

MEDIA	
SCHOOL-ASSESSED TASK	
ASSESSMENT CRITERIA	Student no.:
Assessor:	Student:

CRITERIA	LEVELS OF PERFORMANCE				
	Not shown	1–2 (very low)	3–4 (low)	5–6 (medium)	7–8 (high)
PRODUCTION EXERCISES 1. Use of media equipment, applications and/or processes to present ideas and/or achieve particular effects in a media form.	<p>Technically limited production exercises that show little exploration of media production specifications to present ideas and/or achieve particular effects.</p> <p>A low level of skill in the operation of media equipment, applications and/or media processes.</p> <p>Very limited understanding of the possibilities and/or limitations of a range of technical equipment, applications and/or media processes.</p> <p>A very low level of understanding of the aesthetic and/or structural qualities of the media products explored and/or investigated.</p> <p>Documentation includes a very limited statement of intention and evaluation accompanying each exercise.</p> <p>Very limited knowledge developed in the media process showing a connection to the intention.</p> <p>Limited media language and terminology is employed in the intention and evaluation of both exercises.</p>	<p>Technically adequate production exercises that explore media production specifications to present ideas and/or achieve particular effects.</p> <p>Some skills in the operation of media equipment, applications and/or media processes.</p> <p>Limited understanding of the possibilities and/or limitations of a range of technical equipment, applications and/or media processes.</p> <p>A low level of understanding of the aesthetic and/or structural qualities of the media products explored and/or investigated.</p> <p>Documentation includes a limited statement of intention and evaluation accompanying each exercise.</p> <p>Limited knowledge developed in the media process showing a connection to the intention.</p> <p>Some media language and terminology is employed in the intention and evaluation of both exercises.</p>	<p>Technically competent production exercises that adequately explore media production specifications to present ideas and/or achieve particular effects.</p> <p>Competent skills in the operation of media equipment, applications and/or media processes.</p> <p>Satisfactory understanding of the possibilities and/or limitations of a range of technical equipment, applications and/or media processes.</p> <p>An appropriate understanding of the aesthetic and/or structural qualities of the media products explored and/or investigated.</p> <p>Documentation includes a statement of intention and evaluation accompanying each exercise.</p> <p>Sound knowledge developed in the media process showing an appropriate connection to the intention.</p> <p>Relevant media language and terminology is employed in the intention and evaluation of both exercises.</p>	<p>Technically proficient production exercises that effectively explore media production specifications to clearly present ideas and/or achieve particular effects.</p> <p>Well-developed skills in the operation of media equipment, applications and/or media processes.</p> <p>Thorough understanding of the possibilities and/or limitations of a range of technical equipment, applications and/or media processes.</p> <p>A thorough understanding of the aesthetic and/or structural qualities of the media products explored and/or investigated.</p> <p>Documentation includes a clear statement of intention and a thorough evaluation accompanying each exercise.</p> <p>Thorough knowledge developed in the media process showing a clear connection to the intention.</p> <p>Highly appropriate media language and terminology is employed in the intention and evaluation of both exercises.</p>	<p>Technically accomplished production exercises that skilfully explore media production specifications to skilfully present ideas and/or achieve particular effects.</p> <p>Highly developed skills in the operation of media equipment, applications and/or media processes.</p> <p>Comprehensive understanding of the possibilities and/or limitations of relevant technical equipment, applications and/or media processes.</p> <p>A highly developed understanding of the aesthetic and/or structural qualities of the media products explored and/or investigated.</p> <p>Insightful documentation includes a focused statement of intention and an informed evaluation accompanying each exercise.</p> <p>Sophisticated knowledge developed in the media process showing a considered connection to the intention.</p> <p>Precise and highly relevant media language and terminology is employed throughout the documentation of both exercises.</p>

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<p>Not shown</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; text-align: center;">1–2 (very low)</td> <td> <p>A limited sense of purpose and organisation for the specified audience(s) is evident in written planning documentation and visual representations.</p> <p>Demonstration of very limited knowledge of preproduction codes and conventions appropriate to the intended media product form and purpose.</p> <p>Limited research with little evaluation of possibilities for a media production informs the media production design plan.</p> <p>The proposal presents aspects of a media production design plan that may not be fully realised.</p> </td> </tr> <tr> <td style="text-align: center;">3–4 (low)</td> <td> <p>Some sense of purpose and organisation for the specified audience(s) is evident in written planning documentation and visual representations.</p> <p>Demonstration of limited knowledge of preproduction codes and conventions appropriate to 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specified audience(s) is evident in planning documentation and visual representations.</p> <p>Demonstration of a high level of knowledge of preproduction codes and conventions appropriate to the intended media product form and purpose.</p> <p>A high level of research and evaluation of possibilities for a media production is thoughtful and informs the media production design plan.</p> <p>A sound and thorough proposal presents a comprehensive media production design plan that can be realised.</p> </td> </tr> <tr> <td style="text-align: center;">9–10 (very high)</td> <td> <p>A highly developed concept for a production in a selected media form for a specified audience(s) is evident in comprehensive written planning documentation and visual representations.</p> <p>Demonstration of extensive knowledge of preproduction codes and conventions appropriate to the intended media product form and purpose.</p> <p>Comprehensive research and evaluation of possibilities for a media production is 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<p>MEDIA PRODUCTION DESIGN PLAN</p> <p><i>2. Development and preparation of a media production design plan in a selected media form for a specified audience.</i></p>											

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PREPUBLICATION

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	1–2 (very low)	3–4 (low)	5–6 (medium)	7–8 (high)	9–10 (very high)					
CRITERIA 3. <i>Application and understanding of styles, codes and conventions appropriate to the selected media form.</i>	Limited understanding and application of media styles, codes and conventions appropriate to the media form(s) selected is evident in the media production design plan and/or the completed media product. The use of media conventions demonstrates a limited understanding of the media style(s) and/or genre(s) appropriate to the product.	Some understanding and basic application of media styles, codes and conventions appropriate to the media form(s) selected is evident in the media production design plan and the completed media product. The use of media conventions demonstrates some understanding of the media style(s) and/or genre(s) appropriate to the product.	Satisfactory understanding and competent application of media styles, codes and conventions appropriate to the media form(s) selected is evident in the media production design plan and the completed media product. The relevant application of media conventions demonstrates a sound understanding of the media style(s) and/or genre(s) appropriate to the product.	Detailed understanding and consistent application of media styles, codes and conventions appropriate to the media form(s) selected is evident in the media production design plan and the completed media product. The consistent and competent application of media conventions demonstrates a thoughtful understanding of the media style(s) and/or genre(s) appropriate to the product.	Comprehensive understanding and highly accomplished application of styles, codes and conventions is evident throughout the media production design plan and the completed media product. The highly accomplished and insightful application of media conventions demonstrates a sophisticated and creative understanding of the media style(s) and/or genre(s) appropriate to the product.					
0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	10 <input type="checkbox"/>

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4. Realisation of an individual or a distinctive media product appropriate to the intention for the selected audience(s) that demonstrates appropriate style.	0 <input type="checkbox"/>	A product that demonstrates very limited individual or distinctive qualities and lacks consistency in structure appropriate to the selected medium, product and audience(s). Ideas and concepts may not be resolved and lack coherence. The structure and organisation of the media product may not meet the intention for the selected audience(s).	A product that demonstrates some individual or distinctive qualities and basic consistency across its duration that is appropriate to the selected medium, product and audience(s). The communication of ideas and concepts is evidenced in aspects of the structure and organisation of a media product that addresses some aspects of its intention for the selected audience(s).	A clearly developed product that is individual or distinctive and demonstrates consistency in its execution appropriate to the selected medium, product and audience(s). The communication of ideas and concepts is achieved through the structure and organisation of a media product that realises its intention for the selected audience(s).	A well-developed product that is individual or distinctive and demonstrates a sense of coherence throughout its execution appropriate to the selected medium, product and audience(s). Thoughtful communication of ideas and concepts is achieved through the structure and organisation of a media product that effectively realises its intention for the selected audience(s).	A sophisticated product that is individual or distinctive and demonstrates coherence throughout its execution that is highly appropriate to the selected media form and audience(s). Highly effective and skilful communication of ideas and concepts is achieved through the structure and organisation of a media product that convincingly realises its intention for the selected audience(s).	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	10 <input type="checkbox"/>

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<p>5. Skill in the operation of equipment and use of materials and processes appropriate to the selected media form.</p>	0 <input type="checkbox"/>	1 <input type="checkbox"/> Very limited skill/technical competence in the use of production equipment. Equipment and/or facilities are used with limited understanding of their possibilities and how to operate them. A very limited understanding of the media form(s) is demonstrated through the use of production equipment and/or facilities.	2 <input type="checkbox"/> Limited skill/technical competence in the use and/or operation of production equipment and/or facilities is evident in the production. Equipment and/or facilities are used with some understanding of their possibilities and limitations in the development and organisation of structures and representations in the media product. The use of production equipment and/or facilities demonstrates some understanding of the media form(s).	3 <input type="checkbox"/> Developed skill/technical competence in the use and/or operation of production equipment and/or facilities is evident in the production. Equipment and/or facilities are used with an appropriate understanding of their possibilities and limitations in the development and organisation of structures and representations in the media product. The use of production equipment and/or facilities demonstrates a satisfactory understanding of the media form(s).	4 <input type="checkbox"/> Highly developed technical competence and skill in the use and/or operation of production equipment and/or facilities is evident in the production. Equipment and/or facilities are used with a sound understanding of their possibilities and limitations in the development and organisation of structures and representations in the media product. The use of production equipment and/or facilities demonstrates a well-developed understanding of the media form(s).	5 <input type="checkbox"/> Accomplished technical competence and skill in the use and/or operation of production equipment and/or facilities is consistently evident in the production. Equipment and/or facilities are employed in an assured and controlled manner, demonstrating an informed understanding of their possibilities and limitations in the development of structures and representations in the media product. The use of production equipment and/or facilities demonstrates a considered understanding of the media form(s).	6 <input type="checkbox"/>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	10 <input type="checkbox"/>

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CRITERIA	Not shown	<p>The product demonstrates very limited understanding of the management and organisation of the production process.</p> <p>Very limited evidence of management or organisational skills is presented in structures or representations in the media production.</p>	<p>The product demonstrates some understanding of the management and organisation of some stages and some roles in the production process.</p> <p>Some management and/or organisational skills are demonstrated in some structures and representations in the media production.</p>	<p>The product demonstrates adequate understanding of the management and organisation of most stages and most roles in the production process.</p> <p>Adequate management and organisational skills are demonstrated in the structures and representations in the media production.</p>	<p>The product demonstrates an effective understanding of the management and organisation of most stages and most roles in the production process.</p> <p>Competent management and organisational skills are demonstrated in the structures and representations in the media production.</p>	<p>The product demonstrates consistent and thorough management and confident control of each stage and all roles in the production process.</p> <p>Assured management and organisational skills are demonstrated in all structures and representations in the media production.</p>	
6. Management of the production of a media product.	0 <input type="checkbox"/>	1 <input type="checkbox"/> 2 <input type="checkbox"/>	3 <input type="checkbox"/> 4 <input type="checkbox"/>	5 <input type="checkbox"/> 6 <input type="checkbox"/>	7 <input type="checkbox"/> 8 <input type="checkbox"/>	9 <input type="checkbox"/> 10 <input type="checkbox"/>	

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7. Realisation of the production design plan in the media product.	0 <input type="checkbox"/>	1 <input type="checkbox"/> Little clarity that the product is based on the production design plan and limited correlation between the design plan and the media product. Limited use of the design plan is evident throughout the production and post-production stages of the media product. Very limited documentation in the form of production notes and annotations to the design plan.	2 <input type="checkbox"/> Records of changes to the plan are very limited and address few aspects of the development of skills, knowledge and/or creative direction.	3 <input type="checkbox"/> Records of changes to the plan are limited but address some aspects of the development of skills, knowledge and/or creative direction.	4 <input type="checkbox"/> Records of changes to the plan made during the production process demonstrate the development of skills and knowledge to support management and/or creative direction.	5 <input type="checkbox"/> Records of changes to the plan made during the production process demonstrate the development of skills and knowledge to support management and/or creative direction.	6 <input type="checkbox"/> Records of changes to the plan made during the production process demonstrate the development of skills and knowledge to support management and/or creative direction.	7 <input type="checkbox"/> Records of changes made during the production process demonstrate the development of appropriate skills and knowledge to support management and creative direction.	8 <input type="checkbox"/> Records of changes made during the production process demonstrate the development of strong skills and knowledge to support management and creative direction.	9 <input type="checkbox"/> Records of changes made during the production process demonstrate the development of strong skills and knowledge to support management and creative direction.	10 <input type="checkbox"/> Records of changes made during the production process demonstrate the development of strong skills and knowledge to support management and creative direction.