Film, Television & New Media 2019 v1.2

IA2: Sample assessment instrument

Multi-platform project (25%)

This sample has been compiled by the QCAA to assist and support teachers in planning and developing assessment instruments for individual school settings.

Student name

Student number

Teacher

Issued

Due date

Marking summary

Criterion	Marks allocated	Provisional marks
Treatment	8	
Pre-production (storyboard)	7	
Structuring media elements	5	
Synthesising media elements	5	
Overall	**25**	

Conditions

Technique	Multi-platform project
Unit	Unit 3: Participation
Topic/s	Area of study: Technologies
	Area of study: Audiences
	Area of study: Institutions
Duration	—
Mode/length	Treatment:

- Written: 800–1000 words

Storyboard:

- Written: 12–24 shots

Production:

- Production: 45 seconds to 5 minutes

Individual/group	Individual
Other	Submission

- .pdf of treatment and storyboard
- .mov, .mp4 or .avi for dynamic files

Resources	Editing software
	Filmmaking hardware

Context

Iterative Entertainment is an award-winning company that has been highly successful in the production of multi-platform content. They believe that today's fans want story worlds that live beyond a single screen and content they can play an active role in. Iterative Entertainment is seeking new multi-platform projects to develop as part of their 'nurturing new talent' program.

Task

You must develop a project pitch that presents a story idea over two or more platforms. To do this, you must write an 800–1000-word treatment that outlines how technical and symbolic codes will enable audiences to participate and interact with the story, construct a 12–24 shot storyboard to communicate the narrative idea and then produce a 45-second to 5-minute pilot sequence for your idea.

To complete this task, you must:

- **symbolise** conceptual ideas by clarifying the use of technical and symbolic codes for a multi-platform story

- **construct** pre-production proposals to communicate a narrative concept or idea

- **structure** sequences using technologies for a multi-platform product

- **synthesise** media sequences that communicate intended meaning to an audience

Checkpoints

☐   10 hours: Project draft

☐   15 hours: Final project submission

Authentication strategies

- The teacher will provide class time for task completion.

- The teacher will collect copies of the student response and monitor at key junctures.

- The teacher will collect and annotate one draft.

- Students must submit a declaration of authenticity.

Scaffolding

- Consider how you will communicate your idea and how it will be filmed, including technical considerations such as location, soundtrack, lighting and props.

- Consider how best you will symbolise your ideas.

- Conduct a risk assessment before commencing production.

- Consider copyright implications of any source material you intend to use, such as images, music and sound.

Instrument-specific marking guide (IA2): Multi-platform project (25%)

Criterion: Treatment

Assessment objective

2. symbolise conceptual ideas by clarifying the use of technical and symbolic codes for a multi-platform story

The student work has the following characteristics:	Marks
• symbolism and justification of the interrelationship and purpose of symbolic codes to the multi-platform story as a whole	7–8
• symbolism of signified meaning by explaining signified meaning of technical and symbolic codes in a multi-platform story	5–6
• symbolism of conceptual ideas by clarifying the use of technical and symbolic codes for a multi-platform story	3–4
• documentation of connection between proposed formats	2
• description of an idea for a multi-platform story	1
• does not satisfy any of the descriptors above.	0

Criterion: Pre-production (storyboard)

Assessment objective

3. construct a pre-production format to communicate a narrative concept or idea

The student work has the following characteristics:	Marks
• construction applies symbolic, technical and generic codes and conventions to maximize audience experience	6–7
• construction applies symbolic codes and cultural codes	4–5
• construction of a pre-production format to communicate a narrative concept or idea	3
• construction of a written or visual representation using pre-production conventions	2
• construction of a written or visual representation for a project	1
• does not satisfy any of the descriptors above.	0

Criterion: Structuring media elements

Assessment objective

6. structure sequences using technologies for a multi-platform product

The student work has the following characteristics:	Marks
• structure exploits production practices to enhance meaning	5
• structure demonstrates considered production choices	4
• structure sequences using technologies for a multi-platform product	3
• structure contains components of a multi-platform product	2
• use of equipment to record or create sound and images	1
• does not satisfy any of the descriptors above.	0

Criterion: Synthesising media elements

Assessment objective

9. synthesise media sequences that communicate intended meaning to an audience

The student work has the following characteristics:	Marks
• synthesis and resolution of a conceptual problem in a multi-platform sequence that realises the potential of production practices	5
• synthesis of a moving-image media story that juxtaposes media to enhance meaning	4
• synthesise of media sequences that communicate intended meaning to an audience	3
• organisation of media for a narrative form	2
• use of moving-image media and audio	1
• does not satisfy any of the descriptors above.	0

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