



Name : Due Date :

Coursework Title : **Production**

Component : **AO4** : Evaluation of production.

Component : AO3 : Production - overleaf

Brief : You should exhibit your product to members of your target audience and then write an evaluation of between **400-600 words**.

Grading Decisions :

Level 1	Level 2	Level 3
Basic account saying what happened from the beginning to the end of the production work.	Aims of production clearly stated.	Good use of media language.
Simple language.	Begin to consider whether the purpose of the piece has been achieved.	Good understanding of the media concepts. (Audience, Conventions & Genre, Representation, Industry standards)
Comments about problems with the production work.	Ideas for promotion of the product.	Compare own work to professional products.
Brief comments from the target audience.	Ideas for distribution of the product.	Excellent understanding of target audience.
Logical order including titles and suitable ending.	Audience reaction gathered and explained.	Consideration of media regulation when planning promotion & distribution. (advertising codes, limited availability licensing, copyright, permissions)
Simple judgements about the work showing understanding of quality issues/issues of regulation.	Well drafted and clear structure (PARTCOFPD)	Outline possible improvements.
STUDENT TARGET GRADE: G F	E D C	B A A*
ACTUAL MARK : 1 2 3 4 5	6 7 8 9 10	11 12 13 14 15
SUMMARY OF MARKS : AO4:	ASSESSOR:	