

MED 3: Practical Production - Mark Scheme

Name: _____



Brief	Production	Evaluation
<p>9-10</p> <p>The brief contains cogent analysis and research arising from the relevant Module 2 topic and explains fluently how the product will be linked to it. It provides a sharply-focused description of the target audience with a detailed explanation of the ways in which the form and content of the product will match it.</p>	<p>51-65</p> <p>The product shows a high degree of technical proficiency in the use of the chosen technologies, demonstrates excellent attention to detail and displays a level of creativity. The product will demonstrate excellent use of the appropriate media language and may show originality in the application of the relevant codes and conventions.</p>	<p>21-25</p> <p>The evaluation contains detailed and fluent analysis of the strengths and weaknesses of the product and demonstrates excellent understanding of the key concepts in the light of the work undertaken. It shows with precision an appreciation of the link between the finished product and the area of study on which it is based. It makes excellent use of the appropriate technical vocabulary.</p>
<p>7-8</p> <p>The brief contains extended analysis and research arising from the relevant Module 2 topic and explains clearly how the product will be linked to it. It gives clear evidence of the target audience and explains how the form and content of the product will match it.</p>	<p>41-50</p> <p>The product shows technical proficiency in the use of the chosen technologies, producing work with some attention to detail and creativity. The product will demonstrate good use of the appropriate media language and will apply the relevant codes and conventions throughout.</p>	<p>17-20</p> <p>The evaluation shows good analysis of the strengths and weaknesses of the product and demonstrates good understanding of the key concepts in the context of the work undertaken. It shows clearly an appreciation of the link between the finished product and the area of study on which it is based. It uses the appropriate technical vocabulary with confidence.</p>
<p>5-6</p> <p>The brief contains some competent analysis and research arising from the relevant Module 2 topic and indicates how the product will be linked to it. It contains evidence of the target audience and how the form and content of the product will match it.</p>	<p>31-40</p> <p>The product shows technical competence in the use of the chosen technologies, producing work with a fair level of consistency and finish. The product will demonstrate competent use of the appropriate media language and will generally apply the relevant codes and conventions.</p>	<p>13-16</p> <p>The evaluation contains competent analysis of the strengths and weaknesses of the product and demonstrates a satisfactory understanding of the key concepts in the context of the work undertaken. Generally it will show an appreciation of the link between the finished product and the area of study on which it is based. It uses the appropriate technical vocabulary throughout.</p>
<p>3-4</p> <p>The brief contains some analysis and research arising from the relevant Module 2 topic and gives a limited indication of how the planned product will be linked to it. It gives some indication of the target audience and how the form and content of the product will match it.</p>	<p>21-30</p> <p>The product shows some technical competence in using the chosen technologies but the work may show some inconsistency and lack of finish. The product will demonstrate some limited skill in using the appropriate media language to achieve the desired outcome but will apply the relevant codes and conventions inconsistently.</p>	<p>9-12</p> <p>The evaluation contains some analysis of the strengths and weaknesses of the product and demonstrates some limited understanding of the key concepts in the context of the work undertaken. It will show some appreciation of the link between the finished product and the area of study on which it is based. It makes some use of the appropriate technical vocabulary.</p>
<p>1-2</p> <p>The brief shows some awareness of the issues arising from the relevant Module 2 topic and makes minimal attempts to show how the planned product will be linked to it. It attempts to identify an appropriate audience and form for the product.</p>	<p>11-20</p> <p>The product shows some minimal ability to use the chosen technologies and the work will be characterised by inconsistency and lack of finish. The product will demonstrate limited awareness of the appropriate media language and makes little attempt to apply relevant codes and conventions.</p>	<p>5-8</p> <p>The evaluation describes the production process rather than evaluating the strengths and weaknesses of the product. It demonstrates minimal understanding of the key concepts in the context of the work and does not make an explicit connection between the finished product and the area of study on which is based. It makes minimal use of the appropriate technical vocabulary.</p>
<p>0</p> <p>No brief submitted or work which shows no awareness of the issues arising from the relevant Module 2 topic and which does not attempt to identify an appropriate audience and form for the product.</p>	<p>0-10</p> <p>Incomplete work or work which shows very limited ability to use the chosen technology. Work which fails to demonstrate awareness of the appropriate media language and which does not apply relevant codes and conventions. Limited contribution to group work.</p>	<p>0-4</p> <p>No evaluation submitted or work which is severely limited in coverage, shows no understanding of key concepts and makes no use of the technical vocabulary.</p>