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| Interim Unit Assessment Record  Btec National Diploma Creative Media Production (Television & Film) | | | | | | |
| Learner Name: | | Emily | | | | |
| Unit No: 30 | | Unit Title: | | | Advertisement Production for TV | |
| Assignments contributing to this assessment: Advertisement Production for TV | | | | | | |
| 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 | Describe structures and techniques of television advertisements with some appropriate use of subject terminology | | Jan 2011 | <http://emilyhales2.tumblr.com>  <http://emilyhalesmedia.weebly.com/tv-commercial.html> | | FAIL. Emily I can’t find your essay or fears & weaknesses work in either of these places and I’ve looked at 1st drafts of each so know they exist. Please upload them so I can grade them accordingly prior to final deadline. |
| M1 | Explain structures and techniques of television advertisements with reference to detailed illustrative examples and with generally correct use of subject terminology | |  |  | |  |
| D1 | Comprehensively explain structures and techniques of television advertisements with elucidated examples and consistently using subject terminology correctly | |  |  | |  |
| P2 | Originate and develop an idea for a television advertisement working within appropriate conventions and with some assistance | |  |  | |  |
| M2 | Originate and develop an idea for a television advertisement showing some imagination and with only occasional assistance | | April 2011 | Research stixy link for Cadbury doesn’t work?  <http://emilyhalesmedia.weebly.com/tv-commercial.html> | | Various presentations stixy’s, slideshares show the thorough development of ideas here from their earliest stages. |
| D2 | Originate and develop an idea for a television advertisement showing creativity and flair and working independently to professional expectations | |  |  | |  |
| P3 | Produce a television advertisement working within appropriate conventions and with some assistance. | |  |  | |  |
| M3 | Produce a television advertisement to a good technical standard showing some imagination with only occasional assistance. | | June 2011 | <http://emilyhalesmedia.weebly.com/tv-commercial.html> | | Final product targets appropriate audience using weakness envy effectively. Appropriate product placement shots etc. |
| D3 | Produce a television advertisement to a technical quality that reflects near- professional standards showing creativity and flair and working independently to professional expectations | |  |  | |  |
| P4 | Comment on own television advertisement production work with some appropriate use of subject terminology. | |  |  | |  |
| M4 | Explain own television advertisement production work with reference to detailed illustrative examples and generally correct use of subject terminology. | |  |  | |  |
| D4 | Critically evaluate own television advertisement  production work in the context of professional practice, with elucidated examples and consistently using subject terminology correctly. | |  |  | |  |
| General comments and suggestions for further development:  Emily your thorough approach facilitates the Merit at the moment in terms of quality – but I need to access the strand 1 work which I know you have to be able to mark properly. Please ensure it’s uploaded prior to final deadline and the showcase in the new building. I’m pleased to see I could find the beginning of your review and evaluation of this project ready for the audience feedback for the showcase.  Assessor signature and date: June 2011 | | | | | | |
| Learner’s notes: I will add my strand one as I haven’t uploaded. Throughout the unit I think I did well and independently.  Learner’s signature and date: | | | | | | |
| Internal verifier’s notes:  IV’s signature and date: | | | | | | |