



Level 3 Diploma Principal Learning

Creative and Media CAM3U3

**Unit 3
Realising 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.

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CREATIVE AND MEDIA DIPLOMA**LEVEL 3****Unit 3: Realising creativity**

Assessment Criteria Topic	Level 1	Level 2	Level 3
	The learner has:	The learner has:	The learner has:
	1 – 5 marks	6 – 10 marks	11 – 15 marks
Explore, develop and record ideas, including liaison with the client.	Made some attempt to liaise with the client.	Provided some evidence of liaison and negotiation with the client.	Provided evidence of effective liaison and negotiation with the client.
Produce an agreed action plan / production schedule to the requirements of the brief.	Produced a basic outline action plan / production schedule.	Produced a workable action plan / production schedule.	Produced a detailed and coherent action plan / production schedule.
	1 – 10 marks	11 – 20 marks	21 – 30 marks
Undertake pre-production planning, and selection of appropriate technologies, techniques and materials.	Attempted to produce some pre-production planning which suggests some resources required.	Undertaken systematic pre-production planning and selected appropriate resources required.	Provided pre-production planning which is well considered and which demonstrates an imaginative use of resources.
Create and deliver the creative outcome, combining at least two disciplines, according to plan, maintaining liaison with the client.	Attempted to produce a creative outcome which partly meets the client brief and some aspects of the action plan / production schedule.	Produced a creative outcome which meets the client brief, and most aspects of the action plan / production schedule.	Produced an effective creative outcome which directly meets the client brief and effectively delivers to the action plan / production schedule.

Assessment Criteria Topic	Level 1	Level 2	Level 3
	The learner has:	The learner has:	The learner has:
	1 – 5 marks	6 – 10 marks	11 – 15 marks
Present the completed creative outcome combining two disciplines to a specified audience and gain audience feedback.	Made some attempt to complete a basic presentation which, at the top of this level may combine two disciplines, to an audience and has gathered some straightforward feedback.	Completed an appropriate presentation, combining at least two disciplines, to an audience and has devised a range of methods to gain feedback.	Completed an effective presentation, combining at least two disciplines, to an audience. Deployed sophisticated and highly appropriate methods to gain feedback.
Review and evaluate the creative outcome, process, and feedback from client and audience, with suggestions for improvements.	Made some attempt to record some basic ideas with limited reference to the brief.	Produced some evaluative comments about the creative process and audience feedback. Produced some ideas for improvement.	Produced detailed and critical evaluative comments about the creative outcome, production process and audience feedback. Totally appropriate suggestions for improvements are made.