



Media Production and Analysis ATAR course practical (production) examination marking key

2023

Marking keys are an explicit statement about what the examining panel expect 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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Media Production and Analysis ATAR course practical (production) marking key
100% (43 marks)

Section 1: Theme **20% (15 marks)**

(Viewed in audio-visual production and supported by *Practical production statement*)

Description	Marks
Criterion 1: Clarity of theme/s	
(What is the production saying: intentional expression of theme as an identifiable central message throughout the production.)	
Theme is consistently clear throughout the production.	5
Theme is often clear within the production.	4
Theme is sometimes clear within the production.	3
Theme is rarely clear within the production.	2
Theme is unclear within the production.	1
Inadequate portrayal of theme.	0
Subtotal	5
Criterion 2: Genre/style/narrative in support of theme	
(How is the production saying it: selectively employed techniques of genre/style/narrative to support theme.)	
Construction of genre and/or style and/or narrative consistently supports the theme.	5
Construction of genre and/or style and/or narrative often supports the theme.	4
Construction of genre and/or style and/or narrative sometimes supports the theme.	3
Construction of genre and/or style and/or narrative rarely supports the theme.	2
Construction of genre and/or style and/or narrative is inadequate.	1
Construction of genre and/or style and/or narrative does not support the theme.	0
Subtotal	5
Criterion 3: Purpose/context/audience	
(Why is the production saying it: communicates theme for a specific purpose/context/audience.)	
Communication of theme is consistently effective and impactful for a specific purpose and/or context and/or audience.	5
Communication of theme is mostly effective with consideration of purpose and/or context and/or audience.	4
Communication of theme is usually competent with some consideration of purpose and/or context and/or audience.	3
Communication of theme is basic with limited consideration of purpose and/or context and/or audience.	2
Communication of theme is ineffective with no consideration of purpose and/or context and/or audience.	1
Inadequate or incomplete production.	0
Subtotal	5
Total	15

Section 2: Production roles

80% (28 marks)

(Viewed in audio-visual production and supported by *Practical production statement*)

Consistency and quality of skills demonstrated within defined production roles – specialisation indicated by candidate (as numbered 1–4 by candidate on <i>Production submission cover sheet</i>)	
Art direction (Intentional and appropriate use of mise-en-scene and/or the composition of multiple art direction elements through location choice/setting/sets, costume, props, colour, aesthetic elements, objects, symbols, etc.)	
Cinematography (and/or cinematographic elements) (Control of camera through focus, framing, movement, range of shots, coverage of action, technical application of lighting, exposure, etc.)	
Editor (Pace, timing and flow of editing, meaningful use of transitions, text, consistency, etc.)	
Sound design (Sound recording, sourcing or creating appropriate music and/or sound effects, audio layering, mood created, etc.)	
Description	Marks
Criterion 4: Role 1 (as numbered 1 – 4 by candidate)	
Consistently applies effective role specific skills throughout the production, demonstrating advanced, and at times masterful, level of skills.	8
Consistently applies effective role specific skills within the production, demonstrating advanced level of skills.	7
Consistently applies effective role specific skills within the production, demonstrating proficient level of skills.	6
Often applies effective role specific skills within the production, demonstrating competent level of skills.	5
Sometimes applies effective role specific skills within the production, demonstrating acceptable level of skills.	4
Rarely applies effective role specific skills within the production, demonstrating basic level of skills.	3
Consistently ineffective application of role specific skills within the production.	2
Limited evidence of role specific skills within the production.	1
Does not provide evidence of role specific skills.	0
Subtotal	8
Criterion 5: Role 2 (as numbered 1 – 4 by candidate)	
Consistently applies effective role specific skills throughout the production, demonstrating advanced, and at times masterful, level of skills.	8
Consistently applies effective role specific skills within the production, demonstrating advanced level of skills.	7
Consistently applies effective role specific skills within the production, demonstrating proficient level of skills.	6
Often applies effective role specific skills within the production, demonstrating competent level of skills.	5
Sometimes applies effective role specific skills within the production, demonstrating acceptable level of skills.	4
Rarely applies effective role specific skills within the production, demonstrating basic level of skills.	3
Consistently ineffective application of role specific skills within the production.	2
Limited evidence of role specific skills within the production.	1
Does not provide evidence of role specific skills.	0
Subtotal	8

Criterion 6: Role 3 (as numbered 1 – 4 by candidate)	
Consistently applies effective role specific skills throughout the production, demonstrating advanced level of skills.	6
Consistently applies effective role specific skills within the production, demonstrating proficient level of skills.	5
Often applies effective role specific skills within the production, demonstrating competent level of skills.	4
Sometimes applies effective role specific skills within the production, demonstrating acceptable level of skills.	3
Rarely applies effective role specific skills within the production, demonstrating basic level of skills.	2
Limited evidence of role specific skills within the production.	1
Does not provide evidence of role specific skills.	0
Subtotal	6
Criterion 7: Role 4 (as numbered 1 – 4 by candidate)	
Consistently applies effective role specific skills throughout the production, demonstrating advanced level of skills.	6
Consistently applies effective role specific skills within the production, demonstrating proficient level of skills.	5
Often applies effective role specific skills within the production, demonstrating competent level of skills.	4
Sometimes applies effective role specific skills within the production, demonstrating acceptable level of skills.	3
Rarely applies effective role specific skills within the production, demonstrating basic level of skills.	2
Limited evidence of role specific skills within the production.	1
Does not provide evidence of role specific skills.	0
Subtotal	6
Total	28