




KS3 MEDIA STUDIES ASSESSMENT STATEMENTS – YEAR 9

Developing		Secure		Expert	
Meets some animation project requirements and shows basic consideration of objectives	<input checked="" type="checkbox"/>	Meets most animation project requirements and objectives	<input type="checkbox"/>	Fully meets or exceeds all animation project requirements and objectives, demonstrating creativity and technical skills from a range of software	<input type="checkbox"/>
Shows basic creative input and attempts visual storytelling	<input type="checkbox"/>	Shows creative thinking with clear visual storytelling and appropriate design choices	<input type="checkbox"/>	Demonstrates original, innovative ideas and distinctive visual storytelling	<input type="checkbox"/>
Shows basic familiarity with animation software and fundamental tools	<input type="checkbox"/>	Demonstrates competent use of at least three animation software packages	<input type="checkbox"/>	Shows advanced proficiency across multiple animation software packages	<input type="checkbox"/>
Shows awareness of basic animation principles; quality may be inconsistent	<input type="checkbox"/>	Correctly applies basic animation principles with consistent quality across most of the project	<input type="checkbox"/>	Applies animation principles (timing, spacing, etc.) with consistent excellence throughout	<input type="checkbox"/>
Basic synchronisation with limited use of sound effects and simple music implementation	<input type="checkbox"/>	Good synchronisation with suitable sound effects and music selection	<input type="checkbox"/>	Perfect synchronization of sound, effects, and music that enhances the narrative	<input type="checkbox"/>
Basic rendering and export with standard file formats and acceptable presentation	<input type="checkbox"/>	Good quality rendering with appropriate file formats and organized project files	<input type="checkbox"/>	Professional quality rendering with proper formatting and well-organised project files	<input type="checkbox"/>
Meets some project requirements with basic structure present	<input type="checkbox"/>	Meets most project requirements with clear structure and content	<input type="checkbox"/>	Fully meets or exceeds all project requirements with professional presentation	<input type="checkbox"/>
Shows awareness of game show genre with basic conventions attempted (bright colours, game concept mentioned, simple branding)	<input type="checkbox"/>	Shows good understanding of game show genre with appropriate use of conventions (exciting visuals, game format explanation, clear branding, contestant/host information)	<input type="checkbox"/>	Demonstrates sophisticated understanding of game show genre through expert use of conventions (bold typography, energetic colour schemes, competition elements, prize highlights, engaging call-to-actions)	<input type="checkbox"/>
Demonstrates basic design awareness (readable text, simple colour use, basic layout); may have some inconsistencies	<input type="checkbox"/>	Applies basic design principles correctly (readable typography, appropriate colour choices, organized layout, consistent styling)	<input type="checkbox"/>	Applies design principles expertly (hierarchy, contrast, alignment, repetition, white space) with cohesive visual identity throughout	<input type="checkbox"/>
	<input type="checkbox"/>	Shows creative thinking with suitable design choices for the game show concept	<input type="checkbox"/>	Shows innovative design choices that stand out while remaining appropriate for the game show format	<input type="checkbox"/>
Shows basic familiarity with Wix platform (standard templates, simple page creation, basic text and image insertion)	<input type="checkbox"/>	Demonstrates competent use of Wix features (standard layouts, basic multimedia, navigation menus, page organization)	<input type="checkbox"/>	Demonstrates advanced proficiency with Wix tools (custom layouts, interactive elements, responsive design, multimedia integration)	<input type="checkbox"/>
Creates basic content with limited audience consideration; website has some appeal but may lack engagement	<input type="checkbox"/>	Creates appropriate content with some consideration of target audience; website would likely appeal to viewers	<input type="checkbox"/>	Creates highly engaging content with clear target audience awareness; website would strongly attract and retain viewers	<input type="checkbox"/>
Meets some brief requirements with basic content attempting to address youth topics	<input type="checkbox"/>	Meets most brief requirements with appropriate content that addresses youth topics in an entertaining way	<input type="checkbox"/>	Fully meets all brief requirements (opening, feature, advertisement, jingles, 3-5 mins duration) with entertaining content that effectively addresses youth issues	<input type="checkbox"/>
Shows basic awareness of youth audience; may struggle to fully explain appeal	<input type="checkbox"/>	Shows good understanding of youth audience with suitable content choices; can explain some aspects of audience appeal	<input type="checkbox"/>	Demonstrates sophisticated understanding of youth audience through language, tone, topics, and pacing; can clearly articulate how content appeals to target demographic	<input type="checkbox"/>
Demonstrates awareness of podcast conventions (basic opening, simple segments, presenter attempt, basic structure)	<input type="checkbox"/>	Applies standard podcast conventions appropriately (clear opening, organized segments, presenter voice, basic transitions, suitable closing)	<input type="checkbox"/>	Expert use of podcast conventions (strong opening hook, clear segments, presenter personality, conversational tone, seamless transitions, professional sign-off)	<input type="checkbox"/>
Shows basic editing ability (simple cuts, basic audio editing, music included, some transitions); audio quality may be inconsistent	<input type="checkbox"/>	Demonstrates competent editing skills (consistent audio levels, appropriate music use, clear transitions, acceptable sound quality, suitable pacing)	<input type="checkbox"/>	Demonstrates advanced audio editing skills (professional mixing levels, smooth transitions, effective use of music beds, clean audio quality, precise timing, creative sound effects)	<input type="checkbox"/>
Meets some brief requirements (attempts 90 seconds, basic narrative or performance present); execution may be inconsistent	<input type="checkbox"/>	Shows creative thinking with recognizable house style (functional jingles, suitable features, planned scripting, some consistency in presentation)	<input type="checkbox"/>	Shows innovative ideas with distinctive, cohesive house style (memorable jingles, unique segment ideas, creative scripting, consistent branding throughout)	<input type="checkbox"/>
Shows awareness of music video conventions (lip-sync attempted, some performance or narrative footage, basic visual choices)	<input type="checkbox"/>	Meets most brief requirements (90+ seconds, narrative present, performance included) with competent execution	<input type="checkbox"/>	Fully meets all brief requirements (90+ seconds, narrative element, performance element) with professional standard execution throughout	<input type="checkbox"/>

Basic narrative attempted; story may be unclear or underdeveloped but shows some planning	<input type="checkbox"/>	Shows good understanding of music video conventions (lip-sync attempted, performance footage, visual style suits music, some editing to beat, appropriate settings)	<input type="checkbox"/>	Demonstrates sophisticated understanding of music video genre through expert use of conventions (lip-sync accuracy, performance shots, visual style matching music genre, editing to beat, appropriate mise-en-scène)	<input type="checkbox"/>
Basic representation of performers/characters; simple costume and setting choices	<input type="checkbox"/>	Creates clear narrative that relates to the song; shows logical sequence with basic storytelling techniques	<input type="checkbox"/>	Creates compelling, coherent narrative that enhances the song; shows clear beginning/middle/end with effective visual storytelling techniques	<input type="checkbox"/>
Shows basic filming and editing ability (simple shots, camera may be unsteady, basic editing, some attempt to match music); pacing may be inconsistent	<input type="checkbox"/>	Shows appropriate representation of performers/characters with suitable costume and setting choices	<input type="checkbox"/>	Demonstrates thoughtful, appropriate representation of performers/characters with attention to costume, setting, body language, and cultural/social context	<input type="checkbox"/>
		Demonstrates competent filming and editing (variety of shots, steady camera work, editing generally matches music, suitable transitions, consistent pacing)	<input type="checkbox"/>	Shows advanced filming and editing skills (varied shot types/angles, smooth camera work, precise editing to music, effective transitions, colour grading, professional pacing that matches song tempo)	<input type="checkbox"/>
		Shows creative thinking with recognizable visual style; suitable use of locations and concepts that support the music	<input type="checkbox"/>	Demonstrates original, innovative ideas with distinctive visual style; creative use of locations, lighting, effects, and concepts that elevate the final product	<input type="checkbox"/>

CURRICULUM INTENT:

Media and Film Studies students at Myton are taught the tools and skills to able to actively, critically analyse the ways in which a variety of media and films communicate key ideas about society's ideologies and representations. Students learn to see how institutions inform and shape audiences' responses and develop practical production skills that clearly demonstrate creativity, technical skills and consider carefully these key issues.

