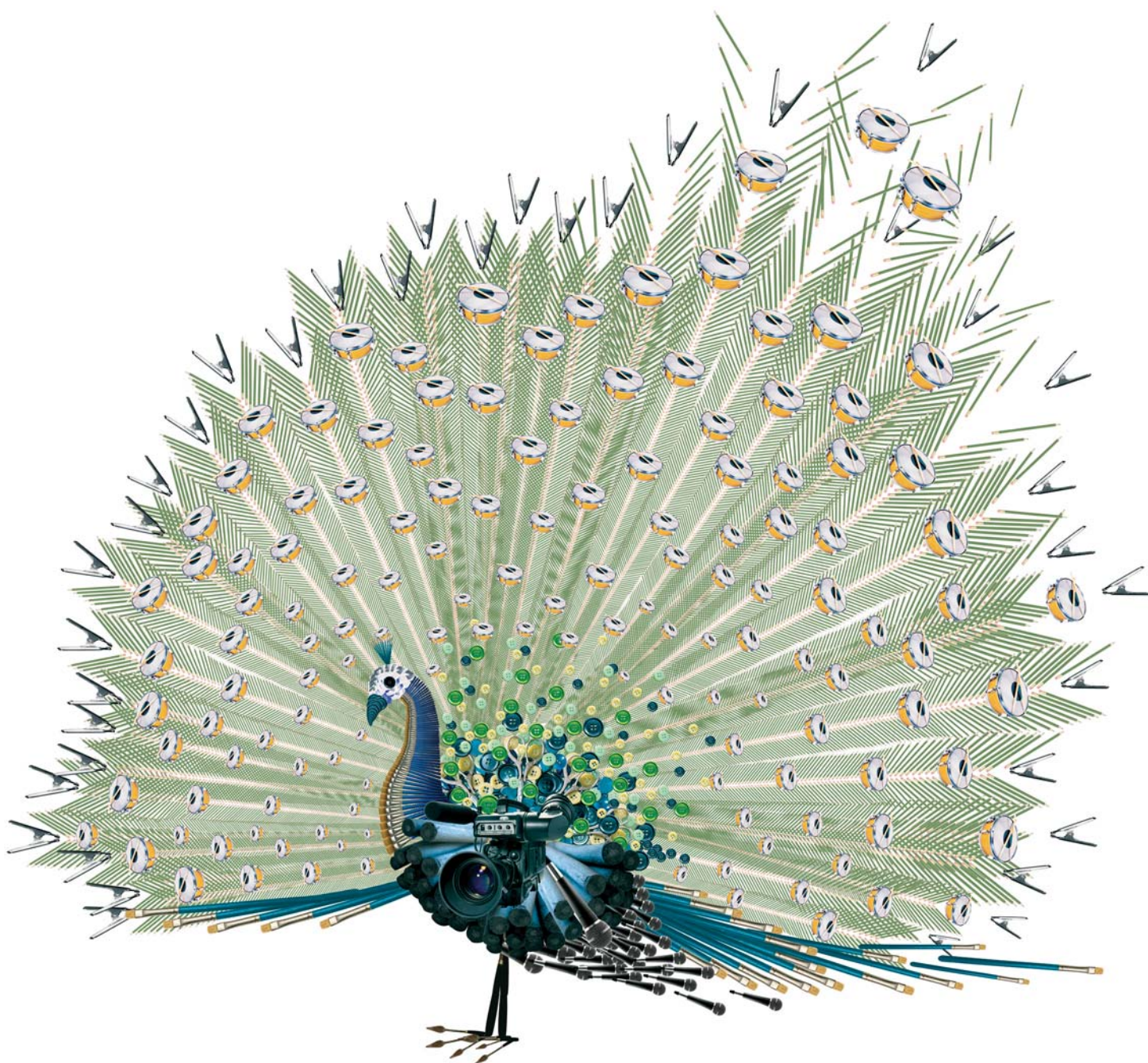


COMMENTARY ON SPECIMEN CONTROLLED ASSESSMENT

UNIT 1 - COMMUNICATING CREATIVELY



Diploma –Principal Learning Creative and Media

Level 3 Unit 1:

Communicating creatively (CAM3U1)

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 delivering Diploma 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 award meetings at the end of each series.

Evidence requirements

The learner had to produce evidence to fulfil the assessment criteria. In this assignment the learner had to produce:

- 1 a record of their investigation into the brief
- 2 a proposal for a creative idea, combining two disciplines
- 3 a presentation of this proposal to the client or audience, with feedback recorded
- 4 a report containing:
 - a self-evaluation of their work
 - reference to the feedback received
 - opportunities for improvement

The controlled assessment was carried out using the levels of control defined below:

- Authenticity - the work of the learner was carried out in the centre and on location under the supervision of the teacher. The teacher has confirmed that all the work presented is the work of the learner
- Feedback - the learner's work was reviewed by the teacher at regular intervals and the learner was given advice at a general level
- Time - the learner completed this project to a deadline and it was submitted for marking and moderation by the deadline
- Collaboration - the learner worked with one of her peers when carrying out research but the material submitted is all the work of the learner
- Resources - the centre was well resourced in terms of materials and suitable equipment and no special arrangements were required for this learner

The controlled assessment was internally assessed by the teacher using the assessment criteria contained in the specification and was subsequently externally moderated by AQA-City & Guilds.

Assessment Criteria Topic 1

Exploration, development and assessment of ideas, in response to a brief

Comments

Mark Band 3

The candidate has undertaken a detailed investigation into the work of Christopher Bruce which demonstrates clear evidence of imagination and proficient exploration and generation of ideas to meet the brief.

The candidate has shown a good deal of imagination and flair in the selection of stimuli and the assessment of ideas, and has chosen an effective vehicle for the realisation of the brief.

The candidate's production plan is focused and shows evidence of time management

Total marks: 17 out of 21

Assessment Criteria Topic 2

Development and presentation of a proposal for a creative idea to the client or audience

Comments

Mark Band 3

The candidate has produced a proposal which is clearly informed by its links to the research into Bruce's work and demonstrates a high level of creativity, with evidence of considered and imaginative use of resources.

Two disciplines have been combined to make an accomplished and engaging presentation of the proposal, if not in a 'formal' mode of delivery.

Some audience feedback, largely via the teacher, has been sought and the candidate has made changes to the outcome in light of this feedback. Personnel changes were handled effectively

Total marks: 16 out of 21

Assessment Criteria Topic 3

Review and evaluation of the work, the process and the proposal

Comments

Mark Band

The candidate has provided a reasonably thorough and comprehensive review and evaluation of their work, the process and their proposal

The candidate has offered some consideration of feedback and fitness for purpose, offering thoughtful suggestions for amendment and further development. Clear sense of a 'creative journey' having been undertaken.

Total marks: 15 out of 18

Summative Comments**Overall Band 3**

Detailed and thorough analysis of chosen work and the choreography of Christopher Bruce. Clearly describes the key features of 'Ghost Dances' and has an excellent understanding of the choreographic devices.

Choice of location was highly effective and the candidate displays a keen awareness of planning dance for the camera. Planning was meticulous and this can be witnessed in the extensive range of production materials and DVD evidence of location recce, devising etc.

Candidate offers a detailed, perceptive and self-critical analysis and is honest in her evaluation. She clearly identifies how she intends to use Bruce's choreographic style within the planned performance and employs excellent photographic evidence to support her ideas.

Total marks awarded for the Unit: 48 out of 60