Media Production and Analysis ATAR course

Audiovisual/digital/photography/ print/radio

Practical (production) marking key

2017

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.

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 types (Evidence of format and/or style in the production e.g. Film Noir, German Expressionism, Observational Documentary, etc.)		
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 types (Evidence in the codes and conventions: how symbolic, written, audio and technical codes have been used and how the conventions of a particular program format and/or style have been demonstrated)		
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 type specific		
Audiovisual		

Cinematographer	Editor	Marks	Total raw marks
Demonstrates consistent application of refined camera skills throughout the audiovisual production.	Demonstrates consistent and refined editing skills throughout the audiovisual production.	9-10	
Demonstrates proficient camera skills within the audiovisual production.	Demonstrates proficient editing skills within the audiovisual production.	7-8	
Demonstrates satisfactory camera skills within the audiovisual production.	Demonstrates satisfactory editing skills within the audiovisual production.	5-6	
Demonstrates inconsistent camera skills within the audiovisual production.	Demonstrates inconsistent editing skills within the audiovisual production.	3-4	
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	Marks	Total raw marks
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.	9-10	
Demonstrates proficient skills producing cohesive content within the online production.	Demonstrates proficient use of navigation and design elements within the online production.	7-8	
Demonstrates satisfactory skills in the production of content within the online production.	Demonstrates satisfactory use of navigation and design elements within the online production.	5-6	
Demonstrates inconsistent skills in the production of content within the online production.	Demonstrates inconsistent navigation and design elements within the online production.	3-4	
Demonstrates limited skills in the development of content within the online production.	Demonstrates limited navigation and/or design elements within the online production.	1-2	
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	Marks	Total raw marks
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.	9-10	
Demonstrates proficient radio skills producing cohesive content within the radio production.	Demonstrates proficient sound editing skills within the radio production.	7-8	
Demonstrates satisfactory radio skills within the radio production.	Demonstrates satisfactory sound editing skills within the radio production.	5-6	
Demonstrates inconsistent radio skills within the radio production.	Demonstrates inconsistent sound editing skills within the radio production.	3-4	
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	Marks	Total raw marks
Demonstrates consistent application of refined camera skills throughout the photographic images.	Demonstrates sophisticated image refinement throughout the photographic images.	9-10	
Demonstrates proficient camera skills within the photographic images.	Demonstrates proficient image refinement within the photographic images.	7-8	
Demonstrates satisfactory camera skills within the photographic images.	Demonstrates satisfactory image refinement within the photographic images.	5-6	
Demonstrates inconsistent camera skills within the photographic images.	Demonstrates inconsistent image refinement within the photographic images.	3-4	
Demonstrates limited camera skills within the photographic images.	Demonstrates limited image refinement within the photographic images.	1-2	
Demonstrates inadequate level of camera skills in the photographic images.	Demonstrates inadequate application of image refinement in the photographic images.	0	

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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 type 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 SUBMISSIONS		**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 **(including how your personal expression/intention has been realised in the production)**		
Provides an insightful and comprehensive reflection and evaluation of the production.	4	
Provides a detailed reflection and evaluation of the 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**