

Assessment Rubric S1

Student Name:
Semester 1 Grade:

Student Number

<p>TASK WEIGHTING</p> <p>MARK %</p> <p>MEDIA OUTCOME 4</p> <p>CRITICAL ESSAY</p> <p>6%</p> <p>_____ %</p>	<p>A</p> <p>Critically analyses and evaluates the selection and manipulation of information, codes and conventions in media work.</p> <p>Evaluates how preferred meanings, representations, viewpoints and values connect to audiences and their values.</p>	<p>B</p> <p>Analyses how the selection of information, codes and conventions constructs singular meanings, representations, viewpoints and values.</p> <p>Provides a clear explanation of how aspects of media work connect to audiences and their values.</p>	<p>C</p> <p>Discusses how the selection of a range of codes and conventions constructs particular meanings, representations, viewpoints and/or values.</p> <p>Describes aspects of media work that will appeal to audiences.</p>	<p>D</p> <p>Identifies some codes and conventions and briefly explains how they are used to construct meanings, representations or viewpoints and appeal to audiences.</p>
<p>MEDIA OUTCOME 3</p> <p>ANIMATION PRODUCTION</p> <p>13%</p> <p>_____ %</p> <p><i>Submitted animation to National Museum's political cartooning competition and the exhibition, Behind the Lines</i></p> <p>2%</p> <p>_____ %</p>	<p>Independently manipulates a wide range of elements in own media productions to produce sophisticated and/or innovative media work that shows a particular style.</p> <p>Reinforces or challenges traditional ideologies.</p> <p>Deals effectively with unpredictable problems during production.</p>	<p>Produces quality media work, performing a range of skills and manipulating codes and conventions to construct narratives, preferred meanings, representations and viewpoints.</p> <p>Reinforce or challenge audience values.</p> <p>Solves unpredictable problems that arise during production.</p>	<p>Performs production roles, using skills, technologies, codes and conventions to construct narratives, representations and/or viewpoints in own media productions.</p> <p>Adapts plans and processes when particular problems are encountered during production.</p>	<p>Fulfils a production role, using technologies, codes and conventions to construct meanings in own media productions that are produced for particular audiences and/or purposes.</p> <p>Deals with predictable problems during the production process.</p>
<p>FORUM</p> <p>5%</p> <p>_____ %</p> <p>BLOG</p> <p>6%</p> <p>_____ %</p>	<p>Analyses and evaluates the relationship between media work and contexts, examining the impact of trends, social issues, cultural values, attitudes and ideologies.</p>	<p>Makes clear connections between media work and contexts, referring to the influence of factors such as trends, social issues and cultural values and attitudes.</p>	<p>Discusses and provides relevant examples of contextual factors such as trends, social issues, cultural values and attitudes that have influenced the content or style of media work.</p>	<p>Identifies and offers brief, superficial explanations of contextual factors such as trends and/or social practices that have influenced the content of specific media work.</p>
<p>MEDIA OUTCOME 4</p>	<p>Analyses mainstream and niche audiences, referring to cultural experiences,</p>	<p>Analyses how shared cultural experiences and values influence the use of</p>	<p>Identifies and describes cultural experiences and values that influence the</p>	<p>Identifies a few cultural factors that influence the use of media work. Makes a</p>

<p>CREATION OF OWN POLITICAL CARTOON 8% ____%</p> <p>ANALYSIS OF THREE POLITICAL CARTOONS 2% ____%</p>	<p>values and ideologies.</p> <p>Provides a range of appropriate examples to justify why particular audiences make alternative or resistant interpretations of media work.</p>	<p>media work and discusses examples of particular audiences or subcultural groups who make alternative interpretations.</p>	<p>use of media work and provides some examples and reasons for shared and alternative interpretations.</p>	<p>basic attempt to relate values in media work to audience values and provides some simplistic examples of alternative interpretations.</p>
<p>IN-CLASS PARTICIPATION 3% ____%</p>	<p>Discusses, analyses and evaluates controls and constraints that impact on media production, particularly those with a strong societal and/or industry focus such as technologies, production context, regulation and censorship</p>	<p>Analyses a range of controls and constraints that influence media production in personal and professional contexts, for example, technologies, production skills, censorship and audience expectations.</p>	<p>Explains some specific controls and constraints operating in the media production context, referring to own productions and those of others.</p>	<p>Identifies general controls and constraints operating in media production and provides incomplete explanations and some examples drawn from productions, for example, technologies and production skills, deadlines and school/community expectations.</p>