**Production Feedback:**

**This is an important area of your plan which you need to give significant attention to. Students should refer to Criteria 9-10 if they aim to meet very high descriptors for assessment.**

**Please Note this is a guide only which covers Audience Engagement / Technical or codes and conventions / Feedback / Refinement. Students are encouraged to create their own list of questions unique to their production that they can then respond to**

**Students can also use another method to gain feedback – which could be based on direct interviews- surveys etc. which illicit further response**

**Students should have between 5- 10 students (your audience to provide feedback)**

**(Context):**

**1.Do you understand the intention of my production and the audience I intend to engage?**

**Engagement (from)**

**2. As a member of my target audience what qualities or features of my production do you find appealing and engaging**

1. **When viewing/listening to my production what kind of emotional responses did you experience**
2. **Could you describe some of the aesthetic qualities /style you found evident in my work**
3. **Could you describe some of the characteristics, qualities or features of my work that appealed to you**
4. **What kind of themes resonate with you when examining of narrative features of my work**

**Codes / Conventions. (questions relevant to the technical aspects of your production)**

1. **(Questions about the quality or features of your production – (unique to each student’s production) which your audience can provide response to**

**9**

**Refinement**

**10. Are there any recommendations you would make as to the further refinement of**

**each image - in terms of**

**narrative**

**colourisation**

**contrast**

**lighting**

**composition**

**each song in terms of**

**narrative**

**Sound quality: clarity and fidelity**

**Levels of reverb or equalisation**

**Tone, rhythm of a specific instrument**

**Each scene in terms of**

**Narrative**

**Camera / Sound**

**Editing**

**Animation**

**11. Are there any recommendations you would make as to the further refinement to your engagement (enjoyment – appreciation) of the production**

**12. Are there any recommendations you would have as to the most appropriate environment / or method of delivery of the production**

**Reflection / Realisation the final page/s of your plan where you discuss the use of feedback to the codes and conventions (technical aspects of your production) and audience (to refine your production further to engage your audience)**

* **From the feedback students undertake personal reflection and further refine and resolve their product. This can include:**
* **·  Documentation of iterations of the production**
* **·  Development, refinement of materials, technologies and processes**
* **·  Resolution of ideas.**
* **The student must document the effects that the refinement has on the final media product. The documentation can be included in the media production design.**

**Try to incorporate as much reflection and discussion of refinements made to your production to address the criteria which states:**

***Highly detailed evidence of the comprehensive use of feedback and reflection demonstrates a sophisticated understanding of the use of media codes and conventions to structure the media product***

***Highly detailed evidence of the comprehensive use of feedback and reflection demonstrates a sophisticated understanding of the use of the intention of the specified audience of the media product***