

Media Studies Assessment Ladder

1b	“Limited”	Students recall and communicate limited knowledge and understanding of media products and concepts. They show a limited understanding of media forms and conventions , and can describe some aspects of media representation using some media language and conventions. They show a limited awareness of connections between the representations offered by media texts and their intended audience. They use minimal research and planning to inform their production work. They use few presentational forms with little sense of identifying and targeting audiences . They attempt to use practical processes, techniques and technologies, including ICT, to create a media product. They provide a simple review of the production .
1a		Students recall and communicate a partial knowledge and understanding of media products and concepts. They show a narrow understanding of media forms and conventions , and can describe some aspects of media representation using some media language and conventions. They show a limited awareness of connections between the representations offered by media texts and their intended audience. They use minimal research and planning to inform their production work. They use few presentational forms with little sense of identifying and targeting audiences . They attempt to use practical processes, techniques and technologies, including ICT, to create a media product. They provide a simple review of the production .
2b	“Some”	Students recall and communicate some knowledge and understanding of media products and concepts. They show some understanding of media forms and conventions , and can describe aspects of media representation using some media language and conventions. They show some awareness of connections between the representations offered by media texts and their intended audience. They use some research and planning to inform their production work. They use few presentational forms with some sense of identifying and targeting audiences . They attempt to use practical processes , techniques and technologies, including ICT, to create a media product. They provide a developing review of the production .
2a		Students recall and communicate a developing knowledge and understanding of media products and concepts. They show some developing understanding of media forms and conventions , and can describe some aspects of media representation using some media language and conventions. They show some awareness of connections between the representations offered by media texts and their intended audience. They use some research and planning to inform their production work. They use few presentational forms with some sense of identifying and targeting audiences . They use practical processes , techniques and technologies, including ICT, to create a media product. They provide a developing review of the production .
3b	“Emerging”	Students recall and communicate an emerging knowledge and understanding of media products and concepts. They show a developing understanding of media forms and conventions , and can describe aspects of media representation using some media language and conventions. They show some awareness of connections between the representations offered by media texts and their intended audience. They use some research and planning to inform their production work. They use presentational forms with a sense of identifying and targeting audiences . They use practical processes, techniques and technologies, including ICT, to create a media product. They provide an increasingly appropriate review of the production.
3a		Students recall and communicate knowledge and understanding of media products and concepts. They show an understanding of media forms and conventions , and can describe aspects of media representation using media language and conventions . They show an awareness of connections between the representations offered by media texts and their intended audience. They use research and planning to inform their production work. They use presentational forms with a sense of identifying and targeting audiences . They use practical processes, techniques and technologies, including ICT, to create a media product. They provide an emerging review of the production.

4b	“Clear and relevant”	Students recall and communicate clear and relevant knowledge and understanding of media products and concepts. They show an understanding of media forms and conventions, and can describe clear and relevant aspects of media representation using relevant media language and conventions. They show a clear awareness of connections between the representations offered by media texts and their intended audience. They use research and planning to inform their production work. They use presentational forms with a clear sense of identifying and targeting audiences . They use practical processes, techniques and technologies, including ICT, to create a media product. They provide a clear and relevant review of the production.
4a		Students recall, select and communicate an increasingly sound knowledge and understanding of media products and concepts and the contexts in which they are produced and consumed. They identify the relationship between representations offered by media texts and the appeal of these texts to the audiences that they address . They demonstrate the ability to respond logically, with accurate use of terminology , supporting ideas and arguments with evidence. They research and plan their production work . They use a selection of presentational skills well, showing a sense of identifying and targeting audiences, indicating how this has informed the production process. They construct their product(s) using appropriate production skills. They handle technology, including ICT, and use some appropriate techniques and conventions of their chosen medium and genre. They evaluate their product(s) in a clear and relevant way against straightforward production criteria .
5b	“Sound”	Students recall, select and communicate a sound and thorough knowledge and understanding of media products and concepts and the contexts in which they are produced and consumed. They identify the relationship between representations offered by media texts and the appeal of these texts to the audiences that they address . They demonstrate the ability to respond logically, with sound and accurate use of terminology , supporting ideas and arguments with evidence. They research and plan their production work . They use a selection of presentational skills well, showing a sound sense of identifying and targeting audiences , indicating how this has informed the production process. They construct their product(s) using appropriate production skills. They handle technology, including ICT, and use some appropriate techniques and conventions of their chosen medium and genre. They evaluate their product(s) in sound way against clear production criteria .
5a		Students recall, select and communicate thorough knowledge and understanding of media products and concepts and the contexts in which they are produced and consumed. They identify the relationship between representations offered by media texts and the appeal of these texts to the audiences that they address. They demonstrate the ability to respond logically, with accurate use of terminology, supporting ideas and arguments with evidence . They use thoughtful research and plan their production work. They use a selection of presentational skills well, showing a sense of identifying and targeting audiences, indicating how this has informed the production process. They construct their product(s) using appropriate production skills . They handle technology, including ICT, and use some appropriate techniques and conventions of their chosen medium and genre. They evaluate their product(s) effectively against clear production criteria .
6b	“Good”	Students recall, select and communicate a good knowledge and understanding of media products and concepts and the contexts in which they are produced and consumed. They thoroughly identify the relationship between representations offered by media texts and the appeal of these texts to the audiences that they address . They demonstrate a good ability to respond logically and analytically, with accurate use of terminology, theory and supporting ideas and arguments with evidence . They use well developed, thoughtful research and plan their production work. They use a selection of presentational skills well, showing a sense of identifying and targeting audiences, indicating how this has informed the production process. They construct their product(s) using appropriate production skills. They handle technology, including ICT, and use some appropriate techniques and conventions of their chosen medium and genre. They evaluate their product(s) successfully against clear production criteria .

6a		Students recall, select and communicate a good knowledge and understanding of media products and concepts and the contexts in which they are produced and consumed. They identify and analyse the relationship between representations offered by media texts and the appeal of these texts to the audiences that they address. They demonstrate a good ability to respond logically and analytically , with accurate use of terminology, theory and supporting ideas and arguments with evidence. They use well developed, thoughtful research and plan their production work. They use a selection of presentational skills well , showing a sense of identifying and targeting audiences, indicating how this has informed the production process. They construct their product(s) using appropriate production skills. They handle technology, including ICT, and use some appropriate techniques and conventions of their chosen medium and genre. They evaluate their product(s) successfully against clear production criteria
7b	“Excellent”	Students recall, select and communicate a detailed and excellent knowledge and understanding of media products and concepts and the contexts in which they are produced and consumed. They use analytical techniques and theory, underpinning concepts and a critical vocabulary to evaluate and compare media representations. They demonstrate an ability to respond in a logical and structured way, with precise and accurate use of terminology, supporting ideas and arguments with evidence . They research and plan their production work effectively. They draw on relevant products, concepts and contexts . They use presentational skills effectively, showing understanding of how audiences are identified and how production is tailored to audience needs and expectations . They construct their product(s) using a range of production skills appropriately and effectively. They confidently handle technology, including ICT, and use the techniques and conventions of the chosen medium and genre creatively. They evaluate their product(s), making critical connections between the experience of carrying out the production and the key concepts.
7a		Students recall, select and communicate detailed and excellent knowledge and understanding of media products and concepts and the contexts in which they are produced and consumed. They use excellent analytical techniques and theory, underpinning concepts and a critical vocabulary to evaluate and compare media representations. They demonstrate an ability to respond in a logical and structured way, with precise and accurate use of terminology, supporting ideas and arguments with evidence . They research and plan their production work effectively. They draw on relevant products, concepts and contexts. They use presentational skills effectively, showing understanding of how audiences are identified and how production is tailored to audience needs and expectations. They construct their product(s) excellently , using a range of production skills appropriately and effectively. They confidently handle technology, including ICT, and use the techniques and conventions of the chosen medium and genre creatively. They evaluate their product(s), making excellent critical connections between the experience of carrying out the production and the key concepts.
8b	“Outstanding”	Students recall, select and communicate an outstanding knowledge and understanding of media products and concepts and the contexts in which they are produced and consumed. They use outstanding analytical techniques and theory , underpinning concepts and a critical vocabulary to evaluate and compare media representations. They demonstrate an outstanding ability to respond in a logical and structured way , with precise and accurate use of terminology, supporting ideas and arguments with evidence. They research and plan their production work effectively . They draw on a range of relevant products, concepts and contexts . They use presentational skills effectively, showing understanding of how audiences are identified and how production is tailored to audience needs and expectations. They construct their product(s) using a wide range of production skills appropriately and effectively. They confidently and creatively handle technology, including ICT, and use the techniques and conventions of the chosen medium and genre creatively. They evaluate their product(s), making critical connections between the experience of carrying out the production and the key concepts .

8a		<p>Students recall, select and communicate an outstanding knowledge and thorough understanding of media products and concepts and the contexts in which they are produced and consumed. They use outstanding analytical techniques and theory, underpinning concepts and a critical vocabulary to evaluate and compare media representations. They demonstrate an outstanding ability to respond in a logical and structured way, with precise and accurate use of terminology, supporting ideas and arguments with evidence. They research and plan their production work effectively. They draw on a range of relevant products, concepts and contexts. They use presentational skills effectively, showing understanding of how audiences are identified and how production is tailored to audience needs and expectations. They construct their product(s) using a wide range of production skills appropriately and effectively. They confidently and creatively handle technology, including ICT, and use the techniques and conventions of the chosen medium and genre creatively. They evaluate their product(s), making critical connections between the experience of carrying out the production and the key concepts.</p>
9b	"Exceptional"	<p>Students recall, select and communicate an impressive and exceptionally detailed knowledge and thorough understanding of media products and concepts and the contexts in which they are produced and consumed. They use well-judged analytical techniques and theory, underpinning concepts and a wide-ranging critical vocabulary to evaluate and compare media representations. They demonstrate an exceptional ability to respond in a logical and structured way, with precise and perfect use of terminology, supporting ideas and arguments with evidence. They research and plan their production work effectively. They draw on a range of relevant products, concepts and contexts. They use a range of presentational skills effectively, showing understanding of how audiences are identified and how production is tailored to audience needs and expectations. They construct their product(s) using a broad range of production skills appropriately and effectively. They expertly handle technology, including ICT, and use the techniques and conventions of the chosen medium and genre creatively. They evaluate their product(s), making critical connections between the experience of carrying out the production and the key concepts.</p>
9a		<p>Students recall, select and communicate an impressive and exceptionally detailed knowledge and thorough understanding of media products and concepts and the contexts in which they are produced and consumed. They use well-judged analytical techniques and theory, underpinning concepts and a wide-ranging critical vocabulary to evaluate and compare media representations. They demonstrate an exceptional ability to respond in a logical and structured way, with precise and perfect use of terminology, supporting ideas and arguments with evidence. They research and plan their production work effectively. They draw on a range of relevant products, concepts and contexts. They use a range of presentational skills effectively, showing understanding of how audiences are identified and how production is tailored to audience needs and expectations. They construct their product(s) using a broad range of production skills appropriately and effectively. They expertly handle technology, including ICT, and use the techniques and conventions of the chosen medium and genre creatively. They evaluate their product(s), making critical connections between the experience of carrying out the production and the key concepts.</p>