Year 10: ASK Yourself!

Subject: Media Studies
Unit 1: Exam Component 3 – Production Coursework

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
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Language	I need to able to analyse the use of media language in the product to a basic level and focus on some connotations or intended meanings.	With help I can analyse the use of media language in the product to a satisfactory level and focus on general connotations or intended meanings.	I can confidently analyse the use of media language in the product to a good, detailed level and focus on specific connotations or intended meanings.	I can expertly analyse the use of media language in the product to an excellent, detailed level and consistently focus on multiple connotations or intended meanings.
Representation and Context	I need to be able to analyse products with basic focus on representation and linking of products to their contexts making basic judgements and conclusions.	With help I can analyse products with satisfactory focus on representation and and linking of products to their contexts making satisfactory, generally reasoned judgements and conclusions.	I can confidently analyse products to a good, detailed level, which engages in places with complex aspects of representations with good linking of products to their contexts making good, reasoned judgements and conclusions.	I can expertly analyse products to an excellent, detailed level which engages fully with complex aspects of representations with appropriate linking of products to their contexts with excellent, well-reasoned judgements and conclusions.
K nowledge	→			
Statement of Aims	I need to know and outline how my coursework will respond to the brief and reach the intended audience with a basic plan for conventions and representations.	I know some of and can outline how my coursework will respond to the brief and targets the audience satisfactorily with a plan for a use of generally appropriate conventions and	I know and can write confidently about how my coursework will respond to the brief and targets the audience with a plan for some consistent use of appropriate conventions and generally	I understand and can write expertly in detail about how my coursework will clearly respond to the brief and targets the audience with a plan for a consistent use of appropriate conventions and

		representations	purposeful representations.	purposeful representations.
Meeting the brief through genre, form and audience 20 marks	I need to know how to realise the brief, use conventions of form or genre and engage the intended audience.	I know some of how to realise the brief, use conventions relevant to the chosen form or genre and engage the intended audience through a generally appropriate mode of address.	I know and can write confidently about how to realise the brief, use conventions generally relevant to the chosen form or genre and engage the intended audience through a mode of address which is appropriate.	I understand and can write expertly about how to realise the brief, use conventions relevant to the chosen form or genre excellently and consistently engage the intended audience through a mode of address which is highly appropriate.
Using media language to make meanings and representations 30 marks	I need to know how to use basic media language to create a product with basic design which communicates basic meanings, connotations and representations.	I know some of how to use satisfactory media language to create a product with a satisfactory design which communicates meanings, connotations and representations in an uncomplicated way.	I know and can write confidently about how to use good media language to create a product with an effective design which communicates meanings, connotations and representations in a reasonably complex way.	I understand and can write expertly about how to use excellent media language to create a product with a very effective design which communicates meanings, connotations and representations in a complex way to construct points of view.