

Assessment criteria for Component 3

AO3: Practical Application		40 marks	AO2: Evaluation	10 marks
Production skills		Apply knowledge and understanding of key concepts to a production	Analyse and evaluate own work	
Use appropriate media language to communicate meaning to an intended audience	Use technical skills effectively to express and communicate ideas	Research, plan and apply knowledge and understanding	Explain how meaning is created, supported with relevant textual evidence	
15 marks	15 marks	10 marks	10 marks	
Sophisticated use of media language shows insightful engagement with audience Production targets intended audience with sophistication, and the major and minor tasks are sophisticated and convincing	Production is sophisticated, highly appropriate, and accurately follows or knowingly subverts the codes and conventions of the genre Technical elements are sophisticatedly handled and the production is finished to a high standard across all tasks	Sophisticated research into appropriate professional products Varied and detailed planning fully meeting the requirements of the brief Sophisticated implementation of research shows insightful understanding of the key concepts	Sophisticated understanding of how meaning is created, offering insightful critical comments on the successes of their own product, fully supported with a wide range of examples Sophisticated engagement with all four questions A sophisticated understanding of the key concepts	
13–15 marks	13–15 marks	9–10 marks	9–10 marks	
Effective use of media language shows appropriate engagement with audience Production targets intended audience effectively, and is effective in convincing	Production is effective, and effectively follows or subverts the codes and conventions of the genre Technical elements are effectively handled and the production is mostly finished to a high standard across all tasks	Thorough research into appropriate professional products Effective planning appropriate to the requirements of the brief Thorough implementation of research shows effective understanding of the key concepts	Thorough understanding of how meaning is created, offering appropriate critical comments on the successes of their own products, effectively supported with a range of examples Thorough engagement with all four questions An effective understanding of the key concepts	
10–12 marks	10–12 marks	7–8 marks	7–8 marks	

Continued

AO3: Practical Application				AO2: Evaluation	
Production skills		Apply knowledge and understanding of key concepts to a production		Analyse and evaluate own work	
Use appropriate media language to communicate meaning to an intended audience	Use technical skills effectively to express and communicate ideas	Research, plan and apply knowledge and understanding	Explain how meaning is created, supported with relevant textual evidence		
15 marks	15 marks	10 marks	10 marks		
<p>Clear use of media language shows some engagement with audience</p> <p>Production targets intended audience appropriately, and is mostly convincing</p>	<p>Production is appropriate, and mostly follows or subverts the codes and conventions of the genre</p> <p>Technical elements are effectively handled and the production is sometimes finished to a high standard. The finish may be inconsistent across all tasks, and content may be repetitive</p>	<p>Clear research into appropriate professional products</p> <p>Appropriate planning meets the requirements of the brief</p> <p>Implementation of research shows clear understanding of the key concepts</p>	<p>Clear understanding of how meaning is created, offering appropriate critical comments on the successes of their own products, appropriately supported with examples</p> <p>Clear engagement with all four questions</p> <p>A clear understanding of the key concepts</p>		
7–9 marks	7–9 marks	5–6 marks	5–6 marks		
<p>Limited use of media language shows general engagement with audience</p> <p>Production simply targets intended audience, and is generally appropriate</p>	<p>Production is limited, and generally follows or subverts the codes and conventions of the genre, with limited success</p> <p>Technical elements are generally handled appropriately, and the major and minor tasks are complete. The minor tasks may rely heavily on repetition of content from the major task, or each other</p>	<p>Limited research into appropriate professional products</p> <p>Generally appropriate planning meeting some of the requirements of the brief</p> <p>Implementation of research shows limited understanding of the key concepts</p>	<p>Limited understanding of how meaning is created, offering appropriate critical comments on the successes of their own products, generally supported with limited examples</p> <p>Limited engagement with the questions, with some uneven coverage</p> <p>A limited understanding of the key concepts</p>		
4–6 marks	4–6 marks	3–4 marks	3–4 marks		
<p>Basic use of media language shows minimal engagement with audience</p> <p>Production shows only basic understanding of intended audience, and may lack relevance to the major and minor tasks</p>	<p>Production is basic, and shows minimal understanding of the codes and conventions of the genre</p> <p>Technical elements are limited in their success, and the major and/or minor tasks may not be complete</p>	<p>Basic research into appropriate professional products</p> <p>Limited planning meets few of the requirements of the brief</p> <p>Implementation of research shows minimal understanding of the key concepts</p>	<p>Minimal understanding of how meaning is created, offering basic or obvious critical comments on the successes of their own products, with a minimal selection of examples</p> <p>Basic engagement with the four questions, uneven coverage is likely</p> <p>A basic understanding of the key concepts</p>		
1–3 marks	1–3 marks	1–2 marks	1–2 marks		
No creditable content	No creditable content	No creditable content	No creditable content		
0 marks	0 marks	0 marks	0 marks		