



MEDIA PRODUCTION AND ANALYSIS
ATAR course

Audiovisual/digital/photography/print/radio
practical (production) marking key

2016

Marking keys are an explicit statement about what the examiner expects of candidates in the practical (production) examination. They are essential to fair assessment because their proper construction underpins reliability and validity.

The practical (production) marking key developed is used at an exemplar identification meeting and modified if necessary in the light of candidates' submissions.

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Criteria description		Marks	Total raw marks
PRODUCTION			28
Criterion 1: Audiovisual/print/photography/digital production genre/radio program format and/or style for all media forms			
Demonstrates a sophisticated representation of production genre/radio program format and/or style throughout the production.		9-10	
Demonstrates an effective representation of production genre/radio program format and/or style within the production.		7-8	
Demonstrates an informed representation of production genre/radio program format and/or style within the production.		5-6	
Demonstrates an inconsistent representation of production genre/radio program format and/or style within the production.		3-4	
Demonstrates limited evidence of production genre/radio program format and/or style within the production.		1-2	
Demonstrates no evidence of production genre/radio program format and/or style in the production.		0	
Criterion 1 total			10
Criterion 2: codes and conventions for all media forms			
Demonstrates sophisticated manipulation of codes and conventions, creating a distinctive style throughout the production		5	
Demonstrates effective manipulation of codes and conventions, creating a cohesive style within the production		4	
Demonstrates appropriate use of codes and conventions within the identified genre or style of the production		3	
Demonstrates inconsistent use of codes and conventions within the production		2	
Demonstrates limited use of codes and conventions within the production		1	
Demonstrates inappropriate use of codes and conventions in the production		0	
Criterion 2 total			5
Criterion 3: Primary role – media form specific			
Audiovisual			
Cinematographer		Editor	
Demonstrates consistent application of refined camera skills throughout the audiovisual production		Demonstrates consistent and refined editing skills throughout the audiovisual production	
Demonstrates proficient camera skills within the audiovisual production		Demonstrates proficient editing skills within the audiovisual production	
Demonstrates satisfactory camera skills within audiovisual production		Demonstrates satisfactory editing skills within the audiovisual production	
Demonstrates inconsistent camera skills within the audiovisual production		Demonstrates inconsistent editing skills within the audiovisual production.	
Demonstrates limited camera skills in the audiovisual production.		Demonstrates limited editing skills in the audiovisual production.	
Demonstrates inadequate level of camera skills required for the audiovisual production.		Demonstrates inadequate level of editing skills required for the audiovisual production.	
Digital			
Content producer		Visual designer	
Demonstrates consistent application of refined skills producing engaging content throughout the online production		Demonstrates consistently applied navigation and refined use of design elements throughout the online production	
Demonstrates proficient skills producing cohesive content within the online production		Demonstrates proficient use of navigation and design elements within the online production	
Demonstrates satisfactory skills in the production of content within the online production		Demonstrates satisfactory use of navigation and design elements within the online production	
Demonstrates inconsistent skills in the production of content within the online production		Demonstrates inconsistent navigation and design elements within the online production	
Demonstrates limited skills in the development of content within the online production.		Demonstrates limited navigation and/or design elements within the online production.	
Demonstrates inadequate skills in the production of content throughout the online production.		Demonstrates inadequate navigation and/or design in the online production.	
Radio			
Content producer		Audio engineer	
Demonstrates consistent application of refined radio skills producing engaging content throughout the radio production		Demonstrates consistent and refined sound editing skills throughout the radio production	
Demonstrates proficient radio skills producing cohesive content within the radio production		Demonstrates proficient sound editing skills within the radio production	
Demonstrates satisfactory radio skills within the radio production		Demonstrates satisfactory sound editing skills within the radio production	
Demonstrates inconsistent radio skills within the radio production		Demonstrates inconsistent sound editing skills within the radio production	
Demonstrates limited radio skills within the radio production		Demonstrates limited sound editing skills within the radio production	
Demonstrates inadequate radio skills in the radio production		Demonstrates inadequate sound editing skills in the radio production	
Photography			
Photographer		Image editor	
Demonstrates consistent application of refined camera skills throughout the photographic images		Demonstrates sophisticated image refinement throughout the photographic images	
Demonstrates proficient camera skills within the photographic images		Demonstrates proficient image refinement within the photographic images	
Demonstrates satisfactory camera skills within the photographic images		Demonstrates satisfactory image refinement within the photographic images	
Demonstrates inconsistent camera skills within the photographic images		Demonstrates inconsistent image refinement within the photographic images	
Demonstrates limited camera skills within the photographic images		Demonstrates limited image refinement within the photographic images	
Demonstrates inadequate level of camera skills in the photographic images.		Demonstrates inadequate application of image refinement in the photographic images.	

Print			
Content producer	Visual designer		
Demonstrates sophisticated and refined content throughout the print production	Demonstrates sophisticated layout and refined use of design elements throughout the print production	9-10	
Demonstrates proficient skills producing cohesive content within the print production	Demonstrates a proficient use of layout and design elements within the print production	7-8	
Demonstrates satisfactory skills in the production of content within the print production	Demonstrates satisfactory use of layout and design elements within the print production.	5-6	
Demonstrates inconsistent skills in the production of content within the print production.	Demonstrates inconsistent layout and design elements within the print production.	3-4	
Demonstrates limited skills in the development of content within the print production.	Demonstrates limited layout and/or design elements within the print production.	1-2	
Demonstrates inadequate content skills in the print production.	Demonstrates inadequate detail in the layout and/or design elements in the print production.	0	
		Criterion 3: Primary role total	10
Criterion 4: Secondary role – media form specific			
Audiovisual/Radio			
Nominated by the candidate			
Demonstrates effective application of skills applicable to the nominated role/s throughout the audiovisual/radio production.		3	
Demonstrates satisfactory application of skills applicable to the nominated role/s within the audiovisual/radio production.		2	
Demonstrates limited application of skills applicable to the nominated role/s within the audiovisual/radio production.		1	
Demonstrates no or inadequate application of skills applicable to the nominated role/s in the audiovisual/radio production.		0	
Digital			
Content producer	Visual designer		
Demonstrates effective use of content throughout the online production.	Demonstrates effective use of navigation and design skills throughout the online production.	3	
Demonstrates satisfactory use of content within the online production.	Demonstrates satisfactory navigation and design skills within the online production.	2	
Demonstrates limited use of content within the online production.	Demonstrates limited navigation and design skills within the online production.	1	
Demonstrates inadequate use content in the online production.	Demonstrates inadequate navigation and/or design skills in the online production.	0	
Photography			
Photographer	Image editor		
Demonstrates effective application of camera skills throughout the photographic images.	Demonstrates effective image refinement throughout the photographic images.	3	
Demonstrates satisfactory application of camera skills within the photographic images.	Demonstrates satisfactory image refinement within the photographic images.	2	
Demonstrates limited application of camera skills within the photographic images.	Demonstrates limited image refinement within the photographic images.	1	
Demonstrates inadequate application of camera skills in the photographic images.	Demonstrates inadequate application of image refinement in the photographic images.	0	
Print			
Content producer	Visual designer		
Demonstrates an effective use of content throughout the print production.	Demonstrates an effective use of layout and design skills throughout the print production.	3	
Demonstrates satisfactory use of content within the print production.	Demonstrates satisfactory layout and design skills within the print production.	2	
Demonstrates limited use of content within the print production.	Demonstrates limited layout and design skills within the print production.	1	
Demonstrates inadequate use of content in the print production.	Demonstrates inadequate layout and/or design skills in the print production.	0	
		Criterion 4: Secondary role total	3
		Marks	Total raw marks
INDIVIDUAL DOCUMENTATION OF PRODUCTION PROCESS FOR ALL CONTEXTS			14
Criterion 5: rationale and pre-production process (including details of the planning and research)			
Provides a detailed outline of the intent of the production and an informed explanation of the choices made in pre-production with a clear connection to audience context and associated values.		5-6	
Provides a general outline of the intent of the production and a suitable explanation of the choices made in pre-production, referring to audience context including values.		3-4	
Provides a basic outline of the production with an inadequate explanation of the choices made in pre-production or relationship to audience context.		1-2	
Provides no evidence of a rationale or explanation of choices made in pre-production or audience context and values.		0	
		Criterion 5 total	6
Criterion 6: application of production skills (including details of the primary and secondary role/s)			
Provides an insightful and comprehensive explanation of how and why the production skills have been applied.		4	
Provides a detailed description of how and why the production skills have been applied.		3	
Provides a general discussion of how and why the production skills have been applied.		2	
Provides a basic outline with a limited justification of how and/or why the production skills have been applied		1	
Provides no explanation of how and/or why the production skills have been applied.		0	
		Criterion 6 total	4
Criterion 7: reflection and evaluation of the production			
Provides an insightful and comprehensive reflection and evaluation of the production.		4	
Provides a detailed reflection and evaluation of production.		3	
Provides a general reflection and evaluation of the production.		2	
Provides a limited reflection and/or evaluation of the production.		1	
Provides no reflection or evaluation of the production.		0	
		Criterion 7 total	4
	Raw marks	Converted marks	
Production criteria (1,2,3,4) no conversion	28	28	
Documentation of production criteria (5, 6 & 7) to be converted	14	7	
TOTAL	42	35	