

Unit 6:

Investigating visual production and technology

Assessment & Grading Recording Sheet

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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 Analyse the requirements and parameters of a visual-based problem in creative media production.				X	Your proposal is very detailed and shows a lot of thought has gone into what you plan to produce. You discussed your ideas for filming the opening sequence including consideration of how and why you would include certain sounds.
1.2 Apply research activities to support solutions to a visual-based problem in creative media production.				X	You have analysed 3 sequences and discuss several aspects like typography, graphics, film imagery and sound elements. You've done this to a very high level. You have experimented with a silhouette effect and the explosion test in front of the blue bin was very resourceful. Some of these techniques were successfully used in your final product. You carried out several interesting static and animated text demos in After Effects and have commented on their success. You have presented your mindmap of your chosen sin clearly on your blog post and summarised your initial research.
2.1 Demonstrate the ability to plan, organise and present solutions to a visual-based problem in creative media production.				X	You have presented a comprehensive shot list, equipment needs and notes for production. For future posts could you turn on "open in a new tab" on your pdf's. You presented all your title sequence solutions in a clear way within well organised blog posts.
2.2 Apply practical skills, understanding and methods to solve a visual-based problem in creative media production.				X	Your final product incorporates your own shot footage and soundtrack with After Effects titles. The final product of 40 seconds is for the sin "Greed" and incorporates all the key elements you would expect in a sequence. The sequence has a retro feel (Bond sequence) to it with the use of appropriate music that you composed, great tag lines, a simple colour theme and well shot green screen moving images. This is a very innovative piece of work. Well done.
3.1 Analyse the effectiveness of solutions to a visual-based problem in creative media production				X	You have demonstrated in your evaluation the ability to analyse effectively the different stages of your production with insightful comments about the research you did, the planning and your end product. You received some excellent feedback and constructive criticism from peers which you summarise thoroughly.
Overall Unit Grade				X	Overall comments
Has the student passed the Unit?	Pass: X	Referral:	Referral Actions:		