

## Media Production and Analysis ATAR course

## Audiovisual/digital/photography/ print/radio

Practical (production) marking key 2019

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

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Criteria o	description	Marks	Total raw marks
PROD	UCTION		28
Criterion 1: Audiovisual/digital/photography/print/production genre	e/radio program format and/or style for all media types		
(Evidence of format and/or style in the production e.g. Film Noir, Ger	man Expressionism, Observational Documentary, etc.)		
Demonstrates a sophisticated representation of production genre/radio		9-10	
Demonstrates an effective representation of production genre/radio proថ្		7-8	
Demonstrates an informed representation of production genre/radio pro		5-6	
ا Demonstrates an inconsistent representation of production genre/radio		3-4	
Demonstrates limited evidence of production genre/radio program forma		1-2	
Demonstrates no evidence of production genre/radio program format an		0	
Criterion 2: Codes and conventions for all media types (Evidence in the codes and conventions: how symbolic, written, audi particular program format and/or style have been demonstrated)	o and technical codes have been used and how the conventions of a		10
Demonstrates sophisticated manipulation of codes and conventions, creating a distinctive style throughout the production		5	
Demonstrates effective manipulation of codes and conventions, creating a cohesive style within the production		4	
Demonstrates appropriate use of codes and conventions within the iden		3	
Demonstrates inconsistent use of codes and conventions within the pro-	•	2	
Demonstrates limited use of codes and conventions within the production	on	1	
Demonstrates inappropriate use of codes and conventions in the produc	ction	0	
	Criterion 2 total		5
Criterion 3: Primary role – media type specific			
Audiovisual			
Cinematographer	Editor		<del>                                     </del>
Demonstrates consistent application of refined camera skills hroughout the audiovisual production	Demonstrates consistent 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	Viewel designer		
Content producer  Demonstrates consistent application of refined skills producing	Visual designer  Demonstrates consistently applied navigation and refined use of design	9-10	
engaging content throughout the digital production	elements throughout the digital production		
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	Demonstrates limited navigation and/or design elements within the	1-2	
digital production  Demonstrates inadequate skills in the production of content throughout	digital production  Demonstrates inadequate navigation and/or design in the digital	0	
he digital production	production		
Radio			
Content producer	Audio engineer		
Demonstrates consistent application of refined radio skills producing	Demonstrates consistent and refined sound editing skills throughout	9-10	
engaging content throughout the radio production  Demonstrates proficient radio skills producing cohesive content within	the radio production.  Demonstrates proficient sound editing skills within the radio production.	7-8	
he radio production			
	Ligraphore and a contract of the contract of t	5-6	ĺ
Demonstrates satisfactory radio skills within the radio production	Demonstrates satisfactory sound editing skills within the radio production		
Demonstrates satisfactory radio skills within the radio production		3-4	
Demonstrates satisfactory radio skills within the radio production  Demonstrates inconsistent radio skills within the radio production	production  Demonstrates inconsistent sound editing skills within the radio production  Demonstrates limited sound editing skills within the radio production	3-4 1-2	
Demonstrates satisfactory radio skills within the radio production  Demonstrates inconsistent radio skills within the radio production  Demonstrates limited radio skills within the radio production	production  Demonstrates inconsistent sound editing skills within the radio production		
Demonstrates satisfactory radio skills within the radio production  Demonstrates inconsistent radio skills within the radio production  Demonstrates limited radio skills within the radio production  Demonstrates inadequate radio skills in the radio production  Photography	production  Demonstrates inconsistent sound editing skills within the radio production  Demonstrates limited sound editing skills within the radio production  Demonstrates inadequate sound editing skills in the radio production	1-2	
Demonstrates satisfactory radio skills within the radio production  Demonstrates inconsistent radio skills within the radio production  Demonstrates limited radio skills within the radio production  Demonstrates inadequate radio skills in the radio production  Photography  Photographer	production  Demonstrates inconsistent sound editing skills within the radio production  Demonstrates limited sound editing skills within the radio production  Demonstrates inadequate sound editing skills in the radio production  Image editor	1-2 0	
Demonstrates satisfactory radio skills within the radio production  Demonstrates inconsistent radio skills within the radio production  Demonstrates limited radio skills within the radio production  Demonstrates inadequate radio skills in the radio production  Photography  Photographer  Demonstrates consistent application of refined camera skills throughout the photographic images	production  Demonstrates inconsistent sound editing skills within the radio production  Demonstrates limited sound editing skills within the radio production  Demonstrates inadequate sound editing skills in the radio production  Image editor  Demonstrates sophisticated image refinement throughout the photographic images	9-10	
Demonstrates satisfactory radio skills within the radio production  Demonstrates inconsistent radio skills within the radio production  Demonstrates limited radio skills within the radio production  Demonstrates inadequate radio skills in the radio production  Photography  Photographer  Demonstrates consistent application of refined camera skills throughout the photographic images	production  Demonstrates inconsistent sound editing skills within the radio production  Demonstrates limited sound editing skills within the radio production  Demonstrates inadequate sound editing skills in the radio production  Image editor  Demonstrates sophisticated image refinement throughout the	1-2 0	
Demonstrates satisfactory radio skills within the radio production  Demonstrates inconsistent radio skills within the radio production  Demonstrates limited radio skills within the radio production  Demonstrates inadequate radio skills in the radio production  Photography Photographer  Demonstrates consistent application of refined camera skills throughout the photographic images  Demonstrates proficient camera skills within the photographic images  Demonstrates satisfactory camera skills within the photographic	production  Demonstrates inconsistent sound editing skills within the radio production  Demonstrates limited sound editing skills within the radio production  Demonstrates inadequate sound editing skills in the radio production  Image editor  Demonstrates sophisticated image refinement throughout the photographic images  Demonstrates proficient image refinement within the photographic images  Demonstrates satisfactory image refinement within the photographic	9-10	
Demonstrates satisfactory radio skills within the radio production  Demonstrates inconsistent radio skills within the radio production  Demonstrates limited radio skills within the radio production  Demonstrates inadequate radio skills in the radio production  Photography Photographer  Demonstrates consistent application of refined camera skills throughout the photographic images  Demonstrates proficient camera skills within the photographic images  Demonstrates satisfactory camera skills within the photographic images  Demonstrates inconsistent camera skills within the photographic	production  Demonstrates inconsistent sound editing skills within the radio production  Demonstrates limited sound editing skills within the radio production  Demonstrates inadequate sound editing skills in the radio production  Image editor  Demonstrates sophisticated image refinement throughout the photographic images  Demonstrates proficient image refinement within the photographic images  Demonstrates satisfactory image refinement within the photographic images  Demonstrates inconsistent image refinement within the photographic images	9-10 7-8	
Demonstrates satisfactory radio skills within the radio production  Demonstrates inconsistent radio skills within the radio production  Demonstrates limited radio skills within the radio production  Demonstrates inadequate radio skills in the radio production  Photography Photographer  Demonstrates consistent application of refined camera skills throughout the photographic images  Demonstrates proficient camera skills within the photographic images  Demonstrates satisfactory camera skills within the photographic mages  Demonstrates inconsistent camera skills within the photographic mages	Demonstrates inconsistent sound editing skills within the radio production  Demonstrates limited sound editing skills within the radio production  Demonstrates inadequate sound editing skills in the radio production  Image editor  Demonstrates sophisticated image refinement throughout the photographic images  Demonstrates proficient image refinement within the photographic images  Demonstrates satisfactory image refinement within the photographic images  Demonstrates inconsistent image refinement within the photographic images	9-10 7-8 5-6 3-4	
Demonstrates satisfactory radio skills within the radio production  Demonstrates inconsistent radio skills within the radio production  Demonstrates limited radio skills within the radio production  Demonstrates inadequate radio skills in the radio production  Photography Photographer  Demonstrates consistent application of refined camera skills throughout the photographic images  Demonstrates proficient camera skills within the photographic images	production  Demonstrates inconsistent sound editing skills within the radio production  Demonstrates limited sound editing skills within the radio production  Demonstrates inadequate sound editing skills in the radio production  Image editor  Demonstrates sophisticated image refinement throughout the photographic images  Demonstrates proficient image refinement within the photographic images  Demonstrates satisfactory image refinement within the photographic images  Demonstrates inconsistent image refinement within the photographic images	9-10 7-8 5-6	

Print Content producer	Visual designer		
Demonstrates sophisticated and refined content throughout the print	Demonstrates sophisticated layout and refined use of design elements	9-10	
production  Demonstrates proficient skills producing cohesive content within the	throughout the print production  Demonstrates a proficient use of layout and design elements within the	7-8	
print production  Demonstrates satisfactory skills in the production of content within	print production  Demonstrates satisfactory use of layout and design elements within the	5-6	
the print production  Demonstrates inconsistent skills in the production of content within	print production  Demonstrates inconsistent layout and design elements within the print	3-4	
the print production  Demonstrates limited skills in the development of content within the	production  Demonstrates limited layout and/or design elements within the print	1-2	
print production	production		
Demonstrates inadequate content skills in the print production	Demonstrates inadequate detail in the layout and/or design elements in the print production	0	
Criterion 4: Secondary role – media type specific	Criterion 3: Primary role total		10
Audiovisual/Radio			
Nominated by the candidate  Demonstrates effective application of skills applicable to the nominated	d role/s throughout the audiovisual/radio production	3	
Demonstrates satisfactory application of skills applicable to the nominal		2	
Demonstrates limited application of skills applicable to the nominated		1	
Demonstrates no or inadequate application of skills applicable to the n	ominated role/s in the audiovisual/radio production	0	
Digital			
Content producer  Demonstrates effective use of content throughout the digital	Visual designer  Demonstrates effective use of navigation and design skills throughout	3	
production	the digital production	3	
Demonstrates satisfactory use of content within the digital production	Demonstrates satisfactory navigation and design skills within the digital production	2	
Demonstrates limited use of content within the digital production	Demonstrates limited navigation and design skills within the digital production	1	
Demonstrates inadequate use content in the digital production	Demonstrates inadequate navigation and/or design skills in the digital	0	
	production		
Photographer Photographer	Image editor		
Demonstrates effective application of camera skills throughout the	Demonstrates effective image refinement throughout the photographic	3	
photographic images	images		
Demonstrates satisfactory application of camera skills within the photographic images	Demonstrates satisfactory image refinement within the photographic images	2	
Demonstrates limited application of camera skills within the photographic images	Demonstrates limited image refinement within the photographic images	1	
Demonstrates inadequate application of camera skills in the photographic images	Demonstrates inadequate application of image refinement in the photographic images	0	
Print	Wassel designer		
Content producer  Demonstrates an effective use of content throughout the print	Visual designer  Demonstrates an effective use of layout and design skills throughout the	3	
production  Demonstrates satisfactory use of content within the print production	print production.  Demonstrates satisfactory layout and design skills within the print		
Demonstrates limited use of content within the print production	production  Demonstrates limited layout and design skills within the print production	1	
Demonstrates inadequate use of content in the print production	Demonstrates innited layout and design skills within the print production  Demonstrates inadequate layout and/or design skills in the print production		
	Criterion 4: Secondary role total		3 Total
		Marks	raw marks
	DUCTION PROCESS FOR ALL SUBMISSIONS		14
Criterion 5: Rationale and pre-production process (including detailed outline of the intent of the production and an information of the production of the production and an information of the production of the production of the production and an information of the production and an information of the production of the production of the production and an information of the production of the production of the production and an information of the production of the production and an information of the production of the production of the production and an information of the production of the product		5-6	
connection to audience context and associated values		3-4	
Provides a general outline of the intent of the production and a suitable explanation of the choices made in pre-production, referring to audience context, including values			
Provides a basic outline of the production with an inadequate explanation of the choices made in pre-production or relationship to audience context			
Provides no evidence of a rationale or explanation of choices made in pre-production or audience context and values  Criterion 5 total			6
Criterion 6: Application of production skills (including details of the primary and secondary role/s)		4	
Provides an insightful and comprehensive explanation of how and why the production skills have been applied Provides a detailed description of how and why the production skills have been applied		3	
Provides a general discussion of how and why the production skills ha		2	
Provides a basic outline with a limited justification of how and/or why the Provides no explanation of how and/or why the production skills have		0	
Criterion 7: Reflection and evaluation of the production	Criterion 6 total		4
(including how your personal expression/intention has been reali		1	
Provides an insightful and comprehensive reflection and evaluation of Provides a detailed reflection and evaluation of the production	the production	3	
Provides a general reflection and evaluation of the production		2	
Provides a limited reflection and/or evaluation of the production  Provides no reflection or evaluation of the production		1 0	
	Criterion 7 total	5	4
Production criteria (1.2.3.4) no conversion	Raw marks Converted marks		

	Raw marks	Converted marks
Production criteria (1,2,3,4) no conversion	28	28
Documentation of production criteria (5, 6 & 7) to be converted	14	7
TOTAL	42	35