



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TĀEA

Exemplar for Internal Achievement Standard Media Studies Level 2

This exemplar supports assessment against:

Achievement Standard 91253

**Complete a developed media product from a design and plan using a
range of conventions**

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to complete an integrated media product from a design and plan, using a range of conventions.</p> <p>This involves creating an effective product which:</p> <ul style="list-style-type: none"> • incorporates key conventions • has a clear, sustained focus • shows consistent, precise control of production technology • appeals to and/or has impact on its target audience. <p>This student has used the key conventions of thrillers to create an effective short film with a clear focus. Suspense has been created through the use of techniques like point-of-view shots, high contrast lighting, sinister sound effects, extreme close-ups, following shots, low and high angles, slow motion and the use of black and white.</p> <p>The film sustains a clear focus by using two locations and simple character interactions. The film builds tension to the climax with a complex, evocative soundtrack combining sound effects and music.</p> <p>The student demonstrates consistent, precise control of production technology through tightly controlled and appropriate framing, evocative angles and well manipulated lighting. The well-paced editing, and complex and seamless audio mix contribute to sustained suspense.</p> <p>The product appeals to and has impact on the target teenage audience through the sinister, suspenseful mood, which is developed in a controlled way. The revenge of the Sox is gripping and appropriately resolved, with any violence implied rather than shown.</p> <p>For a more secure Excellence, the student could refine the product by clarifying the motivation for the villain's behaviour towards the Sox, and using more convincing sound effects and performances, particularly at the end of the film.</p>

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to complete a crafted media product from a design and plan, using a range of conventions.</p> <p>This involves creating a product which:</p> <ul style="list-style-type: none"> • demonstrates well considered choices • incorporates key conventions of the intended media product • shows consistent, practised control of production technology • appeals to and/or has some impact on its target audience. <p>This student has used the key conventions of thrillers to create a crafted short film. Suspense is created by using techniques such as point-of-view shots, sinister sound effects, extreme close-ups, hand-held camera, low and high angles, tight cutting and an evocative soundtrack combining effects, music and dialogue.</p> <p>The student demonstrates consistent and practiced control of production technology through tightly controlled and appropriate framing, well-paced editing and a complex audio mix.</p> <p>The product appeals to and has impact on the targeted teenage audience through the use of suspense, touches of humour and characterisation.</p> <p>To reach Excellence, the student could refine the product to make it more effective and focused, by making the motivation for the villain clearer, by stronger characterisation and performances, by clarifying some of the action scenes, and by showing more control and variation when manipulating the footage.</p>

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to complete a crafted media product from a design and plan, using a range of conventions.</p> <p>This involves creating a product which:</p> <ul style="list-style-type: none"> • demonstrates well considered choices • incorporates key conventions of the intended media product • shows consistent, practised control of production technology • appeals to and/or has some impact on its target audience. <p>This student has used the key conventions of supernatural thrillers to create a crafted short film. Suspense is created through the use of point-of-view shots, image processing, hand-held camera, extreme close-ups, following shots, low and high angles, rapid cutting and an appropriate music track.</p> <p>The student demonstrates generally consistent and practiced control of production technology through tightly controlled and appropriate framing, image processing to enhance mood, and well-paced editing.</p> <p>The product has appeal to the target teenage audience through the use of supernatural and vampire themes, a school setting, and an end sequence featuring a chase and character change.</p> <p>For a more secure Merit, the student could enhance the impact by making elements of the narrative clearer such as the relationship between female characters, the reason for the deaths in the classroom and the final transformation of the second character.</p>

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to complete a developed media product from a design and plan, using a range of conventions.</p> <p>This involves finishing a product which:</p> <ul style="list-style-type: none"> • uses some key conventions of the intended media product • shows some control of production technology • reflects the details of the design and plan • has some appeal to its target audience. <p>This student has used the key conventions of thrillers to create a crafted short film. Techniques used to create suspense include following shots, point-of-view shots from the unseen villain, jump cuts, slow motion, dutch tilts, and low and high angles. The film builds tension to the climax, uses a single location and character, simple action and has an appropriate music track.</p> <p>Some control of production technology is evident through editing which helps build tension, a well-controlled crab around the character at the end, and generally evocative framing and use of angles.</p> <p>The product has some appeal through the content and the appropriate use of locations and performances.</p> <p>To reach Merit, the student could show more consistent control of media technology, such making some of the static shots steadier, and avoiding repetition and fragmentation in editing. The overall impact could be enhanced by making the climax less sudden and including a greater variety of shots.</p>

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to complete a developed media product from a design and plan, using a range of conventions.</p> <p>This involves finishing a product which:</p> <ul style="list-style-type: none">• uses some key conventions of the intended media product• shows some control of production technology• reflects the details of the design and plan• has some appeal to its target audience. <p>This student has used some conventions of comedy to create a short film. This includes the use of humour and characterisation of the box through slapstick, simple action, a single location, time compression to show action, and appropriate framing and angles at times.</p> <p>Some control of production technology is evident through steady camera work and cutting that is generally tight and controlled.</p> <p>The product has some appeal because of the humorous characterisation of the box at times, and the use of slapstick.</p> <p>For a more secure Achieved, the student could incorporate other short film conventions, include clear motivation for the box, a clear narrative, and more consistency in sound and editing.</p>

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to complete a developed media product from a design and plan, using a range of conventions.</p> <p>This involves finishing a product which:</p> <ul style="list-style-type: none">• uses some key conventions of the intended media product• shows some control of production technology• reflects the details of the design and plan• has some appeal to its target audience. <p>This student has completed a media product, with several short film conventions used to create suspense, such as following shots, point-of-view shots, rapid cutting, and low and high angles.</p> <p>Some control of production technology is evident through some effective tight framing, editing, sound effects and the use of close-ups.</p> <p>The product has some appeal, with an exciting chase sequence.</p> <p>To reach Achieved, the student could include motivation for the 'monster', develop a clearer story, include music and more sound effects at various points, and replace the title section in the film with footage.</p>