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| Interim Unit Assessment RecordBtec National Diploma Creative Media Production (Television & Film) |
| Learner Name: | Emily Hales |
| Unit No: 2 | Unit Title:  | Communication Skills for Creative Media Production |
| Assignments contributing to this assessment: Advertisement for Television assignments 1 and 2, Research Techniques,   |
| Assignment Nos:  |  Media 30 |
| Assessment of this unit will be based on the work you do for this assignment. However, if you have produced any other work which demonstrates a higher level of achievement in relation to any of the grading criteria, that work will be taken into account in awarding your final grade for the unit. |
|  | Grading Criteria | Date achieved | Evidence submitted | Assessor comments |
| P1 | use appropriate techniques to extract relevant information from written sources |  |  |  |
| M1 | use appropriate techniques to extract information from written sources with some precision |  |  |  |
| D1 | use appropriate techniques to extract comprehensive information from written sources |  |  |  |
| P2 | present a media production report which conveys relevant information [IE] |  | Presentations 1 and 2 for unit 30 | See below |
| M2 | present a structured and detailed media production report which conveys information and explains conclusions with clarity |  | Presentation 2 for unit 30See witness statement | Presentation 2 took the feedback from peers and tutor to develop the 2nd stronger presentation which increased the level of explanation and exemplification. |
| D2 | present a well-structured and substantial media production report which conveys information with precise exemplification and justifies conclusions with supporting arguments |  |  |  |
| P3 | review reports to make changes with occasional beneficial effects [RL] |  | Presentations 1 and 2 for unit 30 Evaluation and essay for unit 30 | See below |
| M3 | review reports to make changes with frequent beneficial effects |  | Presentations 1 and 2 for unit 30 Evaluation and essay for unit 30 | There are still occasional errors in work after development and proof reading but Emily is clearly using appropriate strategies for development and improvement of writing. |
| D3 | review reports to make changes with consistently beneficial effects |  |  |  |
| P4 | deploy and manage appropriate technology to pitch a media production proposal [SM] |  | Presentation 1 and 2 for unit 30 | See below |
| M4 | deploy and manage technology to pitch amedia production proposal effectively and with some imagination |  | Presentation 2 for unit 30 | Emily’s presentation contained appropriate support materials of various forms, was consistent and used appropriate formats and transitions. |
| D4 | deploy and manage technology to pitch a media production proposal with creativity and flair and to near-professional standards |  |  |  |
| P5 | employ appropriate forms of address in amedia production pitch to communicate ideas. [CT] |  | Presentation 1 and 2 for unit 30Recording and observation statements | See below |
| M5 | employ forms of address in a media production pitch to communicate ideas effectively. |  | Presentation 2 for unit 30Observation statement | Emily’s delivery was appropriately formal and clear using the correct register and engaging audience. |
| D5 | employ forms of address in a media production pitch with flair to communicate ideas with impact. |  |  |  |
| General comments and suggestions for further development:We need to see more evidence of proof reading to really confirm any more than a Merit Emily and work would need to be developed to a more accurate standard. I need to see more evidence for strand 1 to be able to grade this effectively. Reading for info – copying and pasting and annotating. I imagine your Understanding TV and Film unit (8) or your Film Studies unit (26) should provide this.Ensure the redrafts of your evaluation and your essay maintain and further indicate the high level of proof reading for development in order to perhaps improve your strand 3 grade.Assessor signature and date: Deb Lemmer Feb 2012  |
| Learner’s notes:Learner’s signature and date: |
| Internal verifier’s notes:IV’s signature and date: |