



CMP1014 Creative Technologies – Assignment 2 – Criterion Referencing Grid

Learning Outcome	Criteria	Marginal Fail	Pass	Lower Second	Upper Second	First
[LO1] capture and source still and moving imagery	Demonstrate video camera skills	Camerawork is poorly exposed, focused and composed. Very poor sound.	There is some successful camerawork but there is a noticeable amount of substandard material. Adequate sound quality.	The majority of the video material is correctly focused and exposed. There are some occasional errors. Areas of high sound quality.	All of the video material is correctly focused and exposed. Composition and framing is strong in areas. High quality sound.	All the video material is correctly focused and exposed. Composition and framing are skilfully considered. Excellent sound.
[LO2] list the visual and technical qualities of a range of still & moving images;	Maintain a production blog	Incomplete blog that fails to out-line the production process or reflect on that process.	The blog is complete but lacks detail in a number of areas. There is little reflection on the production experience.	The blog is detailed in some areas and occasionally reflects on the production process.	The blog is detailed in all areas and offers a reflective insight to the production process. Good use of illustration.	The blog offers an excellent insight into the capture and manipulation of the digital video process. Excellent illustration.
[LO4] use post-production software to manipulate still & moving images	Use non-linear editing software to construct a piece of creative editing using original and sourced material	Poor use of audio. Lack of original material and /or poor choice of sourced material. Poor editing structure.	A single audio track is edited to the duration of the visual edit. There is a range of material from a number of sources. An edited sequence is produced that utilises basic codes and conventions of editing.	Two audio sources are synchronised to the edit. There is a broad range of material from a number of sources that enable the full exploration of the brief. An edited sequence utilises a range of the codes and conventions of editing.	An audio track is synchronised throughout the edit. There is a broad range of material from a number of sources that enable the full exploration of the brief. An edited sequence utilises a wide range of the codes and conventions of editing.	An audio track is synchronised throughout the edit. There is a very broad range of material from a number of sources that enable the full exploration of the brief. An edited sequence utilises a comprehensive range of the codes and conventions of editing.
[LO5] plan, prepare and deliver a presentation	Prepare & present 10 second film to the lecture audience	Inappropriate video codec slows or hinders screening.	Appropriate video codec is utilised to compress video although the data file may need copying to the computer hard drive. Video is presented in a simple manner.	Appropriate video codec is utilised to compress video. The video plays directly from the CD. The rationale behind the interpretation of the brief is discussed.		

