

Film, Television & New Media

2025 v1.2

IA2: Sample assessment instrument

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	sample only
Student number	sample only
Teacher	sample only
Issued	sample only
Due date	sample only

Marking summary

Criterion	Marks allocated	Provisional marks
Pre-production	8	
Applying written literacy skills	3	
Production: Creating moving-image media products	8	
Production: Resolving ideas, elements and processes	6	
Overall	25	

Conditions

Technique	Multi-platform content project
Unit	Unit 3: Participation
Topic/s	Area of study: Technologies Area of study: Audiences Area of study: Institutions
Mode / length	Treatment: <ul style="list-style-type: none">• Written: up to 1200 words Moving-image media product: <ul style="list-style-type: none">• Production: up to 5 minutes
Individual / group	Individual
Other	Students can develop their responses in class time and their own time. At least 70% of footage in the final production must be filmed, recorded or created by the student.
Resources	Filmmaking hardware Editing software

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, and in which they can play an active role. Iterative Entertainment is seeking new multi-platform projects to develop as part of their 'Nurturing New Talent' program.

Task

Your task is to develop a project that presents a story idea over two platforms. To do this, you must write a treatment that identifies two interconnected film, television, or new media platforms, communicating how both platforms complement or expand the story through the use of technical and symbolic codes. The treatment should also communicate how the targeted audiences will engage with and participate in different content or experiences across each platform.

You will then produce a moving-image media product based on one of the platforms using production technologies and post-production processes. The product's resolution should demonstrate the purpose of the production and an understanding of how audiences engage with multi-platform content.

To complete this task, you must:

- **design** film, television or new media content for two interconnected platforms using a treatment
- **create** a moving-image media product for a multi-platform project using production technologies and post-production processes
- **resolve** ideas, elements and processes to communicate purpose in a production
- **apply** written literacy skills using relevant terminology and language conventions in a treatment.

Checkpoints

- ☐ Term 1, Week 8: Treatment draft due
- ☐ Term 2, Week 2: Rough cut due
- ☐ Term 2, Week 4: Final treatment and Production due

Authentication strategies

- You will be provided class time for task completion.
- Your teacher will observe you completing work in class.
- Your teacher will collect and annotate a draft for each component.
- You must submit a declaration of authenticity.
- Your teacher will conduct interviews or consultations as you develop the response.
- Your teacher will ensure class cross-marking occurs.

Scaffolding

Treatment

- Develop a story idea and a target audience.
- Decide on which two moving-image media platforms would be best to engage your intended audience.
- Consider and communicate how
 - technical and symbolic codes will be used to tell the story on each platform
 - your audience will participate in the story across the two platforms and how you will sustain their participation in the story
 - representations and languages will be used to target a particular audience.

Production

- Complete a risk assessment before commencing production.
- Consider and select the locations and actors you will use.
- Create your production using production technologies and post-production processes.
- Ensure at least 70% of the footage is created by you. AI-generated footage is not to be used in your production.
- You must resolve your production, ensuring it communicates the purpose of the project and shows your understanding of how audiences engage with multi-platform content.
- Consider copyright implications of any source material you intend to use and attribute in the credits any content not created by you.

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

Pre-production	Marks
The student response has the following characteristics:	
<ul style="list-style-type: none"> design for multi-platform film, television or new media content, including convincing justification of <ul style="list-style-type: none"> the choice of representations and languages for the target audience how the two platforms will sustain audience engagement 	7–8
<ul style="list-style-type: none"> design for multi-platform film, television or new media content, including <ul style="list-style-type: none"> justification of the intended use of technical and symbolic codes explanation of audience participation in the story across two platforms 	5–6
<ul style="list-style-type: none"> design for film, television or new media content for two interconnected platforms, using a treatment that explains the intended use of <ul style="list-style-type: none"> technical codes symbolic codes 	3–4
<ul style="list-style-type: none"> documentation of connection between two film, television or new media platforms 	2
<ul style="list-style-type: none"> description of an idea. 	1
The student response does not satisfy any of the descriptors above.	0

Applying written literacy skills	Marks
The student response has the following characteristics:	
<ul style="list-style-type: none"> application of written literacy skills to communicate well-articulated ideas in a sustained, logical sequencing of information, enhanced by accurate use of key terminology 	3
<ul style="list-style-type: none"> application of written literacy skills using relevant terminology and language conventions in a treatment 	2
<ul style="list-style-type: none"> use of terminology and language conventions 	1
The student response does not satisfy any of the descriptors above.	0

Production: Creating moving-image media products	Marks
The student response has the following characteristics:	
<ul style="list-style-type: none"> • creation of a refined moving-image media product by extending or exploiting the use of <ul style="list-style-type: none"> – production technologies – post-production processes 	7–8
<ul style="list-style-type: none"> • creation of a moving-image media product by skilful use of <ul style="list-style-type: none"> – production technologies – post-production processes 	5–6
<ul style="list-style-type: none"> • creation of a moving-image media product using <ul style="list-style-type: none"> – production technologies – post-production processes 	3–4
<ul style="list-style-type: none"> • use of equipment to <ul style="list-style-type: none"> – arrange media elements – record or create own visuals and audio. 	1–2
The student response does not satisfy any of the descriptors above.	0

Production: Resolving ideas, elements and processes	Marks
The student response has the following characteristics:	
<ul style="list-style-type: none"> • resolution of a moving-image media product that demonstrates <ul style="list-style-type: none"> – understanding of how audiences engage with multi-platform content – selection of ideas, elements and processes that enhance contexts of production 	5–6
<ul style="list-style-type: none"> • resolution of a moving-image media product <ul style="list-style-type: none"> – that appeals to an audience of multi-platform content – using ideas, elements and processes to communicate purpose in a production 	3–4
<ul style="list-style-type: none"> • communication of ideas in a moving-image media product 	2
<ul style="list-style-type: none"> • use of media language in elements of a moving-image media product. 	1
The student response does not satisfy any of the descriptors above.	0



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