

Assessment criteria for Component 1

AO3: Practical Application				AO2: Evaluation
40 marks				10 marks
Production skills		Apply knowledge and understanding of key concepts to a production	Creative Critical Reflection skills	Analyse and evaluate own work
Use appropriate media language to communicate meaning to an intended audience	Use technical skills effectively to express and communicate ideas	Research, plan and apply knowledge and understanding	Use technical and creative skills to express and communicate ideas	Explain how meaning is created, supported with relevant textual evidence
10 marks	10 marks	10 marks	10 marks	10 marks
Sophisticated use of media language shows insightful engagement with audience Production targets intended audience with sophistication, and is entirely convincing as a film opening/magazine	Production is sophisticated, highly appropriate, and accurately follows or knowingly subverts the codes and conventions of the genre Technical elements are sophisticatedly handled and the production is finished to a high standard	Sophisticated research into appropriate professional products Varied and detailed planning fully meeting the requirements of the brief Sophisticated implementation of research shows insightful understanding of the key concepts	Creative Critical Reflections show sophisticated technical skills throughout, with a wide range of creative approaches to create reflections which sophisticatedly engage the audience	Sophisticated understanding of how meaning is created, offering insightful critical comments on the successes of their own product, fully supported with a wide range of examples Sophisticated engagement with all four questions A sophisticated understanding of the key concepts
9–10 marks	9–10 marks	9–10 marks	9–10 marks	9–10 marks
Effective use of media language shows appropriate engagement with audience Production targets intended audience effectively, and is effective in convincing as a film opening/magazine	Production is effective, and effectively follows or subverts the codes and conventions of the genre Technical elements are effectively handled and the production is mostly finished to a high standard	Thorough research into appropriate professional products Effective planning appropriate to the requirements of the brief Thorough implementation of research shows effective understanding of the key concepts	Creative Critical Reflections show effective technical skills throughout, with a range of creative approaches to create reflections which effectively engage the audience	Thorough understanding of how meaning is created, offering appropriate critical comments on the successes of their own products, effectively supported with a range of examples Thorough engagement with all four questions An effective understanding of the key concepts
7–8 marks	7–8 marks	7–8 marks	7–8 marks	7–8 marks

Continued

AO3: Practical Application				AO2: Evaluation
40 marks				10 marks
Production skills		Apply knowledge and understanding of key concepts to a production	Creative Critical Reflection skills	Analyse and evaluate own work
Use appropriate media language to communicate meaning to an intended audience	Use technical skills effectively to express and communicate ideas	Research, plan and apply knowledge and understanding	Use technical and creative skills to express and communicate ideas	Explain how meaning is created, supported with relevant textual evidence
10 marks	10 marks	10 marks	10 marks	10 marks
<p>Clear use of media language shows some engagement with audience</p> <p>Production targets intended audience appropriately, and is mostly convincing as a film opening/magazine</p>	<p>Production is appropriate, and mostly follows or subverts the codes and conventions of the genre</p> <p>Technical elements are effectively handled and the production is sometimes finished to a high standard</p>	<p>Clear research into appropriate professional products</p> <p>Appropriate planning meets the requirements of the brief</p> <p>Implementation of research shows clear understanding of the key concepts</p>	<p>Creative Critical Reflections show clear technical skills throughout, with more than one creative approach used to create reflections which mostly engage the audience</p>	<p>Clear understanding of how meaning is created, offering appropriate critical comments on the successes of their own products, appropriately supported with examples</p> <p>Clear engagement with all four questions</p> <p>A clear understanding of the key concepts</p>
5–6 marks	5–6 marks	5–6 marks	5–6 marks	5–6 marks
<p>Limited use of media language shows general engagement with audience</p> <p>Production simply targets intended audience, and is generally appropriate as a film opening/magazine</p>	<p>Production is limited, and generally follows or subverts the codes and conventions of the genre, with limited success</p> <p>Technical elements are generally handled appropriately, and the production is complete</p>	<p>Limited research into appropriate professional products</p> <p>Generally appropriate planning meeting some of the requirements of the brief</p> <p>Implementation of research shows limited understanding of the key concepts</p>	<p>Creative Critical Reflections show limited technical skills throughout, often only one creative approach is used to create reflections which sometimes engage the audience</p>	<p>Limited understanding of how meaning is created, offering appropriate critical comments on the successes of their own products, generally supported with limited examples</p> <p>Limited engagement with the questions, with some uneven coverage</p> <p>A limited understanding of the key concepts</p>
3–4 marks	3–4 marks	3–4 marks	3–4 marks	3–4 marks

Continued

AO3: Practical Application				AO2: Evaluation
40 marks				10 marks
Production skills		Apply knowledge and understanding of key concepts to a production	Creative Critical Reflection skills	Analyse and evaluate own work
Use appropriate media language to communicate meaning to an intended audience	Use technical skills effectively to express and communicate ideas	Research, plan and apply knowledge and understanding	Use technical and creative skills to express and communicate ideas	Explain how meaning is created, supported with relevant textual evidence
10 marks	10 marks	10 marks	10 marks	10 marks
Basic use of media language shows minimal engagement with audience Production shows only basic understanding of intended audience, and may lack relevance as an appropriate film opening/ magazine	Production is basic, and shows minimal understanding of the codes and conventions of the genre Technical elements are limited in their success, and the production may not be complete	Basic research into appropriate professional products Limited planning meets few of the requirements of the brief Implementation of research shows minimal understanding of the key concepts	Creative Critical Reflections show basic technical skills throughout, with only one creative approach used to create reflections with limited appeal to the audience	Minimal understanding of how meaning is created, offering basic or obvious critical comments on the successes of their own products, with a minimal selection of examples Basic engagement with the four questions, uneven coverage is likely A basic understanding of the key concepts
1–2 marks	1–2 marks	1–2 marks	1–2 marks	1–2 marks
No creditable content	No creditable content	No creditable content	No creditable content	No creditable content
0 marks	0 marks	0 marks	0 marks	0 marks