

Media Studies

Lesson 6: Producing Your Digital Media Artefact

Bethany Davies



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



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.	The logo was well designed, with clear reasons for design choices made. The technical creation showed good development of the design ideas.	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 interpretation of brief	No evidence provided	The individual showed a limited creative interpretation of the brief. Their presentation showed a basic level of development of ideas.	The individual interpreted the brief creatively. Their documentation and presentation showed good progress of design ideas.	The individual interpreted the brief creatively. Their documentation and presentation showed a highly developed flow of design ideas and reasoning.	



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points	Excelling – 30 points	How can you improve?
Technical delivery of the artefact	No evidence provided	The media artefact delivered by the individual showed a basic understanding of the technical tools used.	The media artefact created by the individual was delivered to a good technical level. The development of ideas through the technical tools was clear.	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	Excelling – 30 points	How can you improve?
Documentation	No evidence provided	The documentation of the process was limited in its coverage.	documentation 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?
Planning with pre-production materials	No evidence provided	The pre-production methods used were basic and ideas were beginning to become clear.	The pre-production methods used were clear and the presentation of them showed good progression.	The pre-production methods used for the media artefacts created were excellent and well presented.	



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.	The logo was well designed, with clear reasons for design choices made. The technical creation showed good development of the design ideas.	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 interpretation of brief	No evidence provided	The individual showed a limited creative interpretation of the brief. Their presentation showed a basic level of development of ideas.	The individual interpreted the brief creatively. Their documentation and presentation showed good progress of design ideas.	The individual interpreted the brief creatively. Their documentation and presentation showed a highly developed flow of design ideas and reasoning.	



Criterion	No evidence – 0 points	Beginning – 10 points	Developing – 20 points	Excelling – 30 points	How can you improve?
Technical delivery of the artefact	No evidence provided	The media artefact delivered by the individual showed a basic understanding of the technical tools used.	The media artefact created by the individual was delivered to a good technical level. The development of ideas through the technical tools was clear.	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	Excelling – 30 points	How can you improve?
Documentation	No evidence provided	The documentation of the process was limited in its coverage.	documentation showed good progression through the process.	The documentation of the process followed by the group was clear and covered all stages of the process.	

