

Unit 1:

Introduction to media processes and technical skills

Assessment & Grading Recording Sheet

Learner Name: Brandon Hobson

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	You have applied your understanding of a range of media processes to a range of media productions. You have demonstrated an excellent level of editing ability and been able to point to some excellent camera work on the Kelham Island Museum project. In the Tv studio were one of the key contributors to organizing the production and worked well as a camera operator listening and reacting to the director as appropriate. On all projects you have worked safely and been able to apply media processes best suited to the production type. In particular your Kelham Island Museum shots and contribution to the TV studio were to a very high standard and it would be good to push your self into the most demanding roles on future projects.
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	You have been able to identify the way that different communication methods convey meaning namely a fiction and factual piece. Your observations are very good about lighting and use of colour as well as observing the impact that this has on the overall show.
Has the student passed the Unit?	Pass: X	Referral:	Referral Actions:		

Unit 2:

Introduction to design and research skills in creative media production
Assessment & Grading Recording Sheet

To achieve a Pass grade the learner must achieve all of the following criteria;					
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 Critically compare a range of research tools, methods and skills.				X	You achieved very high standard as you have compared a range of tools, methods and skills. You have started off this unit by explaining the importance of research and by defining the different types. You have also touched on comparing these in this post. You have looked at the positive and negative aspects of these in detail and compared these, you have given examples and related this to the brief. Actions – N/A
2.1 Critically compare a range of primary and secondary research sources.				X	
3.1 Apply design and research tools, methods and skills to record and interpret information and develop ideas for creative production.			X		You have researched this fully looking at primary and secondary sources. You have produced a voxpop, questionnaire and looked at various sources such as the website and help for producing the promotional video. You have summed up and interpreted this well although you have not interpreted the Voxpop. You have though linked this directly to how this will help you when planning and completing your shoot.
3.2 Evaluate the effectiveness of design and research tools methods and skills.			X		You have evaluated the primary research that you undertook and done this in detail with examples to back these up. You also explained how this has influenced your shoot. In future makes sure that you reflect on all the reach including secondary. Well done and excellent start to the course though Brandon. You are working at a high level and can only improve over the year. I hope to see you achieve a merit at least for unit 8.
Has the student passed the Unit?	Pass: X		Referral:		Referral Actions:

Unit 3:

Introduction to professional practice in creative media production Assessment & Grading Recording Sheet

To achieve a Pass grade the learner must achieve all of the following criteria;					
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	You have included all of the information required for your production role infographic. You have chosen to communicate the details of a director using a poster. You've done this to a very high standard. The presentation is very clear and the blocks of information help with this clarity. You should be aware the centred text is often more difficult to read in a paragraph. This could have been left aligned in your first paragraph. You should always include a link to the original document. For example, if you created your poster in Word then you would create a pdf from the .doc and link to the pdf within your blog post.
2.1 Critically evaluate a range of working practices and methods				X	You have investigated and evaluated the types of work in the TV/film industry to a very high standard. You discussed a number of issues relating to freelance work although you could have added the references for the "tips". You analysed a couple of briefs and have a very good understanding of the key information contained in a brief and how this might impact on your own projects. You included images from the briefs in a gallery but these can't be enlarged so maybe pdf's would have been better. For example, you could copy the brief text into Word, highlight the key points and save the file as a pdf. This could then be added as a link into your post. You've discussed pros and cons of different contracts to a very high level, comparing them to each other and offering a summary of which contract you would seek for your own work.
2.2 Apply knowledge of working practices to support own development.				X	You have submitted all the projects unit 1. You discuss how you used the pre-production documentation and your knowledge of camera shots and continuity editing. You applied this to a very high standard in all your productions. You have discussed your role in the magazine programme (director) and what issues you had with the J&S production and what solutions you would put in place if you were to do a project like this in the future.
3.1 Organise self and work to meet deadlines and targets.				X	Part of these blog posts, for unit 3, was to reflect on all the practical exercises you were involved in over the first semester. This includes the Jody & Spencer project, the Kelham Island promotion and the TV studio magazine show. You did this to a very high level, for all 3 projects. At all times you have shown consideration for the group and this should be commended. You are extremely well organised and have completed projects before the deadlines. Well done Brandon, a faultless first semester.
3.2 Demonstrate consideration and professionalism in working with others.				X	
Has the student passed the Unit?	Pass: X		Referral:		Referral Actions:

Unit 4:

Critical and contextual awareness in creative media production

Assessment & Grading Recording Sheet

To achieve a Pass grade the learner must achieve all of the following criteria;

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 Compare a range of critical perspectives that influence the analysis of creative media production activities.				X	You fully understand and critically explain both genre and auteur theory. You seem very familiar with films and directors and you use technical terminology correctly.
1.2 Apply knowledge of critical perspectives that influence the analysis of creative media production activities.			X		The case studies are well developed, and again technical terminology is properly used. However, I'm not sure you focus much on Vaughn as a director himself. You seem to concentrate more on his collaborators.
1.3 Apply knowledge and understanding of critical perspectives to support own practice.				X	You reflect clearly and with insight on how both theories (genre and auteur) may affect your production. You manage to draw attention on how it's much easier to apply genre convention to a production, rather than auteur.
2.1 Critically compare a range of contexts within which creative media technology and production are situated.				X	There is a lot of interesting material here to show you understand the topic at hand. However, the comparison between low and big budget films doesn't seem strong enough, and some statements are not clear (<i>This movie is largely based around comedy so attention to detail within the boundaries of cinematography is not always fully taken notice of</i>). You could have pointed out that, initially, a film was referred to as a blockbuster only if it made a lot of money. Nowadays, on the other hand, studios make a film with the <i>intention of it being a blockbuster</i> . This is a huge difference.
2.2 Apply an understanding of a range of contextual parameters to support own creative development.			X		You understand the different production contexts and how they may affect a production. In terms of structuring the post, you could have, after briefly explain your project, started talking about the differences between working within a low budget and a big budget. You then give examples; and then discuss which context you worked in for your project and how it has affected your production.
Has the student passed the Unit?	Pass: X	Referral:	Referral Actions:		