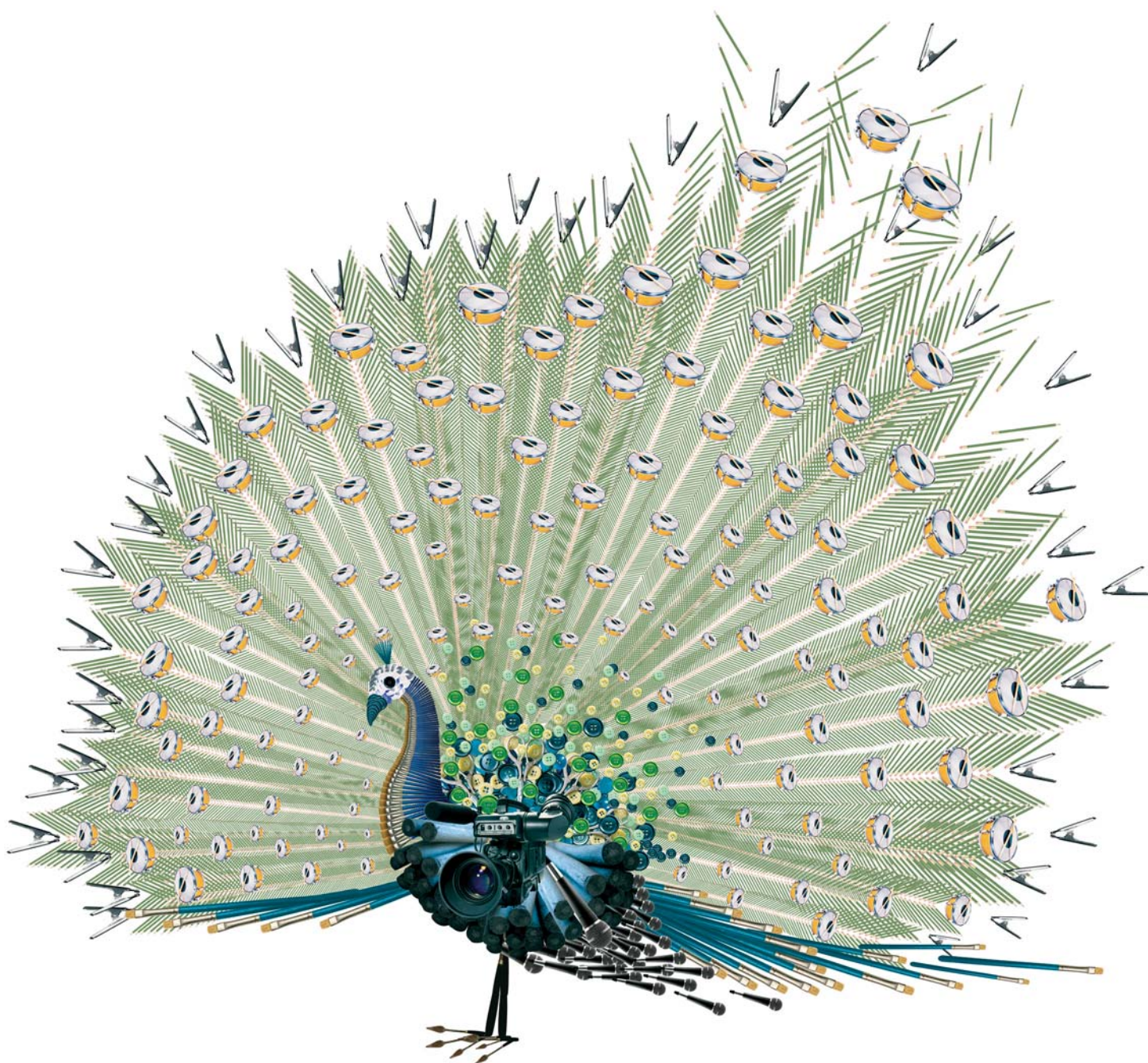


COMMENTARY ON SPECIMEN CONTROLLED ASSESSMENT

UNIT 4 - RESPONDING CREATIVELY



Diploma - Principal Learning Creative and Media

Level 1 Unit 4:

Responding creatively (CAM1U4)

Commentary on Specimen Controlled Assessment

Please note that the following internal tasks, responses and examiner commentary are provided as examples only for the purpose of assisting teachers/tutors delivering Diploma in Creative and Media Principal Learning. A direct relationship between the marks/commentaries and a unit grade cannot be made at this stage, since grade boundaries will be determined at the grade awarding meetings at the end of each examination series.

Evidence requirements

The learner has to produce evidence of achievement of the assessment criteria. In the assignment, they will produce:

- (1) a documented summary (one page) confirming commission and target audience agreed with the client
- (2) a production plan or schedule
- (3) a creative outcome combining two disciplines
- (4) a presentation, given to the target audience
- (5) a report summarising feedback obtained from the client and target audience.

The controlled assessment was carried out using the levels of control defined below for each of the five topics of assessment:

- Authenticity - the work of the student was carried out in the classroom under the supervision of the teacher.
- Feedback - the student's work was reviewed by the teacher at regular intervals and the student was given advice at a general level. The presentation was viewed by the teacher, the client and another member of the public
- Presentation - the student presented the work as a board game
- Collaboration - the item submitted contains the student's own ideas
- Resources - the centre was well resourced in terms of recyclable materials. Equipment was limited but adequate for the task. No special arrangements were required for this student

Task marking

The controlled assessment was marked using the assessment criteria given in the specification and subsequently moderated by a moderator appointed by AQA.

Assessment Criteria Topic 1

Confirm the brief and target audience, undertake research and produce a production plan to realise a creative outcome combining two disciplines to meet an industrial brief

Comments

The pupil understood the brief after being given the opportunity to talk about it with the teacher in class. During this discussion it was discovered that the audience would include an actual industrial client and two other members of the public.

There is evidence that the pupil researched ideas which included going to the shops at the weekend to look at toys and books. No specific age group is mentioned.

At the next lesson there was an opportunity to talk about ideas and to select a final choice.

There were four ideas put forward, all being imaginative and innovative.

The final idea of a board game about recycling was agreed with the teacher and how the audience will be engaged. The colours red and green were to be used in the yes and no answers.

A basic plan was made which contains all the key points of production.

Marks awarded toward the middle of band 3

Confirmed the brief and audience clearly, with well considered research and exploration of ideas, and a through detailed plan for production.

Assessment Criteria Topic 2

Produce and present a creative outcome, appropriate to the needs of the client and target audience, combining two disciplines

Comments

As the student worked through the making of the product images have been taken at all key stages as listed on the production plan.

Appropriate questions were researched and formatted on the computer using Word.

Labels using Publisher were produced for the red, green and blue cards.

The final creative outcome demonstrated a well finished product and combines more than two disciplines.

An appropriate level of knowledge was applied to ensure that an age group of 7-10 year olds could understand and play the game.

Creativity was applied when considering the use of red and green colours.

How to play the game - My Home Recycle Bin – had clear instructions and was in a logical sequence.

Marks awarded at the top of Mark Band 3

Provided a well finished and thoroughly well produced creative outcome and presentation, combining two disciplines, which meets the requirements of the brief and is appropriate for the target audience.

Assessment Criteria Topic 3

Obtain and document feedback from the client and target audience

Comments

The report produced shows that the student observed the game being played and made a mental note of possible changes which could be made.

The report evidences conversation whilst the game was played.

Problems during the general knowledge questions were discussed and suggested changes applied. The suggested changes were creative and well thought through.

The report is written using basic English.

There was little or no evidence of any written notes taken at the time when the game was played

**Marks awarded in the middle of
Mark Band 2**

Feedback gained from target audience, simply recorded.