

Unit 10: Engaging with an Audience in Creative Media Production

Assessment & Grading Recording Sheet

Learner Name: Brandon Hobson

Date: 08.12.2017

Assessor: Luke Pietnik

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 Analyse the characteristics of the audience for a chosen creative media production activity.				X	You have written a detailed and informed audience analysis, which draws on relevant and specific examples from other social media campaigns and statistical data. You have done highly detailed research into crowd funding and social media campaigns and platforms, and drawn on this to develop strong ideas for your own campaign. Well done.
1.2 Interpret research activity to develop ideas and creative proposals for a chosen audience.				X	
2.1 Demonstrate independence in decision making in planning and developing creative solutions.				X	You have produced an extensive, well-planned and varied social media campaign, drawing on thematically and tonally appropriate content from other media providers and your own research, and including material from your film production. You have shown initiative and useful decision-making in planning and undertaking your campaign.
2.2 Select appropriate media and processes to communicate ideas for an identified audience.				X	
3.1 Critically evaluate creative solutions against identified audience characteristics.				X	Well done, Brandon. Your evaluation is highly detailed and discusses the success of your campaign and how effective it was in terms of audience engagement and draws on the audience analysis you did previously. You have also been able to comment on your own personal development, and draw conclusions about it based on what you have done during this unit and what you have learned from it.
3.2 Critically evaluate and reflect on learning to inform personal development.				X	
Has the student passed the Unit?	Pass: X		Referral:		Referral Actions: