

Unit 10: Engaging with an Audience in Creative Media Production

Assessment & Grading Recording Sheet

To achieve a Pass grade the learner must achieve all of the following criteria;

Learner Name: **Corey Roberts**

Assessor: **Sally Johnson**

Date: **18.12.18**

Assessment Criteria for PASS <small>R= Referral, S = satisfactory, HS = High Standard, VHS = Very High Standard</small>	R	S	HS	VHS	Summary of Evidence/Reason for Referral
1.1 Analyse the characteristics of the audience for a chosen creative media production activity.			X		You have looked into trends with SM and referenced these. Your write up about the survey is good, but your focus group is not really helping. It's more of an interview about what other people are using to promote their film. It was supposed to be about the trends of social media. I would have thought you would ask questions like which SM do you use, when do you most go on the platform. What types of posts catch your eye etc. I wouldn't bother adding to this though now as your survey is ok. Your social media campaigns for exiting films is quite brief though, you could have broken down what the content is, how they have interacted with their audience – what sort of posts they have put up etc. what are the different ways that you can use FB and Instagram to engage with the audience. The crowdfunding section is good but you were asked to sum up what you had found out when completing this post and how it had influenced the social media you chose and the types of posts you uploaded. It is clear that you did not read the interim feedback and act on this. It's a shame as you would have been on for a VHS if you had done this.
1.2 Interpret research activity to develop ideas and creative proposals for a chosen audience.		X			
2.1 Demonstrate independence in decision making in planning and developing creative solutions.		X			Your plan was not very detailed, you could have added a lot more to this. You really seemed to engage with the SM though and created some interesting posts and gained a lot of followers. You also interacted with other pages and received comments about your film through this. You worked hard on this part of the assignment. Well done.
2.2 Select appropriate media and processes to communicate ideas for an identified audience.				X	
3.1 Critically evaluate creative solutions against identified audience characteristics.				X	Your evaluation is really well put together, you have talked in detail about how you engaged them with your social media and what you would do differently if you were to do this again. <i>Your target grade is a Merit, you are more than capable of achieving this if you work on the feedback I give you in future.</i>
3.2 Critically evaluate and reflect on learning to inform personal development.				X	
Has the student passed the unit?	Pass: X		Referral:		Referral Actions: