**Story Board Mark Scheme**

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| **Item** | | **Description** | **Possible**  **mark** | | **Allocated**  **mark** |
| **Planning and designing: [20]** | | * time plan * journal * identification of issues * identification of possible solutions encountered in task | 1–2  1–3  1–3  1–3 | |  |
| **Marks for storyboards:** | | | | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | 2 | 4 | 6 | 8 | 10 | | Identifies very  few of the design principles | Identifies and annotates some design principles with basic explanation of connotations. | Identifies some design principles with some attempt made at explaining their intended connotations. | Final design contains annotations with significant detail on design principles and their intended connotations | Annotation are  clearly referenced back to major design criteria and target audience requirements Uses specific  design criteria to clearly annotate the intended effect of five design principles | | 2 | 4 | 6 | 8 | 10 | | Minimal explanation of change to design elements and principles in advert and limited justification of how this enhances appeal of target audience. | Explanation lacks detail with some evidence shown of how design elements and principles engage the target audience | Explanation shows some awareness of effect of how progression of design elements and principles used in advert design enhance audience appeal. | Detailed  description showing a clear understanding of how the progressive change in design elements and principles used  in logo enhance audience appeal | Justifications  indicating interlinking of design elements and principles used in progressive designs of advert to a comprehensive understanding  of audience characteristics | | | | | | |
| **Investigating:**  **[15]** | * identification of the target market * identification of what the target market would expect to see in the finished product * investigation of the most suitable principles and elements of design * investigate the correct formats for a resume and business letter *(2 marks for the resume and 2 for the letter)* * sources acknowledged correctly | | 1-3  1–2  1–5  1–4  1 | |  |
| **Development:**  **[40]** | * Completed advert using elements and principles of good design: * Completed DVD Sleeve for Advert | | 1–5  1–10 | |  | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Marks for Final Report** | | | | | | 5 | 10 | 15 | 20 | 25 | | Limited planning and little attempt to meet the needs of the target audience. The production may not be wholly realised. | Some evidence of planning, with a clear attempt to realise the production. The target audience is addressed, although not necessarily appropriately. | The production is realised and shows evidence of planning and competent use of resources. The audience is appropriately addressed. | The production demonstrates competence in pre-production tasks, with evidence of creativity in using resources. The production is realised showing imaginative use of technical resources. The production clearly takes account of the institutional context and target audience. | The production demonstrates a high level of competence in understanding appropriate pre-production tasks. The production is brought to realisation, demonstrating flair and creativity in the use of resources, as well as sensitivity to the institutional context and meeting the needs and expectations of the target audience. | | | | | | |
|  | | **Total** | | **/75** | |