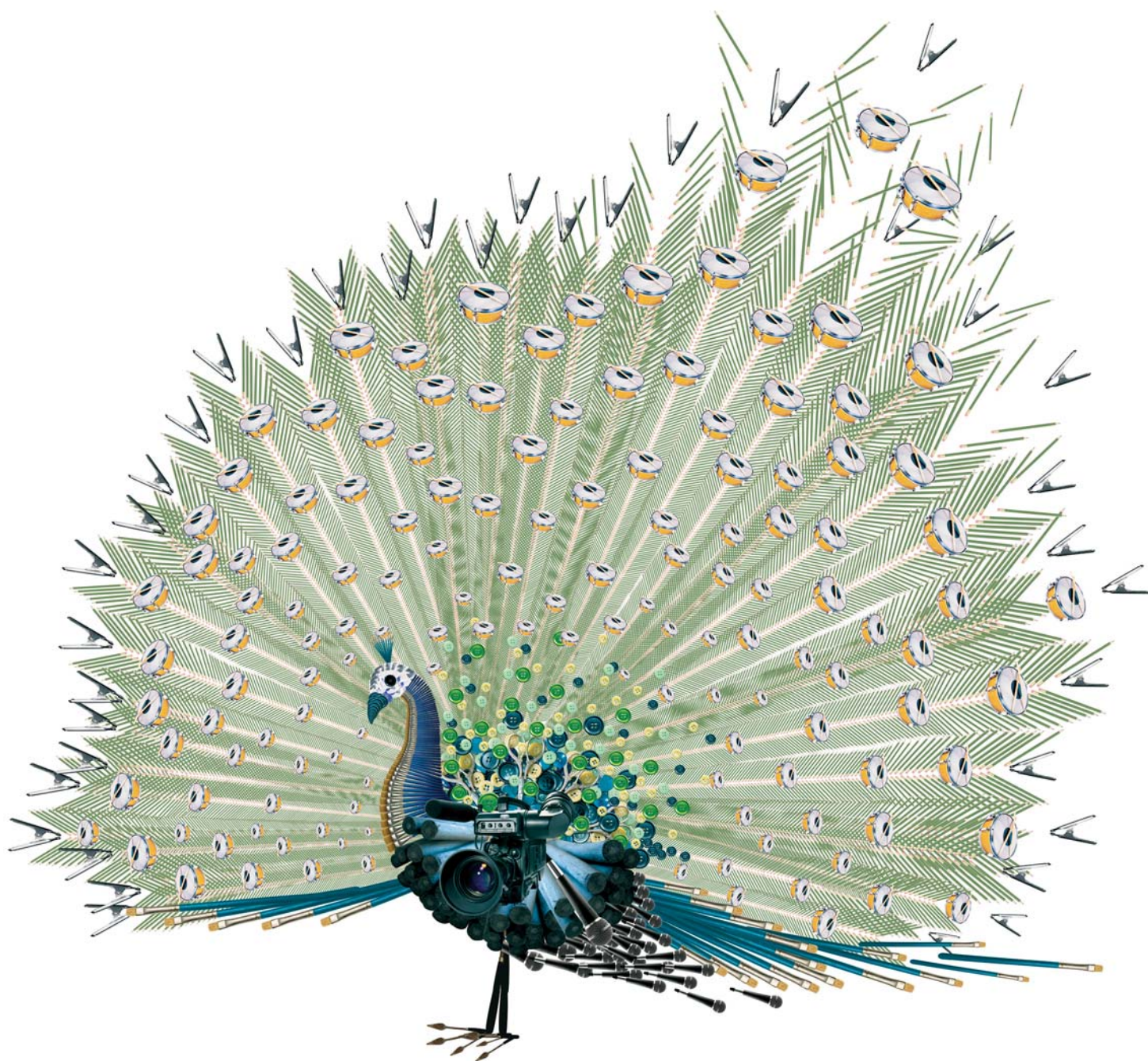


## SPECIMEN MARK SCHEME

### UNIT 2 - EXPLORING PROFESSIONAL CREATIVITY





**Level 3 Diploma Principal Learning**

**Creative and Media CAM3U2**

**Unit 2**

**Exploring professional creativity**

**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 3**

**Unit 2: Exploring professional creativity**

Assessment Criteria Topic	Level 1	Level 2	Level 3
	The learner has:	The learner has:	The learner has:
<b>Research into structures and job roles</b>	<p><b>1 – 4 marks</b></p> <p>Attempted to produce some evidence of appropriate research into job role(s) within the creative and media industries.</p>	<p><b>5 – 8 marks</b></p> <p>Undertaken research, which is generally engaged and mostly appropriate. Identified organisational structure, job roles and working practices.</p>	<p><b>9 – 12 marks</b></p> <p>Undertaken research that is engaged and accomplished and thoroughly appropriate. Identified and evaluated organisational structure, job roles and a full range of working practices and protocols.</p>
<b>Collation, summary and evaluation of findings</b>	<p><b>1 – 4 marks</b></p> <p>Attempted to produce some descriptive comments, which refer to research findings.</p>	<p><b>5 – 8 marks</b></p> <p>Produced a relevant commentary, which engages with research findings. Coherent structure with some conclusions drawn.</p>	<p><b>9 – 12 marks</b></p> <p>Produced a thorough and well-considered commentary. Critical, evaluative comments on findings with sophisticated conclusions drawn.</p>

Assessment Criteria Topic	Level 1	Level 2	Level 3
	The learner has:	The learner has:	The learner has:
<b>Presentation: Content - evaluation of job roles and structures in response to the set brief, with reference to research findings.</b>	<b>1 – 4 marks</b> Attempted to complete a presentation that includes some descriptive comments of job roles and research undertaken.	<b>5 – 8 marks</b> Completed a coherent presentation, which shows some understanding of the demands of the brief.	<b>9 – 12 marks</b> Completed a well informed presentation showing understanding of the demands of the brief.
<b>Presentation - style and format, including appropriate use of two disciplines and suitability for the specified audience.</b>	<b>1 – 4 marks</b> Attempted to produce a creative outcome, which partly meets the needs of the specified audience	<b>5 – 8 marks</b> Produced a creative outcome that combines two or more disciplines and is suited to the needs of the specified audience.	<b>9 – 12 marks</b> Produced an imaginative outcome that skilfully deploys two or more disciplines and is highly suitable for the needs of the target audience.
<b>Review and evaluation of research and recording methods, preservation and use of two disciplines chosen.</b>	<b>1 – 2 marks</b> Attempted to review and evaluate completed research and presentation.	<b>3 – 4 marks</b> Undertaken a systematic review and evaluation of research findings and presentation.	<b>5 – 6 marks</b> Undertaken a systematic, thorough and coherent review and evaluation of research findings and presentation.
<b>Review and evaluation of audience feedback and suggestion for improvement.</b>	<b>1 – 2 marks</b> Attempted to review and evaluate the feedback received from the audience.	<b>3 – 4 marks</b> Undertaken a systematic review and evaluation of feedback received from the audience which includes some suggestions for improvement.	<b>5 – 6 marks</b> Undertaken a systematic, thorough and coherent review and evaluation of feedback from the audience. Totally appropriate suggestions are offered for further improvements.