



Marking Grids

BTEC Level 1 / Level 2 Tech Award in Creative Media Production

First teach September 2022

Component 1 (internal): Exploring Media
Products

Component 2 (internal): Developing
Digital Media Production Skills

Assessing the Pearson Set Assignments

Marking Grid Component 1	3
Marking Grid Component 2	4

Assessment decisions for each learner’s response to the Pearson Set Assignment (PSA) for each internally assessed component must be made using the relevant marking grids below.

Marking grids for the internal components have also been built into the Assessment Tracker Tool which can be downloaded from the Teaching and Learning Materials section of the BTEC Tech Awards in Creative Media Production (2022) qualifications pages. This Assessment Tracker will help you collect marks for the class, streamline management of records, and allows you to export the Assessment Record forms for sampled learners for moderation.

Before making assessment decisions, you should use the guidance on using the marking grids provided in the Tech Award Specification **Section 5: Non-exam internal assessment**.

You can also watch this [short video guide](#) to applying Mark Schemes for Internal Assessments in BTEC Tech Awards from 2022.

A glossary of terms used in the marking grids is provided in *Appendix 1* of the specification.

Marking grid – Component 1

Mark Band 0	Mark Band 1 Basic, limited, superficial, tentative	Mark Band 2 Adequate, sufficient, some/partial, straightforward	Mark Band 3 Competent, appropriate, mostly clear	Mark Band 4 Confident, effective, thorough, in-depth
Learning outcome A: Investigate media products				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	Superficial consideration of media products in relation to the brief, making limited links between products, purpose and audience interpretation, showing basic understanding.	Straightforward consideration of media products in relation to the brief, making partially appropriate links between products, purpose and audience interpretation, showing adequate understanding.	Competent consideration of media products in relation to the brief, making appropriate links between products, purpose and audience interpretation, showing good understanding.	In-depth consideration of media products in relation to the brief, making effective links between products, purpose and audience interpretation, showing thorough understanding.
Learning outcome B: Explore how media products are created to provide meaning and engage audiences				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	Superficial account of how media products use genre, narrative and representations showing basic understanding, supported by limited examples.	Straightforward account of how media products use genre, narrative and representations showing adequate understanding, supported by some relevant examples.	Competent account of how media products use genre, narrative and representations showing good understanding, supported by mostly relevant examples.	In-depth account of how media products use genre, narrative and representations showing thorough understanding, supported by relevant examples.

Mark Band 0	Mark Band 1 Basic, limited, superficial, tentative	Mark Band 2 Adequate, sufficient, some/partial, straightforward	Mark Band 3 Competent, appropriate, mostly clear	Mark Band 4 Confident, effective, thorough, in-depth
Learning outcome B: Explore how media products are created to provide meaning and engage audiences				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	Superficial account of how media products use media production techniques showing basic understanding, supported by limited examples.	Straightforward account of how media products use media production techniques showing adequate understanding, supported by some relevant examples.	Competent account of how media products use media production techniques showing good understanding, supported by mostly relevant examples.	In-depth account of how media products use media production techniques showing thorough understanding, supported by relevant examples.
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	Basic understanding of how media products create meaning and engage audiences making limited links between the combined use of genre, narrative, representation and media production techniques, informed by superficial analysis of limited examples.	Adequate understanding of how media products create meaning and engage audiences making partially appropriate links between the combined use of genre, narrative, representation and media production techniques, informed by sufficient analysis of some relevant examples.	Good understanding of how media products create meaning and engage audiences making appropriate links between the combined use of genre, narrative, representation and media production techniques, informed by competent analysis of mostly relevant examples.	Thorough understanding of how media products create meaning and engage audiences making effective links between the combined use of genre, narrative, representation and media production techniques, informed by in-depth analysis of relevant examples.

Mark Band 0	Mark Band 1 Basic, limited, superficial, tentative	Mark Band 2 Adequate, sufficient, some/partial, straightforward	Mark Band 3 Competent, appropriate, mostly clear	Mark Band 4 Confident, effective, thorough, in-depth
Learning outcome A: Investigate media products				
Learning outcome B: Explore how media products are created to provide meaning and engage audiences				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	Basic application of media research techniques used to identify and select limited material.	Adequate application of straightforward media research techniques used to identify and select some relevant material.	Competent application of appropriate media research techniques used to identify and select mostly relevant material from a variety of primary and secondary sources.	Confident application of effective media research techniques used to identify and select focused and relevant material from a variety of primary and secondary sources.

Marking grid – Component 2

Mark Band 0	Mark Band 1 Basic, limited, superficial, tentative	Mark Band 2 Adequate, sufficient, some/partial, straightforward	Mark Band 3 Competent, appropriate, mostly clear	Mark Band 4 Confident, effective, thorough, in-depth
Learning outcome A: Develop and apply media pre-production processes, skills and techniques				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	Tentative application of skills and techniques used to produce limited pre-production material showing basic understanding of pre-production processes and practices.	Sufficient application of skills and techniques used to produce straightforward pre-production material showing adequate understanding of pre-production processes and practices.	Competent application of skills and techniques used to produce appropriate pre-production material showing good understanding of pre-production processes and practices.	Effective application of skills and techniques used to produce accurate and detailed pre-production material showing thorough understanding of pre-production processes and practices.
Learning outcome B: Develop and apply media production and post-production processes, skills and techniques to create a media product				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	Superficial engagement with production processes and practices and limited application of skills and techniques to create basic content for a media product.	Partial engagement with production processes and practices and adequate application of skills and techniques to create straightforward content for a media product.	Competent engagement with production processes and practices and good application of skills and techniques to create appropriate content for a media product.	Thorough engagement with production processes and practices and accomplished application of skills and techniques to create effective content for a media product.

Mark Band 0	Mark Band 1 Basic, limited, superficial, tentative	Mark Band 2 Adequate, sufficient, some/partial, straightforward	Mark Band 3 Competent, appropriate, mostly clear	Mark Band 4 Confident, effective, thorough, in-depth
Learning outcome B: Develop and apply media production and post-production processes, skills and techniques to create a media product				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	Superficial engagement with post-production processes and practices and limited application of post-production skills and techniques to tentatively edit and combine content for a media product.	Partial engagement with post-production processes and practices and sufficient application of post-production skills and techniques to adequately edit and combine content for a media product.	Good engagement with post-production processes and practices and appropriate application of post-production skills and techniques to competently edit and combine content for a media product.	Thorough engagement with post-production processes and practices and accomplished application of post-production skills and techniques to effectively edit and combine content for a media product.
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	Produce a basic media product that shows limited cohesion and superficially addresses the purpose outlined in the brief.	Produce an adequate media product that is partially cohesive and sufficiently addresses the purpose outlined in the brief.	Produce a competent media product that is mostly cohesive and clearly addresses the purpose outlined in the brief.	Produce an effective media product that is cohesive throughout and thoroughly addresses the purpose outlined in the brief.

Mark Band 0	Mark Band 1 Basic, limited, superficial, tentative	Mark Band 2 Adequate, sufficient, some/partial, straightforward	Mark Band 3 Competent, appropriate, mostly clear	Mark Band 4 Confident, effective, thorough, in-depth
Learning outcome A: Develop and apply media pre-production processes, skills and techniques				
Learning outcome B: Develop and apply media production and post-production processes, skills and techniques to create a media product				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	Basic use of review, making limited links between the impact of decisions in the development process and outcomes, used tentatively to refine work.	Sufficient use of review, making some relevant links between the impact of decisions in the development process and outcomes, used adequately to refine work.	Good use of review, making mostly relevant links between the impact of decisions in the development process and outcomes, used clearly to refine work.	In-depth use of review, making relevant links between the impact of decisions in the development process and outcomes, used effectively to refine work.