



Sample internal assessment tasks

**NCFE Level 1 Technical Award in Interactive
Media
QN: 603/0851/5**

Contents

Introduction	3
Unit 01 Investigate interactive media production	4
Unit 02 Plan and prepare for an interactive media product	9
Unit 03 Development and production of an interactive media product	13
Unit 04 Present and promote an interactive media product	16

Introduction

NCFE has created a set of sample tasks for each unit which you can contextualise to suit the needs of your learners to help them complete their internal assessment. The tasks have been designed to cover all the learning outcomes for each unit and provide opportunities for stretch and challenge.

You should plan the subject and apply the brief to the tasks in a way that suits your learners. If you choose to create your own internal assessment tasks, they must:

- be accessible and lead to objective assessment judgements
- permit and encourage authentic activities where the learner's own work can be clearly judged
- permit effective discrimination between learners operating at different levels
- cover the required content.

NCFE has provided guidance to help Teachers create valid and reliable internal assessment tasks. You must refer to this guidance when creating your own internal assessment tasks. The guidance can be found on our website [Internal assessment writing and delivery: Guidance for centres](#).

There is also an assessment checking service. The Assessment Checking Service provides centres with the opportunity to have your assessments checked. For more information please visit our website www.ncfe.org.uk.

Grading descriptors have been written for each learning outcome within a unit. Assessors must be confident that, as a minimum, all learning outcomes have been evidenced and met by the learner. Assessors must make a judgement on the evidence produced by the learner to determine the grading decision for the unit as a whole.

Unit 01 Investigate interactive media production (F/615/3944)

Internal assessment tasks

Learners will experiment with interactive media products and understand the elements of the development process using hardware and software solutions.

You are working as part of a marketing team for a televised talent show. As a specialist in interactive media production you have been asked to produce an interactive media product to publicise the show.

However, the talent show producers want to be sure you 'know your stuff'.

In order to do this, you will need to show them that you are able to understand what is required for the development of an interactive media product.

Task 1 (LO 1)

Firstly you must show you know about:

- the features of interactive media products
- your target audience
- the processes and techniques you will need for the development of your interactive media product.
- health and safety issues.

You may relate the above to **one** of the following areas:-

- website
- interactive presentation
- animation
- game
- mobile app.

Types of evidence

You must:

- present your findings in a suitable format

Evidence could include:

- digital or physical presentation
- poster
- written report
- leaflet
- audio/visual narrative
- annotated diagram.
- blog/vlog
- digital showcase
- podcast.

Unit 01 Investigate interactive media production (F/615/3944) (cont'd)**Internal assessment tasks (cont'd)**

Grading descriptors
Pass: Identifies <u>obvious</u> points about the development of an interactive media product without explanation.
Merit: Identifies points about the development of an interactive media product <u>without</u> explanation.
Distinction: Identifies points about the development of an interactive media product <u>with</u> explanation.

Unit 01 Investigate interactive media production (F/615/3944) (cont'd)**Internal assessment tasks (cont'd)****Task 2 (LO 2)**

The talent show producers want you to show your own skills within your chosen area of interactive media by experimenting with:

- processes and techniques needed for the development of an interactive media product including software solutions eg;
 - image manipulation
 - sound creation and manipulation
 - website authoring
 - multimedia authoring
 - video editing
 - animation software.

You will need to show evidence of your experimentation in an appropriate format.

Types of evidence

You must provide:

- evidence of your experimentation in an appropriate format.

Evidence formats could include:

- digital or physical presentation
- poster
- leaflet
- audio/visual narrative
- annotated diagram
- blog/vlog
- digital showcase
- podcast.

Unit 01 Investigate interactive media production (F/615/3944) (cont'd)**Internal assessment tasks (cont'd)**

Grading descriptors
Pass: Carries out basic experimentation on <u>one</u> aspect of the brief.
Merit: Carries out basic experimentation on at least <u>two</u> aspects of the brief.
Distinction: Carries out experimentation with some links to ideas about the brief.

Unit 01 Investigate interactive media production (F/615/3944) (cont'd)**Internal assessment tasks (cont'd)****Task 3 (LO 3)**

You must now review your experimentation.

You should take into consideration:

- the processes and techniques that you used to manipulate your digital assets
- what went well/not so well
- feedback eg:
 - client
 - specialist eg professional developer
 - audience/end-user
 - peer
 - Teacher
 - ways to improve.

Types of evidence

Evidence could include:

- through social media
- annotated screen shot
- written or verbal response
- video with commentary
- surveys and questionnaires
- skills audit.

Grading descriptors
Pass: Outlines <u>some</u> of the processes and techniques used.
Merit: Outlines the processes and techniques used.
Distinction: Outlines the processes and techniques used and <u>states an overall conclusion</u> based on feedback.

Unit 02 Plan and prepare for an interactive media product (J/615/3945)

Internal assessment tasks

The learner will produce a proposal and plans for an interactive media product meeting the requirements of a brief.

Congratulations! By completing Unit 1 you have shown the producers that you 'know your stuff'.

You are now officially part of marketing team for the televised talent show. As a specialist in interactive media production, your brief is to produce an interactive media product to publicise the show. You will need to think about the potential audiences you would like to attract and how you will create a suitable interactive media product for them.

Task 1 (LO1)

You need to show that you understand how to create a proposal for an interactive media product that will attract your chosen audience to watch or take part in the talent show.

In order to do this, you will need to show your understanding of:

- ideas development
- your chosen audience/end-user
- technical aspects of your product
- design aspects of your product
- an outline of what your product will contain.

Type of evidence

Evidence could include:

- digital or physical presentation
- written report
- audio/visual narrative
- blog/vlog
- user acceptance agreement.

Grading descriptors

Pass: Identifies obvious point(s) of what is required for the proposal of an interactive media product without explanation.

Merit: Identifies point(s) of what is required for the proposal of an interactive media product without development/explanation.

Distinction: Identifies point(s) of what is required for the proposal of an interactive media product with development/explanation.

Unit 02 Plan and prepare for an interactive media product (J/615/3945) (cont'd)**Internal assessment tasks (cont'd)****Task 2 (LO2 and LO3)**

You will produce plans for an interactive media product meeting the requirements of the brief.

You must:

Produce a planning document for an interactive media product that will attract your chosen audience to watch or take part in the talent show. Your document must demonstrate that you can:

- use recognised design processes for functionality and appearance
- select assets eg:
 - capturing images
 - recording audio
 - animation
 - filming
 - project planning/time management
 - interactive media authoring.

Types of evidence

Learner must:

- produce a project plan which outlines a set of tasks which will take into account the design, production and review of an interactive media product
- utilise recognised design processes.

Unit 02 Plan and prepare for an interactive media product (J/615/3945) (cont'd)**Internal assessment tasks (cont'd)**

The sourcing and creation of assets required for the production of their interactive media product could include:

- digital or physical presentation
- written report
- audio/visual narrative
- blog/vlog
- annotated diagrams
- wireframes
- storyboards
- navigation maps/plans
- planning timescales (gantt charts)
- sketches
- mind-maps
- mood-boards
- colour combinations
- typography options (font stacks/font families).

Grading descriptors
Pass: Planning process will <u>show a relationship</u> with the brief.
Merit: Planning process will show <u>use of some technical skills</u> in <u>meeting</u> the brief.
Distinction: Planning process will show <u>consistent use</u> of some technical skills in meeting the brief.

Unit 02 Plan and prepare for an interactive media product (J/615/3945) (cont'd)

Internal assessment tasks (cont'd)

Task 3 (LO4)

Now review the plan which you created. You must evaluate:

- strengths and weaknesses
- feedback.

You must also collect and consider feedback which could include:

- client
- specialist eg professional developer
- audience/end-user
- peer
- Teacher.

You could also consider ways to improve.

Types of evidence

You must provide:

- your review.

Your evidence could include:

- report
- PowerPoint
- annotated design sheet
- audio
- visual.

Grading descriptors
Pass: Uses everyday language and identifies some of what happened.
Merit: Uses some technical terms and identifies what has happened.
Distinction: Uses a range of technical terms and outlines what happened and states an overall conclusion.

Unit 03 Development and production of an interactive media product (L/615/3946)

Internal assessment tasks

You will understand how to use appropriate software for development and creation of an interactive media product and its assets.

You are now officially part of marketing team for the televised talent show. As a specialist in interactive media production your brief is to develop and produce an interactive media product to publicise the show to your chosen audience/end-users.

Task 1 (LO1 and LO2)

You must show the marketing director that you know about and are able to use:

- directory/folder structures
- file types and exporting options
- software solutions and associated tools
- the needs of your chosen audiences/end-users.

Types of evidence

You must provide:

- your development work
- your final interactive media product.

You will create evidence of the development process for each of the assets and produce the final interactive media product including:

Evidence for the creation	Evidence for the product
<ul style="list-style-type: none"> • digital or physical presentation • written report • audio/visual narrative • annotated screenshots • blog/vlog • screen capture • podcast. 	<p>Interactive media product eg;</p> <ul style="list-style-type: none"> • website • interactive presentation • animation • game • mobile app.

Unit 03 Development and production of an interactive media product (L/615/3946) (cont'd)**Internal assessment tasks (cont'd)**

Grading descriptors (LO1)
Pass: Uses <u>everyday</u> language to <u>list</u> simple points.
Merit: Uses <u>some technical</u> terms to list simple points.
Distinction: Uses some technical terms to <u>connect</u> simple points.

Grading descriptors (LO2)
Pass: Production process will show a <u>relationship</u> with the brief.
Merit: Production process will show <u>use of some technical skills</u> in meeting the brief.
Distinction: Production process will show <u>consistent use of some technical skills</u> in meeting the brief.

Unit 03 Development and production of an interactive media product (L/615/3946) (cont'd)**Internal assessment tasks (cont'd)**

The marketing director has asked you to review your working processes and your interactive media product.

Task 2 (LO3)

You must collect feedback and evaluate:

- your final product compared with the brief
- your initial ideas and planning
- your choice of assets
- your choice of software
- strengths and weaknesses of your interactive media product and working processes
- ways to improve your interactive media product and working processes.

Types of evidence

You must:

- present an evaluation of your final interactive media product and working processes
- show in your review how you have made use of feedback.

Your evidence could include:

- annotated screen shots
- written or verbal response
- video with commentary
- surveys and questionnaires.

Grading descriptors (LO3)

Pass: Outlines an obvious success or failure within the production process.

Merit: Outlines an obvious success and failure within the production process.

Distinction: Outlines obvious successes and failures within the production process.

Unit 04 Present and promote an interactive media product (R/615/3947)

Internal assessment tasks

In this final unit, the learner will present and promote an interactive media product in the creative media industry.

Five months ago, when you were appointed to the marketing team, you were on a 6 month probationary contract. In one month's time you will be invited to a final interview to decide if you will be offered a permanent post. At this you interview will be asked to:

- give a presentation of your work for the televised talent show
- showcase your products and skills.

Before then you still have a number of tasks to complete. Your performance in these tasks will also be reviewed at the final interview.

Task 1 (LO1 and LO2)

The Marketing Team Director, Janet, was very pleased with the interactive media product that you created to publicise the televised talent show.

She now needs you to demonstrate how much you know about:

- methods of presenting interactive media products
- methods of professional promotion
- the intended audience
- physical and/or digital presentation skills
- communication skills
- technical skills
- selection of format and medium
- methods of self-promotion.

Unit 04 Present and promote an interactive media product (R/615/3947) (cont'd)**Internal assessment tasks (cont'd)****Types of evidence**

You must:

- provide evidence in an appropriate format.

To demonstrate your knowledge, you can present your work in one of the following formats:

- annotated screenshots (eg social media page)
- presentation
- video recording with commentary
- digital or interactive presentation
- poster
- leaflet
- audio/visual narrative
- blogs/vlogs
- E-flyer/email
- podcasts.

Grading descriptors (LO1)

Pass: Makes general conclusions.

Merit: Makes simple conclusions related to the task of presenting their interactive media product.

Distinction: Makes simple conclusions related to the task and the outcomes of presenting their interactive media product.

Grading descriptors (LO2)

Pass: Uses relevant skills to present and promote an interactive media product.

Merit: Uses a combination of relevant skills and/or equipment and/or materials and/or processes to present and promote an interactive media product.

Distinction: Uses a combination of relevant skills, equipment, materials and processes to present and promote an interactive media product.

Unit 04 Present and promote an interactive media product (R/615/3947) (cont'd)**Internal assessment tasks (cont'd)****Task 2 (LO3)**

You have now completed all the tasks set by the Marketing Director, Janet. Before the interview, she asks you to review how well you have presented your product and promoted your skills, highlighting strengths and weaknesses.

In your review you must evaluate:

- strengths and weaknesses
- feedback.

Your review is to be submitted to Janet before your final interview takes place. This interview will determine whether you have successfully completed your 6-month probationary period.

Types of evidence

You must provide:

- a review.

Your review can take one of the following formats:

- video recording with commentary
- a written report
- video review/podcast
- skills audit.

Grading descriptors (LO3)
Pass: Identifies at least one strength <u>or</u> weakness in the presentation and promotion of an interactive product.
Merit: Identifies at least one strength <u>and</u> at least one weakness in the presentation and promotion of an interactive product.
Distinction: Identifies <u>at least two strengths</u> and <u>at least two</u> weaknesses in the presentation and promotion of an interactive product.

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