries think about their audiences and of how they construct their products in order to appeal to their target audiences. Demonstrates an adequate understanding of how they represent their audience, other social groups, or social issues. (4-6)	Demonstrates, with examples, good knowledge and understanding of how media industries think about their audiences and of how they construct their products in order to appeal to their target audiences. Demonstrates, with examples, how they represent their audience, other social groups, or social issues. (7-9)	Demonstrates, through analysis of well-chosen examples, a thorough knowledge and a sophisticated understanding of how media industries think about their audiences and of how they construct their products in order to appeal to their target audiences. Demonstrates, through analysis of well-chosen examples, how they represent their audience, other social groups, or social issues. (10-12)		12
(d) AO4 QWC i-iii	Demonstrates limited understanding of how media texts can be understood and interpreted. Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy. (0-3)	Demonstrates adequate understanding of how media texts can be understood and interpreted. Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy. (4-6)	Demonstrates, with examples, good understanding of how media texts can be understood and interpreted. Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy. (7-9)	Demonstrates, through analysis of well-chosen examples, a sophisticated understanding of how media texts can be understood and interpreted. Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy. (10-12)		12
Total marks						60

(For description of AOs see *Appendix D*.)

GCE Media Assessment Criteria - Unit 2	Candidate Name:	Unit Code:
	Centre Number:	Candidate Number:

	Mark band 1	Mark band 2	Mark band 3	Comment/Evidence location	Mark
(a) AO2	Identifies a limited range of research methods. Has employed a limited range of techniques and procedures. (0-3)	Identifies a range of different research methods. Has employed an adequate range of techniques and procedures. (4-6)	Has a clear understanding of a good range of different types of research techniques including an understanding of the differing purposes of these methods. Has employed a range of techniques and procedures. (7-9)	Has a thorough understanding of a wide range of the different types of research techniques including an understanding of the different purposes, strengths and limitations of each. Has employed a wide range of techniques and procedures. (10-12)	12
(b) AO2 QWC i-iii	Employs limited research skills to gather some information for the content of a proposed media production. Produces a limited investigation into a media product. Is likely to require support and guidance at all stages. Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy. (0-4)	Employs appropriate research skills to gather some information for the content of a proposed media production. Produces an adequate investigation into a media product. Is likely to require supported guidance at some stages. Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy. (5-8)	Employs competent research skills to gather a considerable amount of relevant information for the content of a proposed media production. Produces an effective investigation into a media product. Is likely to require only limited support and guidance. Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy. (9-13)	Employs sophisticated research skills to gather a substantial amount of highly focused information for the content of a proposed media production. Produces a thorough and well presented investigation into a media product. Is likely to work with increasing independence. Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy. (14-18)	18

	Mark band 1		Mark band 2	Mark band 3	Comment/Evidence location	Mark
(c) AO2	Shows some understanding in limited areas of production equipment and technology. Is generally able to operate it within the limits of that understanding. Is likely to require support and guidance at all stages. (0-3)	Shows some understanding in a range of areas of production equipment and technology. Is generally able to operate it within the limits of that understanding. Is likely to require support and guidance at some stages. (4-6)	Shows a competent understanding of production equipment and technology, including knowledge of different versions of that equipment and technology. Is able to operate it competently. Is likely to require only limited support and guidance. (7-9)	Shows a thorough understanding of production equipment and technology, including an understanding of advantages and disadvantages of different versions of that equipment and technology. Is able to operate it with confidence and proficiency. Is likely to work with increasing independence. (10-12)		12
(d) AO2	Has, throughout the period of the course, made limited progress in improving skills levels. Has developed skills in a limited range of techniques. (0-4)	Has, throughout the period of the course, made adequate progress in improving skills levels. Has developed skills in an appropriate range of techniques. (5-8)	Has, throughout the period of the course, made recognisable progress in improving skills levels. Has developed skills in a wide range of techniques. (9-13)	Has, throughout the period of the course, made extensive progress in improving skills levels. Has developed skills in a substantial range of techniques, using them with confidence and creativity. (14-18)		18
Total marks						60

(For description of AOs see *Appendix D*.)

GCE Media Assessment Criteria - Unit 3 Centre Number:	Candidate Name:	Unit Code:
	Candidate Number:	Specification Title:

	Mark band 1		Mark band 2	Mark band 3	Comment/Evidence location	Mark
(a) AO2	Shows a limited understanding of pre-production, production and post-production techniques through documentation which is lacking in detail. (0-4)	Shows an adequate understanding of pre-production, production and post-production techniques through documentation which is limited in detail. (5-8)	Shows a clear understanding of pre-production, production and post-production techniques through documentation which is produced with care and covers the necessary categories. (9-12)	Shows an excellent understanding of pre-production, production and post-production techniques through documentation which is very well organised and fully covers all aspects of the process. (13-16)		16
(b) AO3	Demonstrates a limited range of production and technical skills which are applied to a media product which achieves only some of its intentions. (0-5)	Demonstrates an adequate limited range of production and technical skills which are applied to a media product which achieves its intentions. (6-10)	Demonstrates a good range of production and technical skills which are applied to a media product which mainly achieves its intentions. (11-15)	Demonstrates an extensive range of production and technical skills which are applied to a media product which successfully achieves its intentions. (16-20)		20
(c) AO3	Produces a media product which addresses only some of the brief and the intended audience. (0-4)	Produces a media product which addresses the brief and the intended audience. (5-8)	Produces a media product which demonstrates some imagination, addresses the brief in most aspects and addresses the intended audience appropriately. (9-12)	Produces a media product which demonstrates creativity, fully addresses the brief and successfully engages the intended audience. (13-16)		16

	Mark band 1		Mark band 2	Mark band 3	Comment/Evidence location	Mark
(d) AO4 QWC i-iii	Provides a basic evaluation of own work and of the product's fitness for purpose. Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy. (0-2)	Provides an adequate evaluation of own work and of the product's fitness for purpose. Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy. (3-4)	Provides, with appropriate illustration, a clear evaluation of own work and of the product's fitness for purpose. Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy. (5-6)	Provides, with analysis of well-chosen illustrations, a critical evaluation of own work and of the product's fitness for purpose. Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy. (7-8)		8
Total marks						60

(For description of AOs see *Appendix D*.)

GCE Media Assessment Criteria - Unit 4	Candidate Name:	Unit Code:
	Centre Number:	Candidate Number:

	Mark band 1	Mark band 2	Mark band 3	Comment/Evidence location	Mark
(a) AO2 QWC i-iii	<p>Has produced a limited range of conventional ideas of possible practicability, which have been the subject of limited research.</p> <p>Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p> <p>(0-3)</p>	<p>Has produced a range of ideas of possible practicability, which have been the subject of adequate research.</p> <p>Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy.</p> <p>(4-6)</p>	<p>Has produced a good range of ideas which are imaginative and practicable, and which have been researched with some care.</p> <p>Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p> <p>(7-9)</p>	<p>Has produced a wide range of ideas which are highly imaginative and practicable, and which have been evaluated on the basis of thorough research.</p> <p>Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p> <p>(10-12)</p>	12
(b) AO2	<p>Has produced limited research into the commercial viability of the proposed production and its audience, which lacks clear definition.</p> <p>(0-4)</p>	<p>Has produced adequate research into the commercial viability of the proposed production and its audience, which has some definition.</p> <p>(5-8)</p>	<p>Has produced careful research into the commercial viability of the proposed production and its audience, which has been defined in some detail.</p> <p>(9-12)</p>	<p>Has produced thorough research into the commercial viability of the proposed production and its audience, which has been fully defined.</p> <p>(13-16)</p>	16

	Mark band 1		Mark band 2	Mark band 3	Comment/Evidence location	Mark
(c) AO2	Has done some research of variable quality and relevance for the content of the product and has produced limited exploratory material, only some of which has advanced development of the chosen idea. (0-4)	Has done some research of good quality and adequate relevance for the content of the product and has produced appropriate exploratory material, most of which has advanced development of the chosen idea. (5-8)	Has done careful, relevant research for the content of the product and has produced thoughtful exploratory material which has advanced development of the chosen idea. (9-12)	Has done thorough, highly focused research for the content of the product and has produced highly imaginative exploratory material, which has clearly advanced development of the chosen idea. (13-16)		16
(d) AO3	Has produced a pitch and treatment which provide a limited indication of the proposed production, its purpose, audience and viability. (0-4)	Has produced a pitch and treatment which provide an adequate indication of the proposed production, its purpose, audience and viability. (5-8)	Has produced a confident pitch and detailed treatment which provide a clear account of the proposed production, its purpose, audience and viability. (9-12)	Has produced a persuasive pitch and thorough treatment which provide a full description of the proposed production, its purpose, audience and viability. (13-16)		16
Total marks						60

(For description of AOs see *Appendix D.*)

GCE Media Assessment Criteria - Unit 5		Candidate Name:			Unit Code:	
		Candidate Number:			Specification Title:	
Centre Number:						
	Mark band 1		Mark band 2	Mark band 3	Comment/Evidence location	Mark
(a) AO3 QWC i-iii	Demonstrate limited abilities in planning and project management, monitoring work occasionally and showing limited ability to keep to a schedule; utilise limited paperwork and show a limited ability to provide self-direction.	Demonstrate adequate abilities in planning and project management, monitoring work occasionally and showing some ability to keep to a schedule; utilise adequate paperwork and show some ability to provide self-direction.	Demonstrate competence in planning and project management, monitoring production activity and keeping close to schedules; utilise well-prepared and organised paperwork and demonstrate ability to maintain clear self-direction.	Demonstrate thoroughness and efficiency in planning and project management, monitoring production activity with close reference to objectives and schedules, and meeting deadlines with consistent accuracy; utilise thorough paperwork and work with initiative and independence at all stages.		20
	Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.	Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy.	Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.	Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.		
	(0-5)	(6-10)	(11-15)	(16-20)		
(b) AO3	Provide a finished media product that matches, to a limited extent, the intentions set out in the treatment and which has limited relevance to the proposed audience.	Provide a finished media product that matches, to an adequate extent, the intentions set out in the treatment and which has some relevance to the proposed audience.	Provide a finished media product that achieves, for the most part, the intentions set out in the treatment and which is suitable for its proposed audience.	Provide a finished media product that achieves successfully the intentions set out in the treatment and which has a clear relevance and appeal to its proposed audience.		20
	(0-5)	(6-10)	(11-15)	(16-20)		

	Mark band 1		Mark band 2	Mark band 3	Comment/Evidence location	Mark
(c) AO3	Provide a finished media product that shows limited thought in its realisation, using only some limited appropriate techniques and technology in production and post-production.	Provide a finished media product that shows adequate thought in its realisation, using appropriate techniques and technology in production and post-production.	Provide a finished media product that shows thoughtfulness and some imagination in its realisation, with competent and thoughtful use of appropriate techniques and technology in production and post-production.	Provide a finished media product that shows creativity and flair in its realisation, with sophisticated and creative use of appropriate techniques and technology in production and post-production.		20
	(0-5)	(6-10)	(11-15)	(16-20)		
Total marks						60

(For description of AOs see *Appendix D*.)

GCE Media Assessment Criteria - Unit 6		Candidate Name:			Unit Code:	
Centre Number:		Candidate Number:			Specification Title:	
	Mark band 1		Mark band 2	Mark band 3	Comment/Evidence location	Mark
(a) AO1	Demonstrates limited knowledge of constraints on professional practices in media production. (0-3)	Demonstrates adequate knowledge of constraints on professional practices in media production. (4-6)	Demonstrates a good knowledge of constraints on professional practices in media production. (7-9)	Demonstrates a thorough and well-developed knowledge of constraints on professional practices in media production. (10-12)		12
(b) AO1	Makes limited or unclear comments on how constraints have affected own work. (0-2)	Makes adequate comments on how constraints have affected own work. (3-4)	Comments in detail, and with illustrative examples, on how constraints have affected own work. (5-6)	Makes full and well-supported comments, with analysis of well chosen illustration, on how constraints have affected own work. (7-8)		8
(c) AO4	Demonstrates limited understanding of how own work relates to past and current practice within the relevant medium and genre (or form) with reference to a limited range of examples. (0-4)	Demonstrates some understanding of how own work relates to past and current practice within the relevant medium and genre (or form) with reference to a adequate range of examples. (5-8)	Demonstrates a clear understanding of how own work relates to past and current practice within the relevant medium and genre (or form) through a good range of illustrative examples which have been chosen with care. (9-12)	Demonstrates a sophisticated critical understanding of how own work relates to past and current practice within the relevant medium and genre (or form) through a fully-supported analysis of a wide range of fully relevant examples. (13-16)		16
(d) AO1	Makes limited evaluative comments upon own practice and management of the production process. (0-3)	Makes adequate evaluative comments upon own practice and management of the production process. (4-6)	Provides a detailed and illustrated evaluation of own practice and management of the production process. (7-9)	Provides a fully-supported critical evaluation, with analysis of well-chosen illustration, of own practice and management of the production process. (10-12)		12

	Mark band 1		Mark band 2	Mark band 3	Comment/Evidence location	Mark
(e) AO4 QWC i-iii	Makes relevant but limited judgements on own work using appropriate language and terminology, with limited reference to the opinions of others. Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.	Makes relevant and adequate judgements on own work using appropriate language and terminology, with appropriate reference to the opinions of others. Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy.	Makes evaluative judgements on own work in detail and with illustrative examples, using clear language and correct terminology, taking into account a range of opinions of others. Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.	Critically evaluates own work with full and well-supported comments and analysis of well-chosen illustration, communicating fluently and confidently, using accurate terminology and making positive critical use of a wide range of opinions of others. Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.		12
	(0-3)	(4-6)	(7-9)	(10-12)		
Total marks						60

(For description of AOs see *Appendix D*.)