

Unit 1: Introduction to media processes and technical skills

Assessor: Lee Mills

Assessment & Grading Recording Sheet

Student name: Luke Nunney

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 engaged with a range of media processes and been integral in the production of two continuity editing projects, a commercial video and the TV studio production. You have demonstrated an ability to edit, record sound, begin new takes and work in the TV studio to a satisfactory standard. Your composition skills are good but further practice in controlling exposure and more care with setting up shots would result in better videos overall. The editing of your Sheffield project has a clear structure and you've made the best of footage. You need to take extra care with titles though, there are a few that have spelling or grammatical errors.</p> <p>On location shoots you have taken responsibility for safety on set, particularly on the Jody and Spencer project where you were shooting in the refectory. You also actively engaged in the production of the risk assessment for your group.</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			<p>You have been able to identify a range of communication methods in commercial videos. You've critically compared some of them, which is why I have given you a satisfactory pass. However, when asked to critically compare you need to compare the topic at hand. For example you might consider why one technique would be more useful in some situations than others? How do we decide which one to use? Why use animation rather than video? Why use a motion graphic when we could have someone say the information. This requires you to think broadly about production and research the topic.</p> <p>The style of writing means that there is not as much comparison as there could be. Be sure in future to check the learning outcome and make sure you fully understand what you are supposed to be writing.</p>
Has the student passed the Unit?	Pass: X	Referral:	General Comments: There are lots of spelling and grammatical errors throughout your writing. Particularly on the communication methods comparison post that makes some sentences and paragraphs hard to read. For future written work it would be worth proof reading your work or seeking further assistance from the LRC		

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1.1 Critically compare a range of research tools, methods and skills.		X			It is clear that you have a good understanding of the purpose of research within creative media industries. You have defined key terms well. You could have conducted some secondary research on the topic.
2.1 Critically compare a range of primary and secondary research sources.			x		You have evaluated research methods well Luke, highlighting strengths and weaknesses of different primary and secondary research methods. Again, secondary research on the subject could have added more depth and detail.
3.1 Apply design and research tools, methods and skills to record and interpret information and develop ideas for creative production.	X	X			You have not actually said what your research findings were. For example, "At these locations we looked at the areas lighting and the areas where we could possibly film." need to added to. So what did you find out about the lighting and what did you find out where you could film? What did you decide? Where are the photos you took? You haven't actually said what your survey results were. Similarly, you haven't said what you found out from your secondary research. <i>You have added more evidence of your research findings. Your location recces were fairly detailed in that you actually used the task to find best shots, you thought about lighting, etc. You have made improvements to your research portfolio. You could add more detail to your research findings. For example, which locations did you actually find reviews for through researching Tripadvisor? You still haven't actually said what the survey told you.</i>
3.2 Evaluate the effectiveness of design and research tools methods and skills.		X			In your evaluation you have commented on which methods were the effective. You have reflected on why the location recces and analyzing certain websites was useful. You could have developed this by adding more detail and more reflection. For example, how could you have improved the effectiveness of your survey? Change the wording of the questions? Use a different method? Use two complementary methods? Etc.
Has the student passed the Unit?	Pass: X	Referral: X	Referral Actions: Complete 'My Research' blog post. Referral Deadline Wed 29th Nov 4pm Referral deadline met 30/11/17		

Unit 3: Introduction to professional practice in creative media production

Assessor:

Assessment & Grading Recording Sheet

To achieve a Pass grade the learner must achieve all of the following criteria;					Student name:
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			John Taff: You have demonstrated your ability to locate and access information to a satisfactory standard through your Poster and Blog Post on a Film Director. The text on the poster could be made smaller and separated into different sections to make it a little easier to read. You have included further information on your blog post on the skills that are required by a Director
Critically evaluate a range of working practices and methods.		X			John Taff: Your PowerPoint on Working in the Industry summarised the different contracts and types of work well. You've included a brief summary of each contract and then gone onto discuss the positives and negatives of each. You've evaluated two briefs and further demonstrated your understanding of a brief through creating your own on for a 'Sheffield Promo Video'.
2.1 Apply knowledge of working practices to support own development		X			John Taff: You have talked about what you can do in your own time to help develop your skills as a Director and what you can do upon completion of the college course. Acknowledging that there are options to move onto Higher Education at Bachelors level and then potentially a Masters. When discussing how the college course can help develop your skills, you mention 'essential skills'. This could be more specific. What essential skills will the college help you develop?
3.1 Organise self and work to meet deadlines and targets.			x		You have been a very organised student and met all deadlines and uploaded posts to the correct area of your blog, well done. In future projects be sure to leave yourself enough time to proof-read and double check your work.
3.2 . Demonstrate consideration and professionalism in working with others.				X	You have worked with a variety of groups in the first term and have approached each task and each group with professionalism and respect. You have worked hard on all the tasks and have been observed helping others on their tasks too. Well done Luke keep this attitude up.
Has the student passed the Unit?	Pass: X	Referral:	Referral Actions:		

Assessor:

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1.1 Compare a range of critical perspectives that influence the analysis of creative media production activities.		X			You show full understanding of the genre and narrative theory. In both you highlight the main issues, but narrative is slightly stronger and better developed. The discussion on genre is very detailed, but it only focuses on how the genre has changed through time, without looking at what are the characteristics of genre.
1.2 Apply knowledge of critical perspectives that influence the analysis of creative media production activities.		X			You give some examples that illustrate how both narrative and genre work within films. Your answers are developed and you use appropriate examples when discussing both genre and narrative. The examples for narrative are discussed in more detail, although, there are no examples about Todorov and Propp. Genre's examples seem more factual.
1.3 Apply knowledge and understanding of critical perspectives to support own practice.		X			The photo-roman shows understanding of narrative and genre. You clearly use a linear narrative and simple transitions to develop it. Genre could have been slightly clearer. Perhaps, next time try to add some music, and try to be more creative with the use of transitions.
2.1 Critically compare a range of contexts within which creative media technology and production are situated.			X		You look into the difference between different financial contexts with some clarity and you use relevant examples to prove your point. You look at different types budgets and what they can produce. You choose two films from different financial contexts and compare them in some detail. You could have looked into self-financing and kick-starter as ways to bankroll films. There are minor spelling mistakes.
2.2 Apply an understanding of a range of contextual parameters to support own creative development.		X			You discuss how working within different production contexts may affect your project or general work practice. You make some relevant points regarding your project, and its production context. It is a bit generic, and you could have expanded on many restrictions you may have with a small scale production, such as time, There are minor spelling mistakes.
Has the student passed the Unit?	Pass: X	Referral:	Referral Actions:		