

MEDIA STUDIES

Marks	Knowledge and Understanding (AO1)	Marks	Analysis and Interpretation (AO2)	Marks	Production Skills (AO3)
11-12 A	I have shown great skill in describing the media concepts and production techniques I have used in my production, using all the appropriate technical terminology correctly. I have carefully explained how the conditions, in which I produced my project (time, technology, teamwork etc,) affected the end result. My writing is sophisticated and individual: I use POINT-EXAMPLE-ANALYSIS well and add my own analysis to what I learned in class. I write carefully: my essay is logically organised with accurate SPG.	11-12	I have evaluated my production project in a sophisticated and convincing way. I have assessed how closely my project matches the appropriate forms and conventions. I have identified and analysed my representational choices and my project's suitability for its target audience. I have made thoughtful, independent connections between my practical work and media theory.	31-36	I am a skilled media producer. This shows in the detailed care in which I planned my work in pre-production. The project itself is original and convincing. I have used media technology with flair and creativity. In producing my text I have fully taken on the role of media institution, making appropriate decisions (about forms, conventions and distribution for example) on their behalf, and meeting the needs and expectations of my target audience.
9-10 B	I have described the media concepts and production techniques, I have used in my production, using some appropriate terminology correctly. My supporting account recognises how the conditions in which I produced my project (time, technology, teamwork etc.) affected the end result. I use POINT-EXAMPLE-ANALYSIS and my writing is clear. My essay is well organised with mostly accurate SPG.	9-10	My supporting account is thorough and detailed, evaluating my use of media concepts (including representation) and the project's appropriateness to its target audience. I have made connections between my practical work and the media theory I have learned. I can identify the strengths and weaknesses of the finished text, in relation to both production skills and media theory.	25-30	I am a competent media producer. I took time over the pre-production, planning the project carefully and creatively. I have used media technology competently, but could have been more creative in my approach. I have addressed my audience appropriately.
7-8 C	I have discussed the media concepts and production techniques, I have used in my production, using some appropriate terminology. I have also mentioned some of the conditions in which I produced my project, and the way these affected my work. I use POINT-EXAMPLE-ANALYSIS and my writing is clear. My essay is well organised. Occasional errors in SPG don't get in the way of what I'm trying to say.	7-8	My supporting account evaluates my project, recognising some areas where the work could be improved. I make some connections between my creative decisions and media concepts / theories.	19-24	I have planned and produced a finished, polished piece of work that uses the appropriate media conventions. I have used media technology competently, but could have been more creative in my approach. I have addressed my audience appropriately.
5-6 D	I have mentioned one or two media concepts or production techniques, but most of my supporting account is descriptive rather than analytical. I don't use technical terminology - or I use it incorrectly. I use POINT-EXAMPLE-ANALYSIS and my writing is clear. My essay is organised, and although my SPG isn't great, my meaning is usually clear.	5-6	I have attempted to connect media theory with practical skills, and my account offers some evaluation of the end of the product.	13-18	I have shown some evidence of planning, and have had a good try at producing a polished final text using media technology. I have tried to address my target audience, although I haven't got this quite right.
3-4 E/F	My supporting account is basically a diary of the production, when it should be an analysis. My SPG need more care, as they get in the way of what I'm trying to say.	3-4	I have described my work, but not really offered and evaluation. There is little evidence that I can connect media theories with my production choices, but I need more.	7-12	My project isn't really finished. I needed to take more time learning how to use media technology. I haven't planned properly, or shown any understanding of my target audience.
1-2 G	I have written a supporting account, but it doesn't show any understanding of concepts or production techniques. My spelling, punctuation and grammar are poor and make it difficult for others to understand what I'm trying to say.	1-2	My supporting account exists, but isn't finished or doesn't offer any evaluation or subject understanding.	1-6	I started my project, but didn't finish it, or produced something that wasn't appropriate for this coursework assignment. I haven't made an effort to use media technology.
0	I need to do some work, or bring the work I have done to school so my teacher can mark it.	0	I need to do some work, or bring the work I have done to school so my teacher can mark it.	0	I need to do some work, or bring the work I have done to school so my teacher can mark it.