

OCR A2 Media Studies

Unit: G324: Advanced Portfolio: Research and Planning (Blog)

Student Name: Pilgrim, Lauren
 Blog Check 2 20/10/13

Block: C
 Blog Address: <http://laurenpilgrimtrcmedia.wordpress.com/>

Minimum Target Grade: C

**Level 4:
 16-20 -
 A/B+ Grade**

Planning and research evidence will be complete and detailed. There is excellent research into similar products and a potential target audience. There is excellent work on shotlists, layouts, drafting, scripting or storyboarding. There is excellent organisation of actors, locations, costumes or props. Time management is excellent. There is excellent skill in the use of digital technology or ICT in the presentation. There are excellent communication skills. There is an excellent level of care in the presentation of the research and planning.

**Level 3:
 12-15 -
 B-/C Grade**

Planning and research evidence will be complete. There is proficient research into similar products and a potential target audience. There is proficient work on shotlists, layouts, drafting, scripting or storyboarding. There is proficient organisation of actors, locations, costumes or props. Time management is good. There is proficient skill in the use of digital technology or ICT in the presentation. There are proficient communication skills. There is a good level of care in the presentation of the research and planning.

**Level 2:
 08-11 -
 D Grade**

Planning and research evidence may be incomplete. There is basic research into similar products and a potential target audience. There is basic work on shotlists, layouts, drafting, scripting or storyboarding. There is basic organisation of actors, locations, costumes or props. Time management may not be good. There is basic skill in the use of digital technology or ICT in the presentation. There are basic communication skills. There is a basic level of care in the presentation of the research and planning.

**Level 1:
 0-7 -
 U Grade**



Planning and research evidence will be incomplete. There is minimal research into similar products and a potential target audience. There is minimal work on shotlists, layouts, drafting, scripting or storyboarding. There is minimal organisation of actors, locations, costumes or props. Time management may be very poor. There is minimal skill in the use of digital technology or ICT in the presentation. There are minimal communication skills. There is minimal care in the presentation of the research and planning.

Total: 10/20

Summative Grade: D

On Target: No

Teacher Assessment (30%)	Comments on Assessment Objectives	
<p>A02 (10%) Candidates can: Apply knowledge and understanding to show how meanings are created when analysing media products and evaluating their own practical work.</p>	<p>Strengths</p> <ul style="list-style-type: none"> N/A. 	<p>What You Need To Do To Improve To The Next Level</p> <ul style="list-style-type: none"> There is no evidence of the textual analysis of short films on your blog. You need to conduct a textual analysis of a short film in terms of its generic codes and conventions. Explain why you have chosen that song in particular. You need to be specific about the kinds of costume you want the actors to wear. What props are you going to need? What locations are you going to use? Why have you chosen these costumes/props/locations? You also need to explain why you have made these choices. You haven't uploaded a feed forward sheet.
<p>A03 (30%) Candidates can: Demonstrate the ability to plan and construct media products using appropriate technical and creative skills.</p>	<p>Strengths</p> <ul style="list-style-type: none"> You have uploaded your storyboard, for Appendix 1. You have uploaded a plot synopsis for your short film. 	<p>What You Need To Do To Improve To The Next Level</p> <ul style="list-style-type: none"> There is little evidence of planning on your blog. Appendix 3: Initial Ideas needs to be much more detailed. You haven't uploaded your Appendix 1 video. You haven't uploaded your screenplay, animatic, call sheet or rushes for Appendix 1. What ideas have you had for your short film? Why have you chosen to use these locations? You need more evidence of planning and organisation. Create some bubbl.us mindmaps or Prezi presentations with more detailed ideas for your short film.
<p>AO 4 (10) Candidates can: Demonstrate the ability to undertake and apply appropriate research.</p>	<p>Strengths</p> <ul style="list-style-type: none"> You have embedded a short film into your blog. You have conducted some research into the conventions of short films. 	<p>What You Need To Do To Improve To The Next Level</p> <ul style="list-style-type: none"> Appendix 2: Researching the Conventions of Short Films would have received more marks if it had been a video. There is little evidence or research on your blog. Your Appendix 7: Questionnaire is rather short. You need to reference all sources using the Harvard Referencing System. You haven't referenced any of your sources. Your short film research needs to be more detailed.
<p>See me for more feedback: Yes</p>	<p>Your work must meet this standard: Level 3 – C Grade.</p>	<p>Visit CLASS for support:</p>
<p>Literacy Issues: Proof read and spell check every post.</p>		

Appendix	Appendix Task	Deadline	Complete	Level
Appendix 1	Introduction to Advanced Portfolio Video Task	16/09/13	✗	1
Appendix 2	Researching the Conventions of Short Films (AO2, AO4) You are to write up class notes on the conventions of short films. You should make sure that each all theory is recorded on your blog – more marks will be given for presentation of the below if it is done as a video.	16/09/13	✓	3
Appendix 3	Initial Ideas (AO3, AO4) You must brainstorm some ideas for your music video.	07/10/13	✓	2
Appendix 4	Institutional Research (AO4) You must complete some web based research on the types of institutions that might produce your product.	14/10/13	✗	1
Appendix 5	Media Pitch (AO3, AO4)	21/10/13	✓	2
Appendix 6	Questionnaire (AO3, AO4)	21/10/13	✓	2
Appendix 7	Audience Feedback and Data Analysis (AO3, AO4) You are to analyse the feedback in terms of quantitative and qualitative results.	21/10/13	✗	1
Appendix 8	Treatment for Main Project (AO3, AO4) You are to create a treatment for you MAIN project at this stage. This will incorporate ideas from your pitch, tutor feedback and anything you have changed or added based on the feedback from your questionnaires.	21/10/13	✗	1
Appendix 9	Textual Analysis of Ancillary Texts (AO2, AO4) You are to analyse at least THREE pairs of similar products within the medium of ancillary texts that you want to create. The entire purpose of this is to create synergy. It is a cross media package and you need to link the three products together. For the music video: you need to create two of the following - a website homepage for the band, a DigiPak, a magazine advert for the DigiPak.	04/11/13		1 / 2 / 3 / 4
Appendix 10	Storyboards and Animatics	25/10/13		1 / 2 / 3 / 4
Appendix 11	Call Sheets	25/10/13		1 / 2 / 3 / 4
Appendix 12	Planning/Drafting of Ancillary Products	11/11/13		1 / 2 / 3 / 4

Comments:

**This is better than last time but it still isn't good enough
Lauren.**

- You haven't completed **Appendix 4: Institutional Research**, **Appendix 7: Audience Feedback and Data Analysis** or **Appendix 8: Treatment for Main Project**.
- Your questionnaire for **Appendix 7: Audience Feedback and Data Analysis**.
- Your work must be complete, up to date, and on your blog by the time you come back from half term. This includes all the Appendixes.
- All of your work must reach at least Level 3.
- You must attend at least one subject workshop between 21 and 25th October to catch up with your missing work.
- Attend at least one hour of your Study Periods to catch up with your missing work. This can be done in S11 (if there is a Media Class in there) or M239 if there are spare computers – ensure that you tell me that you are in there.