

Unit 1:

Introduction to media processes and technical skills

Assessment & Grading Recording Sheet

Learner Name: Lily Priestley

To achieve a Pass grade the learner must achieve all of the following criteria;					Summary of Evidence/Reason for Referral
Assessment Criteria for PASS <small>R= Referral, S = satisfactory, HS = High Standard, VHS = Very High Standard</small>	R	S	HS	VHS	
1.1 Apply understanding of a range of processes to support media activities.			X		<p>You have applied understanding of a range of processes to a range of media productions. You have developed well as an editor and your Kelham Island museum piece demonstrated rhythmic editing well you were also able to engage with continuity editing conventions. Your skills have progressed over the first term and you were able to shoot some interesting location footage at Kelham Island and took on a tricky camera operator role in the TV studio having to move between three different contributors smoothly. You have applied media processes safely and been able to reflect on your contributions.</p> <p>Try to write your reflections more methodically in future, whenever you make a point be specific about where we can see an example of it and explain how you know whether it is good or bad. For example if you discuss a particular type of shot, tell us where in your video there is an example of it, how good it is, how you know its good or bad and if its bad how you might improve it.</p> <p>You have been able to discuss a variety of techniques used by two different communication types. You've commented on when some are used by both and been able to describe how they might impact on mood and the feel of the piece. There could be further development of of the comparisons so, think about why there are differences what is the meaning that is trying to be created and why would a different approach be necessary?</p>
1.2 Apply media processes and skills safely and appropriately.				X	
2.1 Critically compare a range of communication methods used to convey meaning in creative media production.			X		
Has the student passed the Unit?					
	Pass:		Referral:		Referral Actions:
	X				

Unit 2:

Introduction to design and research skills in creative media production Assessment & Grading Recording Sheet

To achieve a Pass grade the learner must achieve all of the following criteria;X					
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 Critically compare a range of research tools, methods and skills.		X			You have started off the unit well by explaining the different types of research. You have talked briefly about a range of tools, methods and skills. You have looked at both primary and secondary sources. You have related this to the practical task that you have been given. To improve this you will need to make a comparison about the different tools methods and skills and also discuss how this relates back to you project.
2.1 Critically compare a range of primary and secondary research sources.		X			
3.1 Apply design and research tools, methods and skills to record and interpret information and develop ideas for creative production.	X				You have conducted primary research and evidenced thisHowever you have not shown what secondary research you have done and have not explained how this secondary research has influenced the project. You will need to.show what Secondary research you have conducted and explain how this is related to the project.
3.2 Evaluate the effectiveness of design and research tools methods and skills.		X			You have evaluated your research and reflected on what you could do differently next time.You have also explained how this has related back to your project. To improve this you can discuss how your secondary research has influenced your project.
Has the student passed the Unit?	Pass:	Referral: X	Referral Actions: Show what secondary research has been completed and how this can be related to the project.		

Unit 3:

Introduction to professional practice in creative media production Assessment & Grading Recording Sheet

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 Locate, access and use information to support own development.			X		You have included all of the information required for your production role infographic. You have chosen to communicate the details of an actor using an infographic. You've done this to a high standard. The presentation is clear and the blocks of information help with this clarity. You should have also included a link to a pdf of the original document.
2.1 Critically evaluate a range of working practices and methods			X		You have investigated and evaluated the types of work in the TV/film industry to a very high standard. You discussed a number of issues relating to freelance work although you could have added the references for the "tips". You analysed a couple of briefs and have a very good understanding of the key information contained in a brief and how this might impact on your own projects. You included links to the briefs but could have highlighted the key information. You've discussed pros and cons of different contracts to a very high level, comparing them to each other and offering a summary of which contract you would seek for your own work.
2.2 Apply knowledge of working practices to support own development,.				X	You have submitted all the projects unit 1. You discuss how you used the pre-production documentation and your knowledge of camera shots and continuity editing. You applied this to a very high standard in all your productions. You have discussed your roles in the magazine programme (camera operator and talent) and what issues you had with the J&S production (clapperboard and syncing) and what solutions you put in place when you produced the KIM promotional video.
3.1 Organise self and work to meet deadlines and targets.		X			Part of these blog posts, for unit 3, was to reflect on all the practical exercises you were involved in over the first semester. This includes the Jody & Spencer project, the Kelham Island promotion and the TV studio magazine show. You did this to a very high level, for all 3 projects. At all times you have shown consideration for the group and this should be commended. You are well organised and have completed most projects by the deadlines. However, you need to complete posts for Unit 1 and 4. This will improve your grade for criteria 3.1
3.2 Demonstrate consideration and professionalism in working with others.				X	
Has the student passed the Unit?	Pass: X	Referral:	Referral Actions:		

Unit 4:

Critical and contextual awareness in creative media production

Assessment & Grading Recording Sheet

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 Compare a range of critical perspectives that influence the analysis of creative media production activities.		x			You show understanding of both genre and auteur theory. You make interesting arguments that prove the different points of both theories. There are some punctuation, grammar and spelling inaccuracies.
1.2 Apply knowledge of critical perspectives that influence the analysis of creative media production activities.		x			Your discussion for both genre and auteur apply the main points to your case studies. However, the discussion of Lynch could have been more detailed: what makes his films unique? What themes does he tackle in his films? What characters is he interested in? There are some punctuation, grammar and spelling inaccuracies.
1.3 Apply knowledge and understanding of critical perspectives to support own practice.	x				This post at the moment reads as an extensions of your first one. Here you need to focus on how the theories may affect any of your projects, or your work practice in general. You only tackle this, very briefly, in the very last paragraph of the post. Make sure you focus on how the different ways these two theories may affect your projects and practice.
2.1 Critically compare a range of contexts within which creative media technology and production are situated.		x			You understand the role played in the industry by both blockbusters and remakes. You compare a blockbuster and an independent film bringing forward interesting points. However, the section on remakes could have been expanded by talking about the different reasons behind remakes (foreign language; reboots; etc.) Advice: make sure that when you make a statement, give also some examples to prove the point. There are some punctuation, grammar and spelling inaccuracies.
2.2 Apply an understanding of a range of contextual parameters to support own creative development.	x				This post at the moment reads as an extensions of your previous one. Here you need to focus on how having a big budget or a small one may affect any of your own projects, or your work practice in general. Make sure you focus on how the different ways these two theories may affect your projects and practice.
Has the student passed the Unit?	Pass:	Referral: x	Referral Actions: Post 1.3: discuss how the different ways these two theories may affect your projects and practice. Post 2.2; discuss how the different ways big/small budget may affect your projects and practice.		