



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					
	JCTION		28		
Criterion 1: Audiovisual/print/photography/digital production genre/		9-10			
Demonstrates a sophisticated representation of production genre/radio program format and/or style throughout the production.					
Demonstrates an effective representation of production genre/radio program format and/or style within the production.					
Demonstrates an informed representation of production genre/radio program format and/or style within the production.					
Demonstrates an inconsistent representation of production genre/radio program format and/or style within the production. Demonstrates limited evidence of production genre/radio program format and/or style within the production.					
Demonstrates in file evidence of production genre/radio program format and/or style within the production.					
Demonstrates no evidence of production genre/radio program format and	Criterion 1 total	0	10		
Criterion 2: codes and conventions for all media forms					
Demonstrates sophisticated manipulation of codes and conventions, crea	ating a distinctive style throughout the production	5			
Demonstrates effective manipulation of codes and conventions, creating		4			
Demonstrates appropriate use of codes and conventions within the identified genre or style of the production					
Demonstrates inconsistent use of codes and conventions within the production					
Demonstrates limited use of codes and conventions within the production					
Demonstrates inappropriate use of codes and conventions in the production					
	Criterion 2 total		5		
Criterion 3: Primary role – media form specific					
Audiovisual					
Cinematographer	Editor				
Demonstrates consistent application of refined camera skills	Demonstrates consistent and refined editing skills throughout the	9-10			
hroughout the audiovisual production	audiovisual production				
Demonstrates proficient camera skills within the audiovisual production	Demonstrates proficient editing skills within the audiovisual production	7-8			
Demonstrates satisfactory camera skills within audiovisual production	Demonstrates satisfactory editing skills within the audiovisual	5-6			
	production		<u> </u>		
Demonstrates inconsistent camera skills within the audiovisual	Demonstrates inconsistent editing skills within the audiovisual	3-4			
production	production.	4.0			
Demonstrates limited camera skills in the audiovisual production.	Demonstrates limited editing skills in the audiovisual production.	1-2			
Demonstrates inadequate level of camera skills required for the audiovisual production.	Demonstrates inadequate level of editing skills required for the audiovisual production.	0			
Digital					
Content producer	Visual designer				
Demonstrates consistent application of refined skills producing	Demonstrates consistently applied navigation and refined use of design	9-10			
engaging content throughout the online production	elements throughout the online production	5 10			
Demonstrates proficient skills producing cohesive content within the	Demonstrates proficient use of navigation and design elements within	7-8			
online production	the online production				
Demonstrates satisfactory skills in the production of content within the	Demonstrates satisfactory use of navigation and design elements	5-6			
online production	within the online production				
Demonstrates inconsistent skills in the production of content within the	Demonstrates inconsistent navigation and design elements within the	3-4			
online production	online production				
Demonstrates limited skills in the development of content within the	Demonstrates limited navigation and/or design elements within the	1-2			
online production.	online production.	0			
Demonstrates inadequate skills in the production of content throughout the online production.	Demonstrates inadequate navigation and/or design in the online production.	0			
Radio Content producer	Audio engineer		<u> </u>		
Demonstrates consistent application of refined radio skills producing	Demonstrates consistent and refined sound editing skills throughout	9-10			
engaging content throughout the radio production	the radio production	5 10			
Demonstrates proficient radio skills producing cohesive content	Demonstrates proficient sound editing skills within the radio production	7-8	1		
within the radio production	,	-			
Demonstrates satisfactory radio skills within the radio production	Demonstrates satisfactory sound editing skills within the radio	5-6	Ì		
	production				
Demonstrates inconsistent radio skills within the radio production	Demonstrates inconsistent sound editing skills within the radio	3-4			
	production	4.0			
Demonstrates limited radio skills within the radio production	Demonstrates limited sound editing skills within the radio production	1-2			
Demonstrates inadequate radio skills in the radio production	Demonstrates inadequate sound editing skills in the radio production	0			
Photography					
Photographer	Image editor				
Demonstrates consistent application of refined camera skills	Demonstrates sophisticated image refinement throughout the	9-10			
hroughout the photographic images	photographic images	5 10			
Demonstrates proficient camera skills within the photographic images	Demonstrates proficient image refinement within the photographic	7-8	1		
	images				
Demonstrates satisfactory camera skills within the photographic	Demonstrates satisfactory image refinement within the photographic	5-6			
images	images				
	Demonstrates inconsistent image refinement within the photographic	3-4	1		
Demonstrates inconsistent camera skills within the photographic images	images				
Demonstrates inconsistent camera skills within the photographic	Demonstrates limited image refinement within the photographic images	1-2			
Demonstrates inconsistent camera skills within the photographic mages		1-2 0			

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Print Content producer	Visual de	signer					
Demonstrates sophisticated and refined content throughout the print			out and refined use of design elements	9-10			
production	throughout	Demonstrates sophisticated layout and refined use of design elements throughout the print production					
Demonstrates proficient skills producing cohesive content within the print production	print prod	Demonstrates a proficient use of layout and design elements within the print production		7-8 			
Demonstrates satisfactory skills in the production of content within he print production		Demonstrates satisfactory use of layout and design elements within the print production.					
Demonstrates inconsistent skills in the production of content within he print production.		Demonstrates inconsistent layout and design elements within the print		3-4			
Demonstrates limited skills in the development of content within the	Demonst	Demonstrates limited layout and/or design elements within the print					
print production. Demonstrates inadequate content skills in the print production.	Demonst	production. Demonstrates inadequate detail in the layout and/or design elements in					
	the print p	production.	Criterion 3: Primary role total		10		
Criterion 4: Secondary role – media form specific					10		
Audiovisual/Radio							
Nominated by the candidate Demonstrates effective application of skills applicable to the nominate	d role/s three	undout the audiovisua	l/radio production	3			
Demonstrates satisfactory application of skills applicable to the nominate				2			
Demonstrates limited application of skills applicable to the nominated				1			
Demonstrates no or inadequate application of skills applicable to the				0			
				Ū			
Digital							
Content producer	Visual d						
Demonstrates effective use of content throughout the online			avigation and design skills throughout	3			
production.		e production.		_	 		
Demonstrates satisfactory use of content within the online production	production. Demonstrates satisfactory navigation and design skills within the online production.		gation and design skills within the online	2			
Demonstrates limited use of content within the online production.	Demons	Demonstrates limited navigation and design skills within the online		1			
Demonstrates inadequate use content in the online production.	Demonst	production. Demonstrates inadequate navigation and/or design skills in the online					
	productio	on.					
Photography		Plan					
Photographer	Image e			0			
Demonstrates effective application of camera skills throughout the whotographic images.		trates effective image r	efinement throughout the photographic	3			
Demonstrates satisfactory application of camera skills within the		images. Demonstrates satisfactory image refinement within the photographic		2			
hotographic images. Demonstrates limited application of camera skills within the	images.	rates limited image ref	inement within the photographic images.	1			
hotographic images.		-		0			
Demonstrates inadequate application of camera skills in the photographic images.	nstrates inadequate application of camera skills in the graphic images. Demonstrates inadequate application of image refinement in the photographic images.						
Print							
Content producer	Visual d	esigner					
Demonstrates an effective use of content throughout the print		Demonstrates an effective use of layout and design skills throughout the		3			
production.	print pro	print production.					
Demonstrates satisfactory use of content within the print production.	Demonstrates satisfactory layout and design skills within the print production.			2			
emonstrates limited use of content within the print production. Demonstrates limited layout and design skills within the print production.							
Demonstrates inadequate use of content in the print production. Demonstrates inadequate layout and/or design skills in the print							
	productio	on.	Criterian A: Secondary role total		2		
			Criterion 4: Secondary role total		3 Tot		
				Marks	ra		
				Mai KS	ma		
INDIVIDUAL DOCUMENTATION OF PR	RODUCTION	PROCESS FOR ALL	CONTEXTS		14		
Criterion 5: rationale and pre-production process (including deta	ils of the p	lanning 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. 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.	-			1-2			
	ation of the c	noices mane in pre-pro	context.				
Provides a basic outline of the production with an inadequate explanation context.							
Provides a basic outline of the production with an inadequate explanation of the production of the production with an inadequate explanation of the production of the production with an inadequate explanation of the production of the production with an inadequate explanation of the production				0			
Provides a basic outline of the production with an inadequate explanation context. Provides no evidence of a rationale or explanation of choices made in	n pre-produc	tion or audience conte	Criterion 5 total		6		
Provides a basic outline of the production with an inadequate explanation context. Provides no evidence of a rationale or explanation of choices made in Criterion 6: application of production skills (including details of the second states o	n pre-produc	tion or audience conte	Criterion 5 total	0	6		
Provides a basic outline of the production with an inadequate explana- ontext. Provides no evidence of a rationale or explanation of choices made in Criterion 6: application of production skills (including details of the Provides an insightful and comprehensive explanation of how and wh	n pre-produc the primary by the produc	tion or audience conte and secondary role/s ction skills have been a	Criterion 5 total	0	6		
Provides a basic outline of the production with an inadequate explanation ontext. Provides no evidence of a rationale or explanation of choices made in Criterion 6: application of production skills (including details of the Provides an insightful and comprehensive explanation of how and whe Provides a detailed description of how and why the production skills h	n pre-produc the primary by the production nave been a	tion or audience conte and secondary role/s ction skills have been a oplied.	Criterion 5 total	0	6		
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TOTAL