

# KS3 Media: Assessment and Progression Grid



	Film Posters/Industry	Film Posters/Industry	Newspapers
<b>Excelling</b>	<p><i>Paddington Film Poster -</i></p> <p>Excellent, detailed analysis of the images, language and layout</p> <p>Consistent focus on the meanings underlying the images, language and layout.</p>	<p><i>Representation of Gender in Two Bond Film Posters –</i></p> <p>Excellent, detailed and complex analysis of the posters</p> <p>Excellent, detailed and appropriate comparisons between the posters</p> <p>Excellent, consistent use of media terminology, including possible reference to relevant media theories</p> <p>Excellent, well-reasoned judgements and conclusions regarding how far the representation of gender is similar and different.</p>	<p><i>Analysis of the Impact of Historical Contexts on Newspapers –</i></p> <p>Excellent, detailed and accurate knowledge and understanding of the influence of historical context on The Guardian</p> <p>Highly appropriate reference to The Guardian to support points.</p>
<b>Secure</b>	<p><i>Paddington Film Poster -</i></p> <p>Good, reasonably detailed analysis of the images, language and layout</p> <p>Focus on the meanings underlying the images, language and layout.</p>	<p><i>Representation of Gender in Two Bond Film Posters –</i></p> <p>Good, reasonably detailed and sometimes complex analysis of the posters</p> <p>Good, reasonably detailed and appropriate comparisons between the posters</p> <p>Good, secure use of media terminology</p> <p>Good, reasoned judgements and conclusions regarding how far the representation of gender is similar and different.</p>	<p><i>Analysis of the Impact of Historical Contexts on Newspapers –</i></p> <p>Good, accurate knowledge and understanding of the influence of historical context on The Guardian</p> <p>Appropriate reference to The Guardian to support points.</p>

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<p><b>Developing</b></p>	<p><i>Paddington Film Poster -</i></p> <p>Satisfactory analysis of the images, language and layout</p> <p>General focus on the meanings underlying the images, language and layout</p> <p>Lapses into description.</p>	<p><i>Representation of Gender in Two Bond Film Posters –</i></p> <p>Satisfactory analysis of the posters, although the focus is likely to be on obvious aspects and there may be lapses into description</p> <p>Satisfactory comparisons between the posters, although there may be more focus on one of them</p> <p>Satisfactory use of media terminology</p> <p>Satisfactory, generally reasoned judgements and conclusions regarding how far the representation of gender is similar and different.</p>	<p><i>Analysis of the Impact of Historical Contexts on Newspapers –</i></p> <p>Satisfactory, generally accurate knowledge and understanding of the influence of historical context on newspapers</p> <p>Some reference to The Guardian to support points, although this is likely to be undeveloped.</p>
<p><b>Emerging</b></p>	<p><i>Paddington Film Poster –</i></p> <p>Basic analysis of the images, language and layout</p> <p>Limited focus on the meanings underlying the images, language and layout</p> <p>A tendency to describe elements of the poster.</p>	<p><i>Representation of Gender in Two Bond Film Posters –</i></p> <p>Basic analysis of the posters, with a tendency to describe</p> <p>Basic comparisons between the posters, although there may be most focus on one of them</p> <p>Basic use of media terminology, although this is likely to lack relevance, clarity and accuracy</p> <p>Basic judgements and conclusions, which may not be reasoned, regarding how far the representation of gender is similar and different.</p>	<p><i>Analysis of the Impact of Historical Contexts on Newspapers –</i></p> <p>Basic knowledge of historical context and basic understanding of the influence of historical context on The Guardian</p> <p>Reference to The Guardian to support points is limited.</p>

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	Music Videos	Television	Advertising
<b>Excelling</b>	<p><i>Purpose of Music Videos -</i></p> <p>Excellent, detailed analysis of MIA's 'Borders' which engages fully with complex aspects of representation</p> <p>Excellent knowledge of representation and consistently appropriate use of subject specific terminology, including possible reference to media theorists</p> <p>Excellent, highly appropriate explanation of the video's context</p> <p>Excellent, well-reasoned judgements and conclusions.</p>	<p><i>Soap Operas and Genre -</i></p> <p>Excellent, detailed analysis of the conventions in the extract</p> <p>Consistently appropriate conclusions regarding the extent to which the extract is typical of the genre.</p>	<p><i>Production of an Advertising Campaign –</i></p> <p>An excellent campaign that successfully uses advertising conventions</p> <p>An excellent campaign that is likely to consistently engage the audience</p> <p>An excellent use of media language in the campaign</p> <p>A very effective design.</p>
<b>Secure</b>	<p><i>Purpose of Music Videos -</i></p> <p>Good, reasonably detailed analysis of MIA's 'Borders' which engages in places with complex aspects of representation</p> <p>Good, secure knowledge of representation and appropriate use of subject specific terminology</p> <p>Good, appropriate explanation of the video's context</p> <p>Good, reasoned judgements and conclusions.</p>	<p><i>Soap Operas and Genre -</i></p> <p>Good, reasonably detailed analysis of the conventions in the extract</p> <p>Appropriate conclusions regarding the extent to which the extract is typical of the genre.</p>	<p><i>Production of an Advertising Campaign –</i></p> <p>A good campaign that is quite successful in using advertising conventions</p> <p>A good campaign that is quite likely to engage the audience</p> <p>A good use of media language in the campaign</p> <p>A good design.</p>

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<p><b>Developing</b></p>	<p><i>Purpose of Music Videos -</i></p> <p>Satisfactory analysis of MIA's 'Borders' although the focus is likely to be on obvious aspects of representations and there may be lapses into description</p> <p>Satisfactory knowledge of representation and generally appropriate use of subject specific terminology</p> <p>Satisfactory explanation of the video's context, although undeveloped in places</p> <p>Satisfactory, generally reasoned judgements and conclusions.</p>	<p><i>Soap Operas and Genre -</i></p> <p>Satisfactory analysis of the conventions in the extract</p> <p>Generally appropriate conclusions regarding the extent to which the extract is typical of the genre.</p>	<p><i>Production of an Advertising Campaign –</i></p> <p>A satisfactory campaign that is quite successful in using advertising conventions</p> <p>A satisfactory campaign that may engage the audience</p> <p>A satisfactory use of media language in the campaign</p> <p>A satisfactory design.</p>
<p><b>Emerging</b></p>	<p><i>Purpose of Music Videos -</i></p> <p>Basic analysis of MIA's 'Borders' – limited focus on representation, although there is a tendency to describe</p> <p>Basic knowledge of representation and basic subject specific terminology, although this is likely to lack relevance, clarity and accuracy</p> <p>Basic, explanation of the video's context</p> <p>Basic judgements and conclusions, which may not be reasoned.</p>	<p><i>Soap Operas and Genre -</i></p> <p>Basic analysis of the conventions in the extract</p> <p>Basic conclusions regarding the extent to which the extract is typical of the genre.</p>	<p><i>Production of an Advertising Campaign –</i></p> <p>A basic campaign including some advertising conventions</p> <p>A basic campaign that may engage the audience to an extent</p> <p>A basic use of media language in the campaign</p> <p>A basic design.</p>