**Further Questions and marking scheme for Media Production process**

**Question 5 (3 marks)**

*During the post-production stage, explain how you acted on either personal reflection or audience feedback to re ne your media product.*

**Teacher Notes**

The post-production stage refers to the stage after production or principal photography where the content is organised into the intended structure for an audience. Editing and printing are common processes during post- production. This question requires the student to identify a personal reflection, such as *“I thought the shot of X character was out of focus”*, or audience feedback such as *“my target audience were disengaged by the length of scene X”*.

From this identification, the student should explain their process to resolve this issue. Students should use media language appropriate to post-production to explain their process.

**Marking Criteria 3 marks -** Specific and clear reference to reflection or feedback during the Post-production stage and a detailed explanation of the process they took to resolve the issue. Media language is applied to explain content and process.

**2 marks -** Some reference to an issue in Post-production and an explanation of their process to resolve the issue.

**1 mark -** Vague reference to an issue and process to resolve.

If the student does not reference both an issue identified and the process to resolve, no marks are given.

**Question 6 (13 marks)**

*Each stage of the Media Production Process includes individual choices to construct your media product for a specified audience.*

*Explain a choice you made relating to a media code, convention, narrative, genre or style in each stage of the process. Indicate how this choice was designed to engage the specified audience.*

**Teacher Notes**

This question is divided for students to respond equally to each stage of the media production process and reference their creative decisions. The student should make explicit and specific reference to their target audience. This could be delineated by concepts such as age, language, interests, location, and experiences, to name only some.

In each stage, students should demonstrate their understanding of processes and/or technologies specific to their media form in that stage.

Choices relating to a media code, convention, narrative, genre or style are varied but can be described as a specific decision the student has made for their media product.

Although during production and post-production the media product was already designed, active choices are made through the entire media production process.

**Marking Criteria**

*Specified audience for your media product*

**1 mark -** Specific target audience identified.   If the student does not reference a specific target

audience, no marks are given.

*Development:*

**3 marks -** Clear, specific and detailed explanation of a choice relating to a media code, convention, narrative, genre or style during the development stage. Media language is applied extensively to describe the choice. Strong link to how that choice may engage specific audience.

**2 marks -** Some explanation of a choice relating to a media code, convention, narrative, genre or style during the development stage. Media language is applied to describe the choice. Link to how that choice may engage specific audience.

**1 mark -** Vague identification of a choice made during the development stage. Link to how that choice may engage specific audience.

If the student does not reference both the choice made and how a target audience may have been engaged, no marks are given.

If a student does not discuss a choice from the development stage, no marks are given.

*Pre-production:*

**3 marks -** Clear, specific and detailed explanation of a choice relating to a media code, convention, narrative, genre or style during the pre-production stage. Media language is applied extensively to describe the choice. Strong link to how that choice was designed to engage a specific audience.

**2 marks -** Some explanation of a choice relating to a media code, convention, narrative, genre or style during the pre-production stage. Media language is applied to describe the choice. Link to how that choice was designed to engage a specific audience.

**1 mark -** Vague identification of a choice made during the pre-production stage. Link to how that choice may engage a specific audience.

If the student does not reference both the choice made and how target audience may have been engaged, no marks are given.

If a student does not discuss a choice from the pre- production stage, no marks are given.

*Production:*

**3 marks -** Clear, specific and detailed explanation of a choice relating to a media code, convention, narrative, genre or style during the production stage. Media language is applied extensively to describe the choice. Strong link to how that choice was designed to engage a specific audience.

**2 marks -** Some explanation of a choice relating to a media code, convention, narrative, genre or style during the production stage. Media language is applied to describe the choice. Link to how that choice was designed to engage a specific audience.

**1 mark** - Vague identification of a choice made during the production stage. Link to how that choice may engage a specific audience.

If the student does not reference both the choice made and how target audience may have been engaged, no marks are given.

If a student does not discuss a choice from the production stage, no marks are given.

*Post-production:*

**3 marks -** Clear, specific and detailed explanation of a choice relating to a media code, convention, narrative, genre or style during the post-production stage. Media language is applied extensively to describe the choice. Strong link to how that choice was designed to engage specific audience.

**2 marks -** Some explanation of a choice relating to a media code, convention, narrative, genre or style during the post-production stage. Media language is applied to describe the choice. Link to how that choice was designed to engage specie c audience.

**1 mark -** Vague identification of a choice made during the post-production stage. Link to how that choice may engage specific audience.

If the student does not reference both the choice made and how target audience may have been engaged, no marks are given.

If a student does not discuss a choice from the post- production stage, no marks are given.