Media Studies

# Lesson 6: Producing Your Digital Media Artefact

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<sup>1</sup> Materials from the Teach Computing Curriculum created by the National Centre for Computing Education



### Task 1 - Reviewing your progress

The unit assessment rubric is detailed on the coming slides. Grade your progress so far in:

- Planning with pre-production materials
- Logo Design
- Creative interpretation of brief
- Documentation

Then analyse what you could do to improve in each area and write a short paragraph outlining this.



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points		How can you improve?
<b>Planning with</b>	No evidence	The	The	The	
pre-production	provided	pre-production	pre-production	pre-production	
materials		methods used	methods used	methods used	
		were basic and	were clear and	for the media	
		ideas were	the	artefacts	
		beginning to	presentation of	created were	
		become clear.	them showed	excellent and	
			good	well presented.	
			progression.		



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points	Excelling – 30 points	How can you improve?
Logo design	No evidence	The logo	The logo was well	The logo was well	
and creation	provided	design was	designed, with	designed, with	
		clear, with	clear reasons for	clear reasons for	
		some limited	design choices	design choices	
		evidence of	made. The	made. The	
		design choices.	technical	technical creation	
		The technical	creation showed	of the logo	
		creation began	good	showed a highly	
		to meet the	development of	sophisticated use	
		design.	the design ideas.	of the tools.	



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points	Excelling – 30 points	How can you improve?
Creative	No evidence	The individual	The individual	The individual	
interpretation of	provided	showed a limited	interpreted the	interpreted the	
brief		creative	brief creatively.	brief creatively.	
		interpretation of	Their	Their	
		the brief. Their	documentation	documentation	
		presentation	and	and presentation	
		showed a basic	presentation	showed a highly	
		level of	showed good	developed flow	
		development of	progress of	of design ideas	
		ideas.	design ideas.	and reasoning.	



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points
Technical delivery of the artefact	No provided	The media artefact delivered by the individual showed a basic understanding of the technical tools used.	good technical level. The

Excelling – 30 points	How can you improve?
The media	
artefact	
created by the	
individual was	
delivered to a	
high technical	
level. The	
group	
demonstrated	
an successful	
use of the tools.	



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points		How can you improve?
Documentation	No evidence provided	The documentation of the process was limited in its coverage.	documentatio n showed good progression through the process.	The documentation of the process followed by the group was clear and covered all stages of the process.	



### **Task 2 - Creating Artefacts**

Start creating your digital media artefacts, break this large task down into smaller sections. Sub-tasks:

- Logo
- Selected Artefact
- Documentation
- Research and Assist



## Task 3 - Reviewing your work

The unit assessment rubric is detailed on the coming slides. Grade your overall work:

- Planning with pre-production materials
- Logo Design
- Creative interpretation of brief
- Group work and collaboration
- Presentation and documentation

Then analyse what you could do to improve in each area and write a short paragraph outlining this.



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points	Excelling – 30 points	How can you improve?
<b>Planning with</b>	No	The	The	The	
pre-production	evidence	pre-production	pre-production	pre-production	
materials	provided	methods used	methods used	methods used	
		were basic and	were clear and	for the media	
		ideas were	the	artefacts	
		beginning to	presentation of	created were	
		become clear.	them showed	excellent and	
			good	well presented.	
			progression.		



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points	Excelling – 30 points	How can you improve?
Logo design and creation	No evidence provided	The logo design was clear, with some limited evidence of design choices. The technical creation began to meet the design.	technical	The logo was well designed, with clear reasons for design choices made. The technical creation of the logo showed a highly sophisticated use of the tools.	



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points	Excelling – 30 points	How can you improve?
Creative	No evidence	The individual	The individual	The individual	
interpretation of	provided	showed a limited	interpreted the	interpreted the	
brief		creative	brief creatively.	brief creatively.	
		interpretation of	Their	Their	
		the brief. Their	documentation	documentation	
		presentation	and	and presentation	
		showed a basic	presentation	showed a highly	
		level of	showed good	developed flow	
		development of	progress of	of design ideas	
		ideas.	design ideas.	and reasoning.	



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points
Technical delivery of the artefact	No evidence provided	The media artefact delivered by the individual showed a basic understanding of the technical tools used.	good technical level. The

Excelling – 30 points	How can you improve?
The media	
artefact	
created by the	
individual was	
delivered to a	
high technical	
level. The	
group	
demonstrated	
an successful	
use of the tools.	



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points		How can you improve?
Documentation	No evidence provided	The documentation of the process was limited in its coverage.	documentatio n showed good progression through the process.	The documentation of the process followed by the group was clear and covered all stages of the process.	

