

Unit 11: Preparing for progression in creative media production

Assessment & Grading Recording Sheet

To achieve a Pass grade the learner must achieve all of the following criteria;

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Assessor: **Mark Booth**

Date: **16.02.18**

Assessment Criteria for PASS R= Referral, S = satisfactory, HS = High Standard, VHS = Very High Standard	R	S	HS	VHS	Summary of Evidence/Reason for Referral
1.1 Critically evaluate own strengths and ambitions to support own development and meet identified goals.				X	Skills Audit Your skills audit is very comprehensive and you have clearly identified how you think your skills have contributed to creating your own media products. You've been critical about the skills you don't think you have and discussed how you would develop new skills to open up a wider range of opportunities in the media industry.
1.2 Use knowledge and understanding of progression routes to make applications within creative media production higher education or related employment.				X	Personal Statement & UCAS/Job Application You produced a very strong personal statement after revisions to your drafts. This was included with your choices on your UCAS application. You have presented your UCAS choices and have discussed the reasons for your choice of course and/or location.
2.1 Critically evaluate a range of communication skills and knowledge required to make application to progression routes within creative media production.				X	Evaluation You have critically evaluated a range of communication skills focussing on the research, writing and presentation skills needed to successfully apply to your chosen courses. This was a very thorough piece of work which included a discussion of any issues you faced, how you reviewed professional showreels and eportfolio websites, and how you decided on the best online platform to promote yourself. You added a number of improvements to your communication skills you that you intended to work on in the future.
2.2 Use a range of communication skills and knowledge to support own progression goals.				X	Career portfolio You produced a creative cv, a personal profile and a showreel as part of your career portfolio. You created one showreel of about 2:26 minutes which covered most of the work you've produced over the last two years. It included clear labels indicating your role in each of the projects along with your own soundtrack. In future, you might want to think about creating alternative showreels which could be targeted at specific roles within the media industry. I would also consider a more creative cv maybe designed in Photoshop or InDesign.
3.1 Use knowledge and understanding of promotion and presentation skills to support own development and meet identified goals.				X	Online Promotion All the elements for your career portfolio were included in a live Wix site which contains a range of current and historical design work. This was easy to navigate with clearly labelled pages with separate menu item for your showreel. A link to a pdf of your cv has been included on your 'about' page. You did some great research on showreels and portfolios which clearly influenced some of your design choices. Well done.
Has the student passed the Unit?	Pass: X		Referral:		Referral Actions: