

Unit 2 - Media production and media industry production

Name:

	Very High	High	Medium	Low	Very Low
Cinematography	Highly appropriate use of shot size, camera movement, lighting, framing and mise-en-scene. <input type="checkbox"/>	Good use of shot size, camera movement, lighting, framing and mise-en-scene. <input type="checkbox"/>	Appropriate use of shot size, camera movement, lighting, framing and mise-en-scene. <input type="checkbox"/>	Generally appropriate use of shot size, camera movement, lighting, framing and mise-en-scene. There may be some instances where these elements are used clumsily. <input type="checkbox"/>	Inappropriate use of shot size, such as frequent long shots. Shots are poorly lit. Little attention has been paid to aesthetically pleasing composition. Camera movement is generally poor. The inexperienced use of these elements detracts from the effectiveness of the film. <input type="checkbox"/>
Editing	The film is seamlessly edited with a sophistication that expresses the narrative with clarity and engages the audience. <input type="checkbox"/>	The film is edited in a way that expresses the narrative with clarity and engages the audience. <input type="checkbox"/>	Appropriate use of editing to express a narrative. <input type="checkbox"/>	Some errors with editing may interfere with audience engagement but, overall, the editing is effective and appropriate. <input type="checkbox"/>	The film is disjointed, editing may be unfinished or inappropriate. The poor editing detracts from audience engagement. <input type="checkbox"/>
Acting	Acting is highly engaging, showing subtlety and realism. <input type="checkbox"/>	Acting is engaging, showing some subtlety and realism. <input type="checkbox"/>	Acting contributes to the narrative in a meaningful way. <input type="checkbox"/>	Acting may detract from the effectiveness and enjoyment of the film. <input type="checkbox"/>	Acting detracts from the effectiveness and enjoyment of the film. <input type="checkbox"/>
Music and Sound	Sound effects and music have been used in a highly engaging and appropriate manner. Dialogue is clearly audible. <input type="checkbox"/>	Sound effects and music have been used in an engaging and appropriate manner. Dialogue is audible. <input type="checkbox"/>	Sound effects and music have been used appropriately. Dialogue is generally audible. <input type="checkbox"/>	The use of sound effects and music may interfere with audience engagement. Dialogue may be poorly recorded. <input type="checkbox"/>	Inappropriate use of music and sound effects interferes with audience engagement. Dialogue is very difficult to hear. <input type="checkbox"/>
Production Journal					
Pitch	A highly detailed pitch which addresses all aspects of the proposed production. <input type="checkbox"/>	A detailed pitch which addresses all aspects of the proposed production. <input type="checkbox"/>	A pitch that gives a clear sense of what you want to film and how you are going to achieve it. <input type="checkbox"/>	Your pitch lacks detail and your idea isn't as thoroughly developed as it could be. <input type="checkbox"/>	Your pitch lacks significant detail and your idea isn't as thoroughly developed as it could be. <input type="checkbox"/>
Pre-Production Planning	Highly detailed and organised pre-production planning documents including treatment, screenplay, storyboards and shotlist. <input type="checkbox"/>	Detailed and organised pre-production planning documents including treatment, screenplay, storyboards and shotlist. <input type="checkbox"/>	Adequate pre-production planning documents which might include treatment, screenplay, storyboards and shotlist. <input type="checkbox"/>	Incomplete pre-production planning documents which might include treatment, screenplay, storyboards and shotlist. <input type="checkbox"/>	Pre-production documents are incomplete or missing. <input type="checkbox"/>
Journal Entries	Detailed journal entries which show a sophisticated understanding of the stages and roles in the film production process. <input type="checkbox"/>	Detailed journal entries which show a good understanding of the stages and roles in the film production process. <input type="checkbox"/>	Journal entries which show an understanding of the stages and roles in the film production process. <input type="checkbox"/>	Journal entries which show a very basic understanding of the stages and roles in the film production process. <input type="checkbox"/>	Brief or incomplete journal entries which show a limited understanding of the stages and roles in the film production process. <input type="checkbox"/>
Organisation	The product reveals an extensive understanding of the management and organisation of the production process at all stages of the production process. Highly skilful and accomplished management and organisation skills demonstrated. <input type="checkbox"/>	The product reveals an effective understanding of the management and organisation of the production process at most stages of the production process. Competent management and organisation skills demonstrated. <input type="checkbox"/>	The product reveals a sound understanding of the management and organisation of the production process at different stages of the production process. Adequate management and organisation skills demonstrated. <input type="checkbox"/>	The product reveals a general understanding of the management and organisation of the production process at some stages of the production process. Basic management and/or organisation skills demonstrated. <input type="checkbox"/>	The product reveals very limited understanding of the management and organisation of the production process. <input type="checkbox"/>
Involvement	Your journal reflects a high degree of motivation and involvement in a collaborative film production. <input type="checkbox"/>	Your journal reflects motivation and involvement in a collaborative film production. <input type="checkbox"/>	You have worked collaboratively on a film production exercise. <input type="checkbox"/>	Your journal entries reveal a limited contribution to the film production. <input type="checkbox"/>	Your journal entries reveal a very limited contribution to the film production. <input type="checkbox"/>

Outcome 1 0%