



	Curriculum focus 1 Assignment 1 AO2	Curriculum focus 2 Assignment 1 AO3
Grade		
1	Student meets all of the following criteria: <ul style="list-style-type: none"> • Tendency to describe media texts • Limited understanding of forms and conventions. • Some awareness of media language. • Some awareness of how a media product might appeal to its audience. • An attempt has been made to organise responses. 	Student meets all of the following criteria: <ul style="list-style-type: none"> • Pre-production work offers some ideas that are partly relevant. • Some forms and conventions may be employed. • Presentation of material is limited.
2	Student meets all of the following criteria: <ul style="list-style-type: none"> • Basic grasp of textual analysis • Explanation of pre-production work is offered (likely to be very straightforward). • Basic understanding of media language. • Basic understanding of how a media product appeals to a particular audience. • Responses are reasonably well-organised. • Points are sometimes supported by evidence. 	Student meets all of the following criteria: <ul style="list-style-type: none"> • Pre-production work offers a basic response. • Some understanding and engagement of the task. • Limited appeal to a potential audience. • Uses some appropriate forms and conventions. • Material is presented appropriately.
3	Student meets all of the following criteria with well-presented work, using some accurate vocabulary : <ul style="list-style-type: none"> • Basic grasp of textual analysis • Explanation of pre-production work is offered (likely to be very straightforward). • Basic understanding of media language. • Basic understanding of how a media product appeals to a particular audience. • Responses are reasonably well-organised. • Points are sometimes supported by evidence. 	Student meets all of the following criteria with well-presented work, using some accurate vocabulary : <ul style="list-style-type: none"> • Pre-production work offers a basic response. • Some understanding and engagement of the task. • Limited appeal to a potential audience. • Uses some appropriate forms and conventions. • Material is presented appropriately.
4	Student meets all of the following criteria: <ul style="list-style-type: none"> • Analyses of media texts are satisfactory. • Pre-production work is satisfactory. • Media terminology is used occasionally. • Some understanding of media language. • Some understanding of the role of audiences in the consumption of media texts. • Responses are well-organised. • Reasonably accurate use of language, arguments usually supported by evidence. 	Student meets all of the following criteria: <ul style="list-style-type: none"> • Pre-production work demonstrates a satisfactory response. • A general understanding of the task. • Might interest a potential audience (identified). • Mostly uses appropriate forms and conventions. • Material is well presented.
5	Student meets all the following criteria: <ul style="list-style-type: none"> • Analyses of media texts are of good quality. 	Student meets all of the following criteria: <ul style="list-style-type: none"> • Pre-production work demonstrates competence and a clear understanding.



	Curriculum focus 1 Assignment 1 AO2	Curriculum focus 2 Assignment 1 AO3
	<ul style="list-style-type: none"> • Pre-production work is of good quality. • Media terminology is used appropriately. • Sound understanding of media language. • Sound understanding of the role of audiences in the consumption of media texts. • Responses are clear, concise and well-organised. • Generally accurate use of language and evidence used to support points. 	<ul style="list-style-type: none"> • Work is clearly fit for purpose. • Likely to appeal to a potential audience (clearly identified). • Uses many appropriate forms and conventions. • Material is presented effectively.
6	Student meets all of the following criteria with consistently good understanding of all key concepts: <ul style="list-style-type: none"> • Analyses of media texts are of good quality. • Pre-production work is of good quality. • Media terminology is used appropriately. • Sound understanding of media language. • Sound understanding of the role of audiences in the consumption of media texts. • Responses are clear, concise and well-organised. • Generally accurate use of language and evidence used to support points. 	Student meets all of the following criteria with consistently good understanding of all key concepts: <ul style="list-style-type: none"> • Pre-production work demonstrates competence and a clear understanding. • Work is clearly fit for purpose. • Likely to appeal to a potential audience (clearly identified). • Uses many appropriate forms and conventions. • Material is presented effectively.
7	Student meets most of the following criteria: <ul style="list-style-type: none"> • Analyses of media texts are convincing and effective. • Explanation of pre-production work is convincing and effective. • Media terminology is used extensively and accurately. • Clear understanding of media language. • Clear understanding of the consumption of texts by specific audiences. • Responses are cogent, concise and well structured. • Precise and accurate use of language and arguments clearly supported by evidence. 	Student meets most of the following criteria: <ul style="list-style-type: none"> • Pre-production work shows flair and creativity. • Work is convincing, fit for purpose and engaged. • Would capture the interest of a potential audience (clearly identified). • Uses appropriate forms and conventions throughout. • Material is presented skilfully.
8+	Student meets all of the following criteria: <ul style="list-style-type: none"> • Analyses of media texts are convincing and effective. • Explanation of pre-production work is convincing and effective. • Media terminology is used extensively and accurately. • Clear understanding of media language. • Clear understanding of the consumption of texts by specific audiences. • Responses are cogent, concise and well structured. • Precise and accurate use of language and arguments clearly supported by evidence. 	Student meets all of the following criteria: <ul style="list-style-type: none"> • Pre-production work shows flair and creativity. • Work is convincing, fit for purpose and engaged. • Would capture the interest of a potential audience (clearly identified). • Uses appropriate forms and conventions throughout. • Material is presented skilfully.
9	Student meets all of the following criteria with consistent and high level understanding of all key concepts: <ul style="list-style-type: none"> • Analyses of media texts are convincing and effective. • Explanation of pre-production work is convincing and effective. 	Student meets all of the following criteria with consistent and high level understanding of all key concepts: <ul style="list-style-type: none"> • Pre-production work shows flair and creativity. • Work is convincing, fit for purpose and engaged.



HAYDOCK HIGH SCHOOL

Media Studies Progress Grid

	Curriculum focus 1 Assignment 1 AO2	Curriculum focus 2 Assignment 1 AO3
	<ul style="list-style-type: none">• Media terminology is used extensively and accurately.• Clear understanding of media language.• Clear understanding of the consumption of texts by specific audiences.• Responses are cogent, concise and well structured.• Precise and accurate use of language and arguments clearly supported by evidence.	<ul style="list-style-type: none">• Would capture the interest of a potential audience (clearly identified).• Uses appropriate forms and conventions throughout.• Material is presented skilfully.



	Curriculum focus 3 Assignment 2 AO2	Curriculum focus 4 Assignment 2 AO3
Grade		
1	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> • Tendency to describe media texts • Limited understanding of forms and conventions. • Limited awareness of the representations offered by media texts. • Limited awareness of institutional aspects of media production. • An attempt has been made to organise responses. 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> • Pre-production work offers some ideas that are partly relevant or appropriate to the task. • Uses some forms and conventions. • Where two responses have been offered a connection between them may be evident although this may be implicit. • Presentation of material is limited.
2	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> • Basic grasp of textual analysis • Explanation of pre-production work is offered (likely to be very straightforward). • Basic understanding of the representations offered by media texts. • Basic awareness of institutional aspects of media production. • Responses are organised. • Points are sometimes supported by evidence. 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> • Pre-production work offers a basic response. • Some understanding and engagement of the task. • Uses some appropriate forms and conventions. • Two responses have been offered and a connexion between them is evident. • Material is presented appropriately.
3	<p>Student meets all of the following criteria with well-presented work, using some accurate vocabulary:</p> <ul style="list-style-type: none"> • Basic grasp of textual analysis • Explanation of pre-production work is offered (likely to be very straightforward). • Basic understanding of the representations offered by media texts. • Basic awareness of institutional aspects of media production. • Responses are organised. • Points are sometimes supported by evidence. 	<p>Student meets all of the following criteria with well-presented work, using some accurate vocabulary:</p> <ul style="list-style-type: none"> • Pre-production work offers a basic response. • Some understanding and engagement of the task. • Uses some appropriate forms and conventions. • Two responses have been offered and a connexion between them is evident. • Material is presented appropriately.
4	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> • Analyses of media texts are satisfactory. • Explanation of pre-production work is satisfactory. • Media terminology is used occasionally. • Some understanding of representation. • Some understanding of institutional aspects of media production. • Responses are well-organised. • Reasonably accurate use of language and points usually supported by evidence. 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> • Pre-production work demonstrates a satisfactory response. • Demonstrates an understanding of the task. • Ideas are apt and mostly use appropriate forms and conventions. • There is a recognisable relationship between the two responses. • Material is well presented.



<p>5</p>	<p>Student meets all the following criteria:</p> <ul style="list-style-type: none"> Analyses of media texts are of good quality. Pre-production work is of good quality. Media terminology is used appropriately. Sound understanding of media language. Sound understanding of the role of audiences in the consumption of media texts. Responses are clear, concise and well-organised. Generally accurate use of language and evidence used to support points. 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Pre-production work demonstrates competence and a clear understanding. Work is clearly fit for purpose. Uses many appropriate forms and conventions. The two responses complement each other. Material is presented effectively.
<p>6</p>	<p>Student meets all of the following criteria with consistently good understanding of all key concepts:</p> <ul style="list-style-type: none"> Analyses of media texts are of good quality. Explanation of pre-production work is of good quality. Media terminology is used appropriately. Sound understanding of issues of media representation. Sound understanding and appreciation of institutional aspects of media production. Responses are clear, concise and well-organised. Generally accurate use of language and points supported by evidence. 	<p>Student meets all of the following criteria with consistently good understanding of all key concepts:</p> <ul style="list-style-type: none"> Pre-production work demonstrates competence and a clear understanding. Work is clearly fit for purpose. Uses many appropriate forms and conventions. The two responses complement each other. Material is presented effectively.
<p>7</p>	<p>Student meets most of the following criteria:</p> <ul style="list-style-type: none"> Analyses of media texts are convincing and effective. Explanation of pre-production work is convincing and effective. Media terminology is used extensively and accurately. Nature and impact of media representation is explored convincingly. Convincing and Clear understanding and appreciation of institutional aspects of media production. Responses are cogent, concise and well structured. Precise and accurate use of language and arguments clearly supported by evidence. 	<p>Student meets most of the following criteria:</p> <ul style="list-style-type: none"> Pre-production work shows flair and creativity. Work is convincing and engaged. Uses appropriate forms and conventions throughout. The two responses clearly complement each other. Material is presented skilfully.
<p>8+</p>	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Analyses of media texts are convincing and effective. Explanation of pre-production work is convincing and effective. Media terminology is used extensively and accurately. Nature and impact of media representation is explored convincingly. Convincing and Clear understanding and appreciation of institutional aspects of media production. Responses are cogent, concise and well structured. Precise and accurate use of language and arguments clearly supported by evidence. 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Pre-production work shows flair and creativity. Work is convincing and engaged. Uses appropriate forms and conventions throughout. The two responses clearly complement each other. Material is presented skilfully.
<p>9</p>	<p>Student meets all of the following criteria with consistent and high level understanding of all key concepts:</p>	<p>Student meets all of the following criteria with consistent and high level understanding of all key concepts:</p>



HAYDOCK HIGH SCHOOL

Media Studies Progress Grid

<ul style="list-style-type: none">• Analyses of media texts are convincing and effective.• Explanation of pre-production work is convincing and effective.• Media terminology is used extensively and accurately.• Nature and impact of media representation is explored convincingly.• Convincing and Clear understanding and appreciation of institutional aspects of media production.• Responses are cogent, concise and well structured.• Precise and accurate use of language and arguments clearly supported by evidence.	<ul style="list-style-type: none">• Pre-production work shows flair and creativity.• Work is convincing and engaged.• Uses appropriate forms and conventions throughout.• The two responses clearly complement each other.• Material is presented skilfully.
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	Curriculum focus 5 Assignment 3 AO3	Curriculum focus 6 Assignment 3 AO4 - Construct	Curriculum focus 7 Assignment 3 AO4 - Evaluate
Grade			
1	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Minimal evidence of research and planning. Pre-production work offers some ideas that are at least partly relevant or appropriate to the task. Some forms and conventions may be employed. Presentation of material is limited. 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Constructed a recognisable media product 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Simple review of their product Communication, including spelling, punctuation and grammar may be limited.
2(E-)	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Some evidence of research and planning. Some understanding of the task. Uses some appropriate forms and conventions. Basic attempt to present work in a straightforward way. Some understanding of appealing to a potential audience is evident. 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Product demonstrates some appropriate skills. Mostly meets the requirements of a product which might have some limited appeal to a potential audience. Some conventions of their chosen medium and genre are evident. 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Evaluation largely descriptive some key concepts may be addressed. Spelling, punctuation and grammar may not be wholly effective.
3	<p>Student meets all of the following criteria with well-presented work, using some accurate vocabulary:</p> <ul style="list-style-type: none"> Some evidence of research and planning. Some understanding of the task. Uses some appropriate forms and conventions. Basic attempt to present work in a straightforward way. Some understanding of appealing to a potential audience is evident. 	<p>Student meets all of the following criteria with well-presented work, using some accurate vocabulary:</p> <ul style="list-style-type: none"> Product demonstrates some appropriate skills. Mostly meets the requirements of a product which might have some limited appeal to a potential audience. Some conventions of their chosen medium and genre are evident. 	<p>Student meets all of the following criteria with well-presented work, using some accurate vocabulary:</p> <ul style="list-style-type: none"> Evaluation largely descriptive some key concepts may be addressed. Spelling, punctuation and grammar may not be wholly effective.
4	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Researched and planned pre-production work appropriately. Ideas are apt and mostly use appropriate forms and conventions. Material is well presented. 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Product demonstrates appropriate skills. Satisfactory product which a potential audience might find interesting or engaging. Ability to utilise technology, including ICT. Uses appropriate techniques and 	<p>Student meets all of the following criteria:</p> <ul style="list-style-type: none"> Evaluation of the product shows an ability to discuss how some of the key concepts have informed their production. The evaluation uses some accurate spelling, punctuation and grammar.



	<ul style="list-style-type: none"> Able to identify and target audiences, indicating how this has informed their plans and ideas. 	conventions of the chosen medium and genre. <ul style="list-style-type: none"> They meet all the requirements of the task. 	
5	Student meets all the following criteria: <ul style="list-style-type: none"> Ability to research and plan successfully. Work is clearly fit for purpose. Uses many appropriate forms and conventions. Material is presented effectively. Audiences are identified, their needs taken into consideration and awareness is demonstrated of how this has shaped ideas. 	Student meets all of the following criteria: <ul style="list-style-type: none"> Product demonstrates competence. Effective product which would be likely to appeal to a potential audience. Ability to handle technology competently, including ICT. Uses the techniques and conventions of the chosen medium and genre effectively. 	Student meets all of the following criteria: <ul style="list-style-type: none"> Evaluation of the product shows an informed understanding of the key concepts. The evaluation is concise and well-organised. The evaluation uses mainly accurate spelling, punctuation and grammar.
6	Student meets all of the following criteria with consistently good understanding of all key concepts : <ul style="list-style-type: none"> Ability to research and plan successfully. Work is clearly fit for purpose. Uses many appropriate forms and conventions. Material is presented effectively. Audiences are identified, their needs taken into consideration and awareness is demonstrated of how this has shaped ideas. 	Student meets all of the following criteria with consistently good understanding of all key concepts : <ul style="list-style-type: none"> Product demonstrates competence. Effective product which would be likely to appeal to a potential audience. Ability to handle technology competently, including ICT. Uses the techniques and conventions of the chosen medium and genre effectively. 	Student meets all of the following criteria with consistently good understanding of all key concepts : <ul style="list-style-type: none"> Evaluation of the product shows an informed understanding of the key concepts. The evaluation is concise and well-organised. The evaluation uses mainly accurate spelling, punctuation and grammar.
7	Student meets most of the following criteria: <ul style="list-style-type: none"> High level of ability to research and plan independently and effectively. Work demonstrates flair and creativity which is convincing, fit for purpose and engaged. Uses appropriate forms and conventions throughout. Material is presented skilfully. Clear understanding of how audiences are identified and how production is tailored to audience needs and expectations. 	Student meets most of the following criteria: <ul style="list-style-type: none"> Product demonstrates flair and creativity. Impressive product which would engage a potential audience. Ability to handle technology confidently, including ICT. Uses the techniques and conventions of the chosen medium and genre creatively and convincingly. 	Student meets most of the following criteria: <ul style="list-style-type: none"> Evaluation of the product makes cogent and critical connexions between the experience of carrying out the production and all the key concepts. The evaluation is concise and well-organised. The evaluation uses accurate spelling, punctuation and grammar.
8	Student meets all of the following criteria: <ul style="list-style-type: none"> High level of ability to research and plan independently and effectively. Work demonstrates flair and creativity which is convincing, fit for purpose and engaged. Uses appropriate forms and conventions throughout. Material is presented skilfully. Clear understanding of how audiences are 	Student meets all of the following criteria: <ul style="list-style-type: none"> Product demonstrates flair and creativity. Impressive product which would engage a potential audience. Ability to handle technology confidently, including ICT. Uses the techniques and conventions of the chosen medium and genre creatively and convincingly. 	Student meets all of the following criteria: <ul style="list-style-type: none"> Evaluation of the product makes cogent and critical connexions between the experience of carrying out the production and all the key concepts. The evaluation is concise and well-organised. The evaluation uses accurate spelling, punctuation and grammar.



Media Studies Progress Grid

	identified and how production is tailored to audience needs and expectations.		
9	<p>Student meets all of the following criteria with consistent and high level understanding of all key concepts:</p> <ul style="list-style-type: none">• High level of ability to research and plan independently and effectively.• Work demonstrates flair and creativity which is convincing, fit for purpose and engaged.• Uses appropriate forms and conventions throughout.• Material is presented skilfully.• Clear understanding of how audiences are identified and how production is tailored to audience needs and expectations.	<p>Student meets all of the following criteria with consistent and high level understanding of all key concepts:</p> <ul style="list-style-type: none">• Product demonstrates flair and creativity.• Impressive product which would engage a potential audience.• Ability to handle technology confidently, including ICT.• Uses the techniques and conventions of the chosen medium and genre creatively and convincingly.	<p>Student meets all of the following criteria with consistent and high level understanding of all key concepts:</p> <ul style="list-style-type: none">• Evaluation of the product makes cogent and critical connexions between the experience of carrying out the production and all the key concepts.• The evaluation is concise and well-organised.• The evaluation uses accurate spelling, punctuation and grammar.