

Reference Material: Commentaries

AGCE in Media

6975 – Unit 3: Media Production Brief

Candidate C

Issued: 2014/15

Assessment Criteria

	Mark band 1		Mark band 2	Mark band 3	Mark awarded
(a) (A02)	Shows a limited understanding of pre-production, production and post-production techniques through documentation which is lacking detail. (0-4)	Shows an adequate understanding of pre-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)	

Comments/evidence locations/justification for mark awarded:

The candidate demonstrates a clear understanding of pre-production, production and post-production techniques through documentation which is produced with care and covers the necessary categories. They have developed their ideas in Unit 2 and then taken this into the production stage. They have included an edit log that does appear to be retrospective but it does provide a perspective of the candidates work, they have analysed existing products and produced some evidence of research. However, much of the documentation is linked to work undertaken in Unit 2. There is limited evidence of their production and post production work. This does limit the marks to Mark Band 1.

Assessment Criteria

<p>(b) (A03)</p>	<p>Demonstrates a limited range of production and technical skills which are applied to a media product which achieves only some of its intentions.</p> <p>(0-5)</p>	<p>Demonstrates an adequate limited range of production and technical skills which are applied to a media product which achieves its intentions.</p> <p>(6-10)</p>	<p>Demonstrates a good range of production and technical skills which are applied to a media product which mainly achieves its intentions.</p> <p>(11-15)</p>	<p>Demonstrates an extensive range of production and technical skills which are applied to a media product which successfully achieves its intentions.</p> <p>(16-20)</p>
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Comments/evidence locations/justification for mark awarded:

The candidate demonstrates a good range of production and technical skills which are applied to a media product which mainly achieves its intentions. They have managed to produce page layouts which demonstrate a range of skills but these are not extensive. The media product achieves its intentions but not successfully as the theme does not immediately suggest the theme of the brief. The candidate has managed to provide appropriate page layouts that demonstrate good skills rather than extensive skills. The candidate could have produced a set of images that they have taken which would demonstrate the use of extensive skills. The work sits in Mark Band 2.

Assessment Criteria

<p>(c) (A03)</p>	<p>Produces a media product which addresses only some of the brief and the intended audience.</p> <p>(0-4)</p>	<p>Produces a media product which addresses the brief and the intended audience.</p> <p>(5-8)</p>	<p>Produces a media product which demonstrates some imagination, addresses the brief in most aspects and addresses the intended audience appropriately.</p> <p>(9-12)</p>	<p>Produces a media product which demonstrates creativity, fully addresses the brief and successfully engages the intended audience.</p> <p>(13-16)</p>	
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Comments/evidence locations/justification for mark awarded:

The candidate has produced a media product which demonstrates some imagination, addresses the brief in most aspects and addresses the intended audience appropriately. There is some imagination shown in the design of the pages and the placing of the typography. However, the use of found images does limit the imagination that can be shown. The use of own images can provide an opportunity to demonstrate creativity as the image is shot for a purpose. The work does address the audience appropriately in as much as it is based solely on fashion with little reference throughout the work to the theme of the brief. The work falls within Mark Band 2.

Assessment Criteria

	Mark band 1	Mark band 2	Mark band 3	Mark awarded	
<p>(d) (A04) QWC (i-iii)</p>	<p>Provides a basic evaluation of own work and of the products fitness for purpose.</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>(0-2)</p>	<p>Provides an adequate evaluation of own work and of the product's fitness for purpose.</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>(3-4)</p>	<p>Provides, with appropriate illustration, a clear evaluation of own work and of the product's fitness for purpose.</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>(5-6)</p>	<p>Provides, with analysis of well-chosen illustrations, a critical evaluation of own work and of the product's fitness for purpose.</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>(7-8)</p>	

Comments/evidence locations/justification for mark awarded:

The candidate has provided, with appropriate illustration, a clear evaluation of own work and of the product's fitness for purpose. They have used specialist terms and their response shows some focus and organisation. They have written about their choices and suitability of these choices but they do not define clearly the products fitness for purpose. Rather than an evaluation the candidate has described what they did and how they used techniques to attract the target audience. The candidate should have provided a critical evaluation of their own work with analysis of well-chosen illustrations. They have shown some focus and organisation in their evaluation and spelling, punctuation and grammar are used with some accuracy. In order to achieve higher marks the candidate must be able to critically review their work and this might involve taking into account the views of others on the fitness for purpose of their work. The marks for this work fall into Mark Band 2.