

**AS Media Studies - Unit G321: Foundation Portfolio**

Assessment of Evaluation

<b>Element</b>	<b>Level 1 0 - 7 (Marginal)</b>	<b>Level 2 8 - 11 (Satisfactory)</b>	<b>Level 3 12 - 15 (Strong)</b>	<b>Level 4 16 - 20 (Excellent)</b>	<b>Areas for Improvement</b>
<b>Record of original brief</b>					
<b>Account of decisions made about form and how this affects meaning</b>					
<b>Account of decisions made about content and how this affects meaning</b>					
<b>Account of how text communicates through its form</b>					
<b>Account of how text communicates through its conventions</b>					
<b>Analysis of text in terms of critical theory</b>					
<b>Analysis of text in terms of contemporary criticism / research</b>					
<b>Placing of text within the context of media in the context of media institutions</b>					
<b>Placing of text within the context of media in the context of media audiences</b>					
<b>Analysis of how text compares with existing media output</b>					
<b>Evaluation of the relationship between text and audience (including audience feedback)</b>					
<b>General comments</b>					