

Assessment Rubric Task 1
Production of Music Video
40% (44 marks)

Description	Marks
Criterion 1: Production Skills	
Confidently and consistently applies production skills of independent management of time and technologies, identifies problems and applies appropriate solutions	7-8
Confidently and mostly consistently applies production skills of independent management of time and technologies, identifies problems and applies appropriate solutions	6
Demonstrates the application of the production skills of independent management of time and technologies, identifies problems and applies appropriate solutions	5
Demonstrates the application of the production skills of independent management of time and technologies and sometimes identifies problems and applies appropriate solutions	4
Sometimes demonstrates the application of the production skills of independent management of time and technologies and rarely identifies problems and applies appropriate solutions	3
Rarely demonstrates the application of the production skills of independent management of time and technologies and hasn't identified problems or applied appropriate solutions	1-2
Total	/8
Criterion 2: Production Roles	
Clearly defines two production roles and consistently performs tasks at a very high standard	7-8
Clearly defines two production roles and consistently performs tasks at a high standard	6
Satisfactorily defines two production roles and consistently performs tasks at a satisfactory standard	5
Satisfactorily defines two production roles and mostly performs tasks at a satisfactory standard	4
Satisfactorily defines one production roles and performs tasks at a below satisfactory standard	3
Hasn't defined any production roles and hasn't clearly demonstrated performance of tasks	1-2
Total	/8
Criterion 3: Implementation of Production Processes	
Clearly and consistently completed the production process based on strong proposals, well written scripts and succinct plans	8-7
Clearly and mostly consistently completed the production process based on strong proposals, well written scripts and succinct plans	6
Demonstrates satisfactory ability to complete the production process based on good proposals, satisfactorily written scripts and plans	5
Demonstrates satisfactory ability to complete the production process based on some proposals, written scripts and plans	4
Generally demonstrates some ability to complete the production process based on limited proposals, written scripts or plans	3
Demonstrates limited ability to complete the production process based on limited use of proposals, written scripts or plans	1-2
Total	/8
Criterion 4: Evidence of use of Genres, Styles and Conventions	
Clearly and consistently shows evidence of understanding and use of conventional genres, styles and conventions in the video. Demonstrates a very high level of confidence and competence in the use of technologies and production skills	8-7
Clearly and mostly consistently shows evidence of understanding and use of conventional genres, styles and conventions in the video. Demonstrates a high level of confidence and competence in the use of technologies and production skills	6
Demonstrates evidence of understanding and use of conventional genres, styles and conventions in the video. Demonstrates a moderate level of confidence and competence in the use of technologies and production skills	5
Demonstrates evidence of understanding and use of some conventional genres, styles and conventions in the video. Demonstrates a moderate level of confidence and competence in the use of most technologies and production skills	4
Demonstrates some evidence of understanding and some use of conventional genres, styles and conventions in the video. Demonstrates some confidence and competence in the use of some technologies and production skills	3
Demonstrates limited evidence of understanding and limited use of conventional genres, styles and conventions in the video. Demonstrates limited confidence and competence in the use of some technologies and production skills	1-2
Total	/8
Criterion 5: Reflection	
Demonstrates a confident, high level of understanding of the practice of reflective writing and consistently offers valuable insight into thoughts behind the production process on the blog and journal	7-8
Demonstrates an understanding of the practice of reflective writing and consistently offers valuable insight into thoughts behind the production process on the blog and journal	6
Demonstrates an understanding of the practice of reflective writing and consistently offers insight into thoughts behind the production process on the blog and journal	5
Demonstrates some understanding of the practice of reflective writing and mostly offers insight into thoughts behind the production process on the blog and journal	4
Demonstrates some understanding of the practice of reflective writing and occasionally offers insight into thoughts behind the production process on the blog and journal	3
Demonstrates limited understanding of the practice of reflective writing and rarely offers insight into thoughts behind the production process on the blog and journal	1-2
Total	/8
Overall Mark	/40

Criterion 6: Final Product Group Mark	
Music video fulfills the groups design brief and has been finished to a high standard and effectively and creatively uses a variety of elements of film. The film has excellent structure and strong impact.	4
Music video mostly fulfills the groups design brief and has been finished to a satisfactory standard and is mostly effective and creative in its use of a variety of elements of film. The film has good structure and some strong impact.	3
Music video sometimes fulfills the groups design brief and has been finished to a limited standard and occasionally shows effective and creative use of a variety of elements of film. The film has some structure and lacks a strong impact.	2
Total	/4
Overall Mark	/44

Assessment Rubric Task 2 Essay 10% (18 marks)
Response to music video work in the context of Media language and Representation

Description	Marks
Criterion 1: Identification of media language	
Clearly and concisely discusses narrative elements in different genres and styles including character, settings, conflicts and resolutions and demonstrates effectively the codes and conventions used to construct meaning	6-7
Clearly and mostly concisely discusses narrative elements in different genres and styles including character, settings, conflicts and resolutions and is mostly successful in demonstrating the codes and conventions used to construct meaning	5
Discusses in general the narrative elements in different genres and styles including character, settings, conflicts and resolutions and is sometimes successful in demonstrating the codes and conventions used to construct meaning	4
Discusses some of the narrative elements in different genres and styles including character, settings, conflicts and resolutions and is rarely successful in demonstrating the codes and conventions used to construct meaning	3
Limited discussion of the narrative elements in different genres and styles including character, settings, conflicts and resolutions and is limited in demonstrating the codes and conventions used to construct meaning	1-2
Total	/7
Criterion 2: Representation	
Clearly and successfully discusses the effect of using stereotypes and the process of constructing representations and effectively links representations to the values of mainstream and sub cultural audiences	5-6
Clearly and mostly successfully discusses the effect of using stereotypes and the process of constructing representations and is mostly effective at linking representations to the values of mainstream and sub cultural audiences	4
Discusses the effect of using stereotypes and the process of constructing representations and demonstrates some understanding of linking representations to the values of mainstream and sub cultural audiences	3
Limited discussion of the effect of using stereotypes and the process of constructing representations and demonstrates limited understanding of linking representations to the values of mainstream and sub cultural audiences	1-2
Total	/6
Criterion 3: Essay Organisation and Mechanics	
Ideas and arguments progress logically and effectively, clearly connecting with the essay question. Provides relevant examples to clearly support the central argument Free from errors in grammar, sentence structure and usage.	4-5
Ideas and arguments mostly progress logically and effectively, often clearly connecting with the essay question. Provides some relevant examples to clearly support the central argument. Mostly Free from errors in grammar, sentence structure and usage	3
Some ideas and arguments progress logically and effectively, sometimes connecting with the essay question. Provides limited relevant examples to support the central argument. Inconsistent use of grammar, sentence structure and usage	1-2
Total	/5
Overall Mark	/18

Assessment Rubric Task 3 Written Response
Response to music video work in the context of Audience

5% (12 marks)

Description	Marks
Criterion1: Audience Values and interpretation	
Clearly demonstrates a very high level of understanding as to how, as the producer, they have encoded meaning and how the audience decodes the message through social values.	5-6
Clearly demonstrates a high level of understanding as to how they , as the producer, have encoded meaning and how the audience decodes the message through social values.	4
Clearly demonstrates a satisfactory level of understanding as to how they, as the producer, have encoded meaning and how the audience decodes the message through social values.	3
Clearly demonstrates a limited understanding as to how they, as the producer, have encoded meaning and how the audience decodes the message through social values.	1-2
Total	/6
Criterion2: Media Trends	
Clearly and consistently demonstrates a high level of understanding of the linking of celebrities to value systems and how media trends can impact the marketing of music videos	5-6
Clearly and consistently demonstrates a satisfactory level of understanding of the linking of celebrities to value systems and how media trends can impact the marketing of music videos	4
Sometimes demonstrates an understanding of the linking of celebrities to value systems and how media trends can impact the marketing of music videos	3
Limited demonstration of an understanding of the linking of celebrities to value systems and how media trends can impact the marketing of music videos	1-2
Total	/6
Criterion3: Representation of Sub-Cultures	
Clearly identifies the sub-culture the poster is directed towards and gives a excellent explanation of the sub-cultures preference and interpretation of the music video genre selected	5-6
Partly identifies the sub-culture the poster is directed towards and gives a reasonable explanation of the sub-cultures preference and interpretation of the music video genre selected	4
Partly identifies the sub-culture the poster is directed towards and gives a short or unclear explanation of the sub-cultures preference and interpretation of the music video genre selected	3
Fails to identify the sub-culture the poster is directed towards and gives a limited explanation of the sub-cultures preference and interpretation of the music video genre selected	1-2
Total	/6
Overall Mark	/12

Assessment Rubric Task 4 Production of Advertising Poster 10% (6 marks)

Description	Marks
Criterion1: Marketing	
Poster demonstrates a clear marketing strategy and specific audience appeal	3
Poster demonstrates an unclear marketing strategy but specific audience appeal is evident	2
Poster fails to demonstrate any marketing strategy or specific audience appeal	1
Total	/3
Criterion2: Production Techniques	
Poster demonstrates confident mastery of technology and exceptional understanding of design elements and balance of text, image and use of colour	3
Poster demonstrates some mastery of technology and a good understanding of design elements and balance of text, image and use of colour	2
Poster demonstrates limited mastery of technology and some understanding of design elements and balance of text, image and use of colour	1
Total	/3
Overall Mark	/6

Assessment Rubric Task 5 In Class Essay 5% (17 marks)
Response to music video media work in the context of Production

Description	Marks
Criterion 1: Production Contexts – Commercial International media relations	
Clearly and consistently demonstrates a high level of understanding of the relationship between international and Australian popular media and the commercial context of music videos	5-6
Clearly and consistently demonstrates a satisfactory level of understanding of the relationship between international and Australian popular media and the commercial context of music videos	4
Demonstrates a satisfactory level of understanding of the relationship between international and Australian popular media and the commercial context of music videos	3
Demonstrates a limited level of understanding of the relationship between international and Australian popular media and the commercial context of music videos	1-2
Total	/6
Criterion 2: Production Contexts – Censorship and Classification	
States a well-defined concise explanation of the constraints of censorship and classification	3
Gives a satisfactory explanation of the constraints of censorship and classification	2
Gives a limited explanation of the constraints of censorship and classification	1
Total	/3
Criterion 3: Production Contexts – Budget	
Demonstrates a high level of understanding of the effects of budgets on creation and marketing of music videos	3
Demonstrates a satisfactory level of understanding of the effects of budgets on creation and marketing of music videos	2
Demonstrates a limited level of understanding of the effects of budgets on creation and marketing of music videos	1
Total	/3
Criterion 4: Essay Organisation and Mechanics	
Ideas and arguments progress logically and effectively, clearly connecting with the essay question. Provides relevant examples to clearly support the central argument Free from errors in grammar, sentence structure and usage.	4-5
Ideas and arguments mostly progress logically and effectively, often clearly connecting with the essay question. Provides some relevant examples to clearly support the central argument. Mostly Free from errors in grammar, sentence structure and usage	3
Some ideas and arguments progress logically and effectively, sometimes connecting with the essay question. Provides limited relevant examples to support the central argument. Inconsistent use of grammar, sentence structure and usage	1-2
Total	/5
Overall Mark	/17

NOTE: Obviously this rubric would not be available to students as it has the questions listed. Students would be given an adapted rubric that explained the expectations; Evaluation of topic, Justification and evidence and media terminology and language.

**Assessment Rubric
120Min Exam**

Task 6 Exam

20% (17 marks)

Each question will be marked using similar criteria

Questions will be based on example music video that students will have time to view prior to the examination

Question 1

Analyse the impact of media trends in music videos

Description	Marks
Criterion 1: Impact of media trends	
Evaluates the impact of media trends	6
Analyses the impact of media trends	5
Explains the impact of media trends	4
Describes generally the impact of media trends	3
Identifies some aspects of the impact of media trends	2
Limited or superficial comments about the impact of media trends	1
Does not engage with the question	0
Total	/6
Criterion 2: Justification and evidence used to support response	
Provides detailed justification and evidence to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Total	/2
Criterion 3: Media terminology and language	
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology and language	0
Total	/2
Overall total	/10

Question 2

Analyse how point of view is constructed

Description	Marks
Criterion 1: Construction of point of view	
Evaluates how point of view is constructed	6
Analyses how point of view is constructed	5
Explains how point of view is constructed	4
Describes generally how point of view is constructed	3
Identifies some aspects of point of view	2
Limited or superficial comments about point of view	1
Does not engage with the question	0
Total	/6
Criterion 2: Justification and evidence used to support response	
Provides detailed justification and evidence to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Total	/2
Criterion 3: Media terminology and language	
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology and language	0
Total	/2
Overall total	/10

Question 3

Discuss the codes and conventions used to construct meaning

Description	Marks
Criterion 1: Codes and conventions used to construct meaning	
Evaluates how codes and conventions construct meaning	6
Analyses how codes and conventions construct meaning	5
Explains how codes and conventions construct meaning	4
Describes generally how codes and conventions construct meaning	3
Identifies some aspects of how codes and conventions construct meaning	2
Limited or superficial comments about how codes and conventions construct meaning	1
Does not engage with the question	0
Total	/6
Criterion 2: Justification and evidence used to support response	
Provides detailed justification and evidence to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Total	/2
Criterion 3: Media terminology and language	
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology and language	0
Total	/2
Overall total	/10

Question 4

Discuss how the narrative elements of character and setting represent men and women in this video

Description	Marks
Criterion 1: Narrative elements in the representation of gender	
Evaluates how the narrative elements of character and setting represent men and women	6
Analyses how the narrative elements of character and setting represent men and women	5
Explains how the narrative elements of character and setting represent men and women	4
Describes generally how the narrative elements of character and setting represent men and women	3
Identifies some aspects of how the narrative elements of character and setting represent men and women	2
Limited or superficial comments about how the narrative elements of character and setting represent men and women	1
Does not engage with the question	0
Total	/6
Criterion 2: Justification and evidence used to support response	
Provides detailed justification and evidence to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Total	/2
Criterion 3: Media terminology and language	
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology and language	0
Total	/2
Overall total	/10

Question 5 Extended Answer

(22 Marks)

Discuss how visual techniques used by the director shape the way women's sexuality is portrayed in a lot of today's music videos and its effect on the audience. Give examples.

Description	Marks
Criterion 1: Visual techniques shaping women's sexuality	
Evaluates how visual techniques portray women's sexuality	6
Analyses how visual techniques portray women's sexuality	5
Explains how visual techniques portray women's sexuality	4
Describes generally how visual techniques portray women's sexuality	3
Identifies some aspects of how visual techniques portray women's sexuality	2
Limited or superficial comments about how visual techniques portray women's sexuality	1
Does not engage with the question	0
Total	/6
Criterion 2: Effect of representation on audiences	
Evaluates the effect of the representation women's sexuality in music video on audiences	6
Analyses the effect of the representation women's sexuality in music video on audiences	5
Explains the effect of the representation women's sexuality in music video on audiences	4
Describes generally how effect of the representation women's sexuality in music video on audiences	3
Identifies some aspects of the effect of the representation women's sexuality in music video on audiences	2
Limited or superficial comments about the effect of the representation women's sexuality in music video on audiences	1
Does not engage with the question	0
Total	/6
Criterion 3: Evidence from media work	
Provides insightful justification that includes detailed references to relevant media work	5
Provides justification that includes detailed references to appropriate media work	4
Provides justification through relevant media work	3
Provides some evidence from media work	2
Provides brief or superficial references to media work	1
Inappropriate or no supporting evidence	0
Total	/5
Criterion 4: Media terminology and language	
Consistent, relevant and sophisticated use of media terminology and language	5
Consistent and appropriate use of media terminology and language	4
Correct use of media terminology and language	3
Some use of media terminology and language	2
Limited or imprecise use of media terminology and language	1
No use of media terminology and language	0
Total	/5
Overall total	/22