**Media Arts | Summative Evaluation**

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| **Description**  | **Comments**  | **Levels** |
| **Planning & Research | Time Management | Meeting Deadlines**  |
| **Research & Planning****Effective research & planning** has been demonstrated in the **execution** of the summative. |  |  -1-2-3-4- |
| **Idea Development & Planning**Project demonstrates some **planning concepts** such as:* Storyboards or shot list
* Written outline or mind mapping
* Looking at professional examples
* Thoughtful revisions (editing) from the draft stage to the final presentation.

Well informed **research and planning** has helped increase the overall **quality of the title sequence.** |  | -1-2-3-4- |
| **Deadlines & Planning****Planning and time management** helped the project run smoothly. **Deadlines** and target goals were met in a timely fashion and showed **professionalism.** |  | -1-2-3-4- |
| **Summative Execution | Application of Skills (Studio)** |
| **Production Quality**The project (e.g. video) illustrates a high level of technical ability and a **strong variety of media (editing) techniques**.Example: Video quality is **clear** (not blurry), and **steady** (not shaky). The video effectively uses **lighting** and different **angles.****Finishing Touches**The project shows **time and consideration has** been taken to **refine elements** of the project to a high level of fit and finish.  |  | -1-2-3-4- |
| **Communication & Creativity**The project (e.g. video) displays a high level of **creativity.** The project also creates a **unique visual style** and environment to showcase the content. The project clearly communicates ideas to the intended audience (e.g. short film story, branding a product) |  | -1-2-3-4- |
| **Critical Thinking & Learning Goals**The project displays effective **problem-solving skills.**Continually **build on learning** to expand skills and knowledge.The project shows a **continual reflection** on learning and **improvement of skills** throughout the course. |  | -1-2-3-4- |
|  **Overall Mark** |   **/100** |