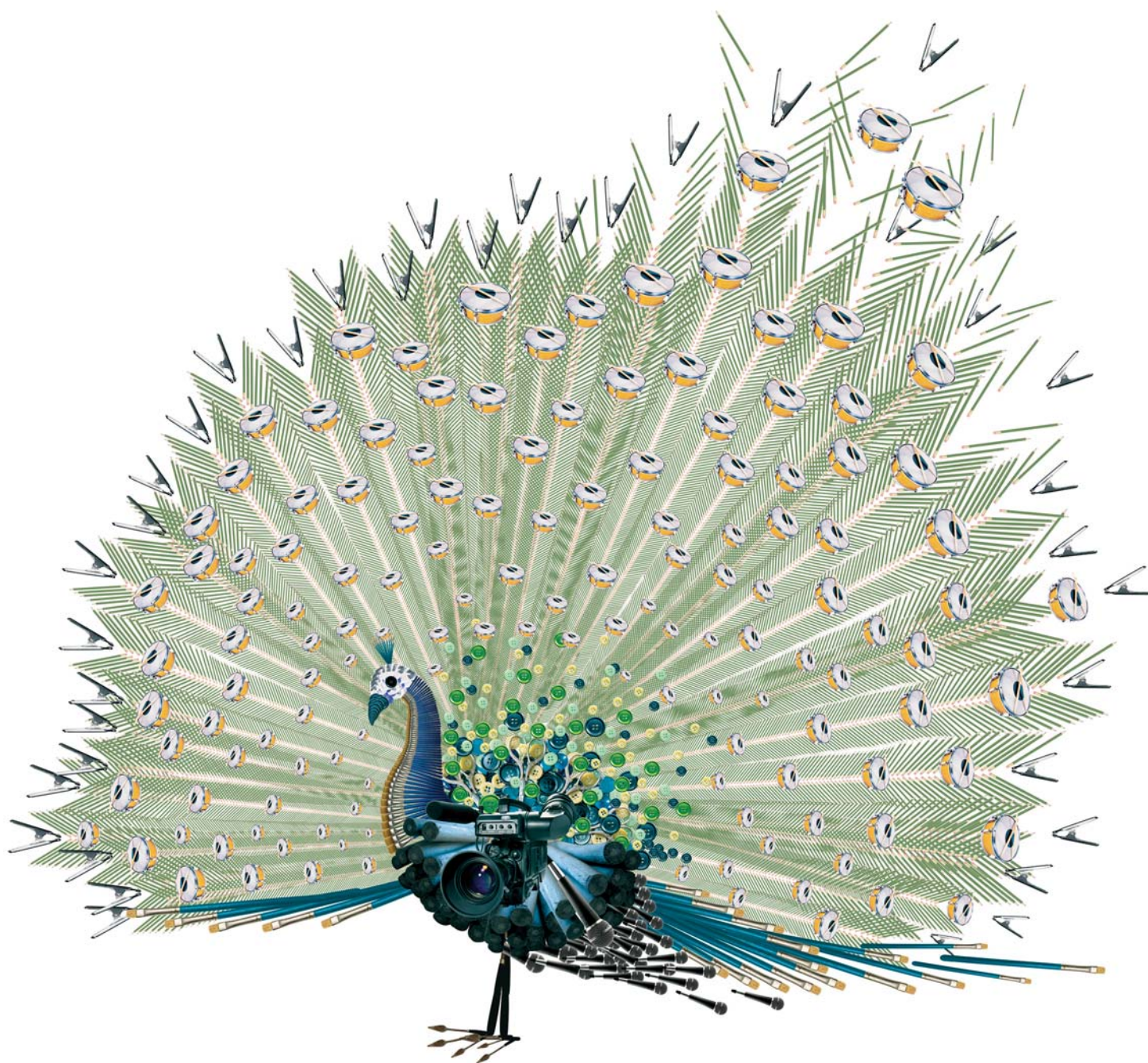


## SPECIMEN MARK SCHEME

### UNIT 5 - DEVELOPING A CREATIVE RESPONSE





**Level 2 Diploma Principal Learning**

**Creative and Media CAM2U5**

**Unit 5**

**Developing a creative response**

**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.

Further copies of this Mark Scheme are available to download from [www.diplomainfo.org.uk](http://www.diplomainfo.org.uk)

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## CREATIVE AND MEDIA DIPLOMA

### LEVEL 2

#### Unit 5: Developing a creative response

#### GENERAL ASSESSMENT CRITERIA

**AC1 - Explore alternative solutions to address an industry brief; research ideas and create a proposal.** **(12 marks)**

**1.1 The Learner has:**

Level Four *5-6 Marks*

Produced a variety of innovative solutions that demonstrate a clear and consistent awareness of the demands of the brief.

Level Three *3-4 Marks*

Provided some evidence of research and generated ideas that demonstrate a growing understanding of the brief.

Level Two *1-2 Marks*

Provided minimal evidence of research. Generated ideas that show a limited understanding of the brief and of client expectation.

Level One *0 Marks*

Produced no evidence of relevant research or attempt to create a design proposal.

**1.2 The Learner has:**

Level Four *5-6 Marks*

Produced a creative, clearly formed final proposal that demonstrates an in-depth understanding of the client's requirements.

Level Three *3-4 Marks*

Produced an appropriate final proposal which shows a growing understanding of the needs of the client.

Level Two *1-2 Marks*

Created a proposal for the client showing minimal understanding of the brief.

Level One *0 Marks*

Produced no evidence of relevant research or attempt to create a design proposal.

**AC2 – Develop a production plan and generate a creative outcome; draw up a production schedule with resources needed, produce a creative outcome combining two disciplines, present the outcome to an audience, reviewing and modifying in response to feedback.**  
**(24 marks)**

**2.1 The Learner has:**

Level Four *5-6 Marks*

Produced a detailed plan demonstrating a high level of creativity and a clear understanding of the use of appropriate resources.

Level Three *3-4 Marks*

Produced a production plan which demonstrates some creativity and suggests appropriate resources to be used.

Level Two *1-2 Marks*

Drawn up a production plan with minimal evidence of creativity and demonstrating limited awareness of the resources required.

Level One *0 Marks*

Produced no evidence of relevant planning, producing or presenting a creative outcome.

**2.2 The Learner has:**

Level Four *7-9 Marks*

Produced a creative outcome combining **two** disciplines demonstrating high levels of production quality, a clear understanding of context and fitness for purpose.

Level Three *4-6 Marks*

Produced a creative outcome combining **two** disciplines showing a growing understanding of production qualities, context and fitness for purpose.

Level Two *1-3 Marks*

Produced an outcome combining **two** disciplines with limited evidence of creativity.

Level One *0 Marks*

Produced no evidence of relevant planning, producing or presenting a creative outcome.

**2.3 The Learner has:**

Level Four *7-9 Marks*

Showed clear evidence of a confident and purposeful presentation, making consistent and appropriate use of feedback to make well considered modifications to the creative outcome.

Level Three *4-6 Marks*

Presented the creative outcome to the target audience showing a growing understanding of the use of feedback in making appropriate modifications to the creative outcome.

Level Two *1-3 Marks*

Presented the creative outcome to an audience. Produced limited evidence of critical feedback. Demonstrated minimal evidence of review and modification to the creative outcome.

Level One *0 Marks*

Produced no evidence of relevant planning, producing or presenting a creative outcome.

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**AC3 - Review their own performance, the creative outcome and the presentation in light of feedback; review with respect to fitness for purpose, identifying opportunities for further development, review their own performance against constraints and the ways in which these were overcome.**

**(12 marks)**

**3.1 The Learner has:**

Level Four *5-6 Marks*

Produced a coherent review of the creative outcome demonstrating a clear understanding of context and key issues and made considered reflection on feedback to identify imaginative and creative suggestions for improvement.

Level Three *3-4 Marks*

Produced a review of the creative outcome demonstrating a growing understanding of context and key issues and made appropriate reflections on feedback to identify possible improvements.

Level Two *1-2 Marks*

Provided a review of the creative outcome with minimal understanding of context and little evidence of reflection or modification.

Level One *0 Marks*

Produced no relevant evidence of self-evaluation or review of the creative outcome.

**3.2 The Learner has:**

Level Four *5-6 Marks*

Produced a coherent and in depth review of their own performance showing a thorough understanding of constraints, and clear evidence of how these issues were resolved.

Level Three *3-4 Marks*

Produced a review of their own performance showing a growing awareness of constraints and evidence of how these were overcome.

Level Two *1-2 Marks*

Produced a review of their own performance showing minimal awareness of constraints.

Level One *0 Marks*

Produced no relevant evidence of self-evaluation or review of the creative outcome.