



**Name :** \_\_\_\_\_ **Due Date :** \_\_\_\_\_  
**Coursework Title : Pre-production for TV Advert.**

**Component : AO4 :** Evaluation of pre-production.  
**Component : AO1/3 :** Pre-production - overleaf.

**Brief :** As you work through your pre-production work, you should evaluate your plans at the ‘point of need’ as indicated overleaf.

Evaluation comments should be between **400-600 words**.

### Grading Decisions

| Level 1   | Level 2   | Level 3   |
|---|---|---|
| The folder is logical and well organised.         | A very well organised and labelled folder.  | High level language.  |
| Descriptions of the work will be fairly simple.   | A variety of approaches are considered.   | Alternative ideas are offered and discussed using key language.   |
| Evaluation will be basic.                         | Evaluation shows the ability to select/reject ideas with explanations.                          | Reasons are given for rejecting ideas in favour of others. ‘PECT’ guidelines and legal issues.            |
|   | Own ideas are checked against advertising codes, copyright law, libel, representational issues. | Own ideas are checked in detail against advertising codes, copyright law, libel, representational issues. |
|   | ‘Mode of Address’ is considered and explained in the synopsis.                                  |   |
|   |   |   |
| 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                                 |
|   |   |   |
| SUMMARY OF MARKS : AO4:                           | ASSESSOR:   |   |