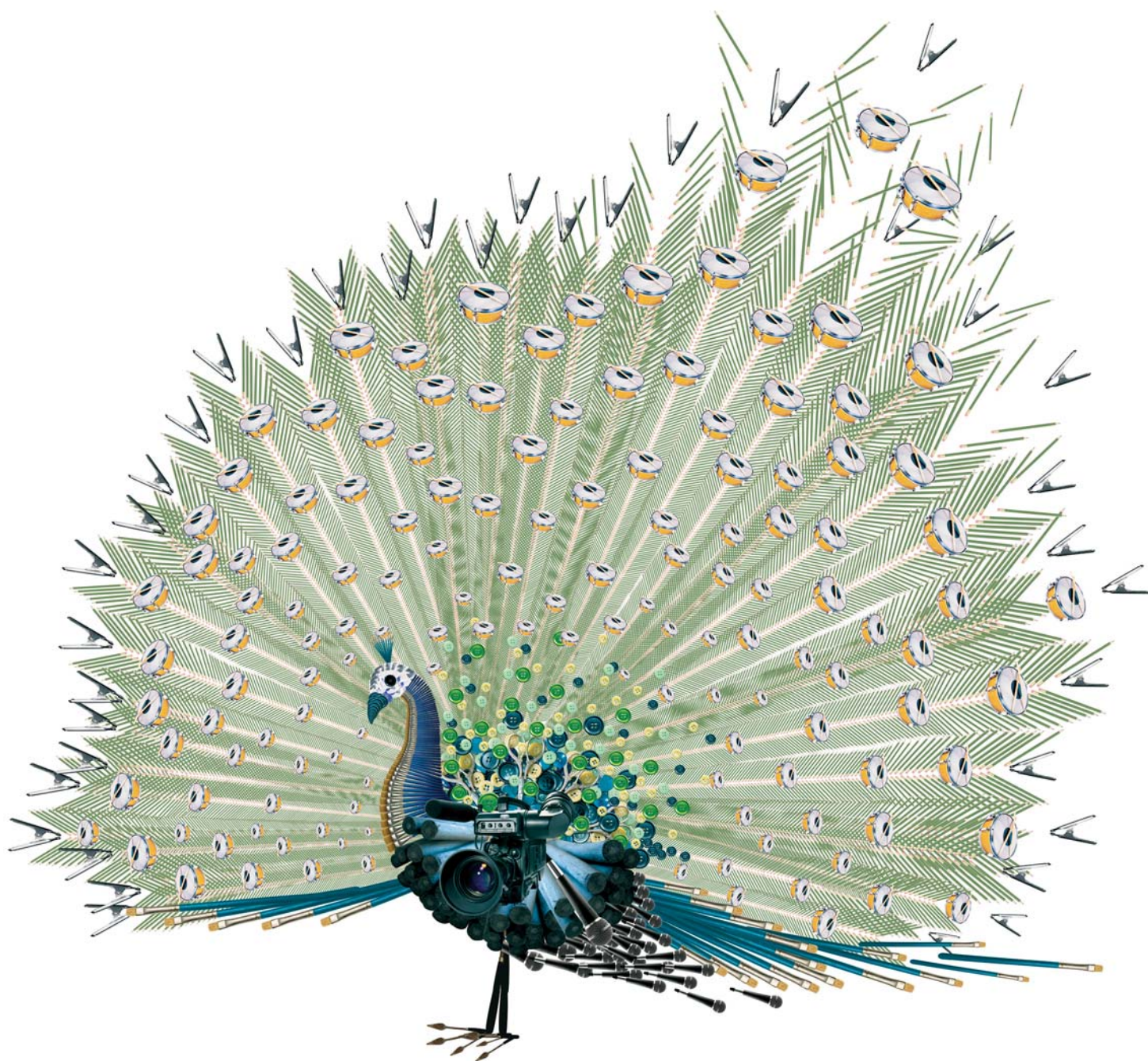


SPECIMEN MARK SCHEME

UNIT 4 - RESPONDING CREATIVELY





Level 1 Diploma Principal Learning

Creative and Media CM1U4W

**Unit 4
Responding creatively**

Specimen Mark Scheme

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting, they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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CREATIVE AND MEDIA DIPLOMA

LEVEL 1

Unit 4: Responding creatively

GENERAL ASSESSMENT CRITERIA

Responding to the Brief

Question 1 Explain two ideas you considered as methods to complete the brief.

(a) Idea One (b) Idea Two **(8 marks)**

6-8 marks

Two coherent and workable ideas are offered which are wholly appropriate to the brief.

3-5 marks

Two generally convincing ideas are offered which are relevant to the brief.

1-2 marks

At least one idea is offered that has some reference to the brief.

0 marks

No relevant response

Question 2 Explain how your chosen method for completing the brief matches the needs of:

(a) the client (b) the audience **(8 marks)**

6-8 marks

Detailed and relevant explanation of how the chosen method meets the needs of the client and audience.

3-5 marks

Logical explanation of how the chosen method meets the demands of the client and audience.

1-2 marks

Limited explanation of how the chosen method meets the demands of either the client and/or the audience.

0 marks

No relevant response

Research and Production

Question 3 Describe two methods of research you used to meet the requirements of the brief.

(a) Method One (b) Method Two (8 marks)

6-8 marks

Appropriate coherent information and descriptions are offered for **two** methods of research.

3-5 marks

Appropriate information and description are offered for **two** methods of research.

1-2 marks

At least one method of research is identified and described.

0 marks

No relevant response

Question 4 Identify and describe two important steps in your production process.

(a) Step One (b) Step Two (6 marks)

5-6 marks

Coherent information is offered about **two** important production stages.

3-4 marks

Appropriate information is offered about **two** production stages.

1-2 marks

At least one process of the production stage is identified.

0 marks

No relevant response

Review

Question 5 When you presented your work describe the reactions you received from:

(a) the client (b) the audience (6 marks)

5-6 marks

Coherent explanation offered about the reactions of both the client and the audience.

3-4 marks

Generally realistic explanation offered about reactions of both the client and the audience.

1-2 marks

Limited information offered about the reactions of the client and/or audience.

0 marks

No relevant response

Question 6 Explain what you learned from: (a) client feedback (b) audience feedback. (6 marks)

5-6 marks

Coherent explanation offered about what was learned from both client and audience feedback.

3-4 marks

Generally realistic explanation offered about what was learned from both client and audience feedback.

1-2 marks

Limited information offered about what was learned from client and/or audience feedback.

0 marks

No relevant response

Question 7 Identify two improvements you would make in future productions for a similar brief.

(a) Improvement One (b) Improvement Two (6 marks)

5-6 marks

Detailed and coherent identification of **two** ways of improving work for a similar brief.

3-4 marks

Generally convincing identification of **two** ways of improving work for a similar brief.

1-2 marks

At least one way of improving work is named/identified.

0 marks

No relevant response