

Assessment & Grading Recording Sheet

Learner Name: Lily Priestley

Date: 16.12.2017

Assessor: Mark Booth

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

Assessment Criteria for PASS R= Referral, S = satisfactory, HS = High Standard, VHS = Very High Standard	R	S	HS	VHS	Summary of Evidence/Reason for Referral
1.1 Analyse the characteristics of the audience for a chosen creative media production activity.				X	Your blog post shows you have a clear understanding of how an audience can be targeted, how social media can help to interact with an audience and how reviewing an existing audience can help you to promote your own social media campaign. You conducted your own research as a survey and interpreted the results with a summary.
1.2 Interpret research activity to develop ideas and creative proposals for a chosen audience.				X	You used your analysis to develop your own ideas of how you will interact with your own audience and you have suggested the reasons for your choice of social media platforms.
2.1 Demonstrate independence in decision making in planning and developing creative solutions.				X	You've successfully created a plan for your campaign but you could have embedded your live calendar here. This is a useful document where you can add SM entries and your filming schedule. Adding SM to any social media posts would separate the 2. I would advise that you continue to use the live calendar up to the release of your short film because it will be a good place to highlight problem solving for unit 13, FMP.
2.2 Select appropriate media and processes to communicate ideas for an identified audience.			X		You set up your own Facebook page for your film and tried to interact fully with your audience. You did this by posting a range of different types of content and techniques design to attract interest. You added detail to the about section, a teaser image of your script, lighting tests, BTS photos and your proof of concept. As you move closer to your final release you might want to try uploading some Memes, cinemagraphs, throwback Thursday pics, polls, competitions and short quizzes. Not all will work but you might find that one of these techniques strikes a chord with your target audience.
3.1 Critically evaluate creative solutions against identified audience characteristics.			X		You evaluation details the different the ways that you interacted with your audience and how you reacted to suggestions from your audience. You have made some self reflective comments and have made your own suggestions of how you can improve your campaign over the next few months.
3.2 Critically evaluate and reflect on learning to inform personal development.			X		
Has the student passed the Unit?	Pass: X		Referral:		Referral Actions: