Media Production and Analysis
Audiovisual/digital/ photography/print/radio
ATAR course
Practical (production) examination marking key

2021

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

Acknowledgement of Country

Kaya. The School Curriculum and Standards Authority (the Authority) acknowledges that our offices are on Whadjuk Noongar boodjar and that we deliver our services on the country of many traditional custodians and language groups throughout Western Australia. The Authority acknowledges the traditional custodians throughout Western Australia and their continuing connection to land, waters and community. We offer our respect to Elders past and present.

Criteria description		
Production		
Criterion 1: Conventions for selected media type		**Marks**
Demonstrates a sophisticated representation of conventions (genre and/or style and/or narrative) reflecting the course syllabus throughout the production.		9–10
Demonstrates an effective representation of conventions (genre and/or style and/or narrative) within the production.		7–8
Demonstrates an informed representation of conventions (genre and/or style and/or narrative) within the production.		5–6
Demonstrates an inconsistent representation of conventions (genre and/or style and/or narrative) within the production.		3–4
Demonstrates limited evidence of conventions (genre and/or style and/or narrative) within the production.		1–2
Demonstrates no evidence of conventions (genre and/or style and/or narrative) in the production.		0
	Subtotal	**10**
Criterion 2: Codes for selected media type (Manipulation of symbolic, written, audio and technical codes)		
Demonstrates sophisticated manipulation of codes throughout the production.		9–10
Demonstrates effective manipulation of codes within the production.		7–8
Demonstrates appropriate use of codes within the production.		5–6
Demonstrates inconsistent use of codes within the production.		3–4
Demonstrates limited use of codes within the production.		1–2
Demonstrates inappropriate use of codes in the production.		0
	Subtotal	**10**
Criterion 3: Primary role – media type specific		
Audiovisual		
Cinematographer	**Editor**	
Demonstrates sophisticated application and refined camera skills throughout the audiovisual production.	Demonstrates sophisticated 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**	
Demonstrates sophisticated application and refined skills producing engaging content throughout the digital production.	Demonstrates sophisticated applied navigation and refined use of design elements throughout the digital production.	9–10
Demonstrates proficient skills producing cohesive content within the digital production.	Demonstrates proficient use of navigation and design elements within the digital production.	7–8
Demonstrates satisfactory skills in the production of content within the digital production.	Demonstrates satisfactory use of navigation and design elements within the digital production.	5–6
Demonstrates inconsistent skills in the production of content within the digital production.	Demonstrates inconsistent navigation and design elements within the digital production.	3–4
Demonstrates limited skills in the development of content within the digital production.	Demonstrates limited navigation and/or design elements within the digital production.	1–2
Demonstrates inadequate skills in the production of content throughout the digital production.	Demonstrates inadequate navigation and/or design in the digital production.	0
Radio		
Content producer	**Audio engineer**	
Demonstrates sophisticated application and refined radio skills producing engaging content throughout the radio production.	Demonstrates sophisticated 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**	
Demonstrates sophisticated application and refined camera skills throughout the photographic images.	Demonstrates sophisticated image refinement and image editing 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

Criteria description		
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
	Subtotal	**10**
Criterion 4: Secondary role – media type specific		
Audiovisual/Radio		
Nominated by the candidate		
Demonstrates sophisticated and refined application of skills applicable to the nominated role/s throughout the production.		5
Demonstrates proficient application of skills applicable to the nominated role/s within the production.		4
Demonstrates satisfactory application of skills applicable to the nominated role/s within the production.		3
Demonstrates inconsistent application of skills applicable to the nominated role/s within the production.		2
Demonstrates limited application of skills applicable to the nominated role/s within the production.		1
Demonstrates no or inadequate application of skills applicable to the nominated role/s in the production.		0
Digital		
Content producer	**Visual designer**	
Demonstrates sophisticated application and refined skills producing engaging content throughout the digital production.	Demonstrates sophisticated applied navigation and refined use of design elements throughout the digital production.	5
Demonstrates proficient skills producing cohesive content within the digital production.	Demonstrates proficient use of navigation and design elements within the digital production.	4
Demonstrates satisfactory skills in the production of content within the digital production.	Demonstrates satisfactory use of navigation and design elements within the digital production.	3
Demonstrates inconsistent skills in the production of content within the digital production.	Demonstrates inconsistent navigation and design elements within the digital production.	2
Demonstrates limited skills in the development of content within the digital production.	Demonstrates limited navigation and/or design elements within the digital production.	1
Demonstrates inadequate skills in the production of content throughout the digital production.	Demonstrates inadequate navigation and/or design in the digital production.	0
Photography		
Photographer	**Image editor**	
Demonstrates sophisticated application and refined camera skills throughout the photographic images.	Demonstrates sophisticated image refinement and image editing throughout the photographic images.	5
Demonstrates proficient camera skills within the photographic images.	Demonstrates proficient image refinement within the photographic images.	4
Demonstrates satisfactory camera skills within the photographic images.	Demonstrates satisfactory image refinement within the photographic images.	3
Demonstrates inconsistent camera skills within the photographic images.	Demonstrates inconsistent image refinement within the photographic images.	2
Demonstrates limited camera skills within the photographic images.	Demonstrates limited image refinement within the photographic images.	1
Demonstrates inadequate level of camera skills in the photographic images.	Demonstrates inadequate application of image refinement in the photographic images.	0
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.	5
Demonstrates proficient skills producing cohesive content within the print production.	Demonstrates a proficient use of layout and design elements within the print production.	4
Demonstrates satisfactory skills in the production of content within the print production.	Demonstrates satisfactory use of layout and design elements within the print production.	3
Demonstrates inconsistent skills in the production of content within the print production.	Demonstrates inconsistent layout and design elements within the print production.	2
Demonstrates limited skills in the development of content within the print production.	Demonstrates limited layout and/or design elements within the print production.	1
Demonstrates inadequate content skills in the print production.	Demonstrates inadequate detail in the layout and/or design elements in the print production.	0
	Subtotal	**5**
	Total	**35**