

Mark Schemes for Moving Image Arts

For first AS Examination in 2009
For first A2 Examination in 2010

Subject Code: 5350

moving image arts

Contents

Please note that there are no hard copy specimen papers for this subject, as the exams for AS 2 and A2 2 are electronic only. Exemplar exams can be found on the CCEA website at www.ccea.org.uk in the Moving Image Arts microsite. These exemplar exams correspond to the supplied mark schemes within this booklet.

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Mark Schemes



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2009**

Moving Image Arts

Assessment Unit AS 2

SPECIMEN PAPER

**MARK
SCHEME**

Assessment Criteria

AS Moving Image Arts: Written Examination

Context for Marking

Total marks available: 90

Each answer should be marked out of **30** marks distributed between the two assessment criteria as follows:

AO5a Demonstrate knowledge and understanding of film language, forms, conventions, purposes and meanings. (10 marks)

AO5b Analyse and critically evaluate moving image products and texts. (20 marks)

Marks should be awarded according to the mark bands stated below:

Marks for AO5a

- 0-2 Show minimal knowledge and understanding of film language, forms, conventions, purposes and meanings.
- 3-4 Show a limited knowledge and understanding of film language, forms and conventions. There is likely to be some understanding of purposes and meanings.
- 5-6 Show a reasonably consistent knowledge and understanding of film language, forms and conventions. There is likely to be growing understanding of purposes and meanings.
- 7-8 Show a confident knowledge and understanding of film language, forms and conventions and a consistent understanding of purposes and meanings.
- 9-10 Show a consistently high level of knowledge and understanding of film language, forms and conventions and a considerable understanding of purposes and meanings.

Marks for AO5b

- 0-4 Minimal ability to analyse and critically evaluate moving image products and texts using appropriate moving image terminology. The quality of written communication may be unsatisfactory.
- 5-8 Limited ability to analyse and critically evaluate moving image products and texts. Limited application of moving image terminology to support responses. The quality of written communication may be basic and there may be limited attention to spelling, punctuation and grammar.
- 9-12 Uneven, but sustained ability to analyse and critically evaluate moving image products and texts. Increasing confidence in the application of moving image terminology to support arguments and responses. The quality of written communication is satisfactory but there may be errors in spelling, punctuation and grammar.

- 13-16 A sound ability to analyse and critically evaluate moving image products and texts. Quality of written communication is good and there is fluency and confidence in the application of moving image terminology to support arguments and responses.
- 17-20 A highly developed ability to analyse and critically evaluate moving image products and texts. Exercising clear critical judgement and independent thinking. Quality of written communication is of a consistently high standard with moving image terminology applied fluently and effectively to justify arguments and responses.



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Moving Image Arts

Assessment Unit A2 2

SPECIMEN PAPER

**MARK
SCHEME**

Assessment Criteria

A2 Moving Image Arts: Written Examination

Context for Marking

Total marks available: 90

Questions 1 and 2 will only assess AO5a and AO5b.

Question 3 will only assess AO5b and AO5c.

Each answer should be marked out of **30** marks distributed between the two assessment criteria as follows:

- AO5a Demonstrate knowledge and understanding of film language, forms, conventions, purposes and meanings. (Questions 1 and 2 only) (10 marks)
- AO5b Analyse and critically evaluate moving image products and texts. (Questions 1, 2 and 3) (20 marks)
- AO5c Demonstrate knowledge and understanding of the personal style, techniques, themes, purposes, meanings and contexts of historical and contemporary film makers/animators. (Question 3 only) (10 marks)

Marks should be awarded according to the mark bands stated below:

Marks for AO5a (Questions 1 and 2 only)

- 0-2 Show minimal knowledge and understanding of film language, forms, conventions, purposes and meanings.
- 3-4 Show a limited knowledge and understanding of film language, forms and conventions. There is likely to be some understanding of purposes and meanings.
- 5-6 Show a reasonably consistent knowledge and understanding of film language, forms and conventions. There is likely to be growing understanding of purposes and meanings.
- 7-8 Show a confident knowledge and understanding of film language, forms and conventions and a consistent understanding of purposes and meanings.
- 9-10 Show a consistently high level of knowledge and understanding of film language, forms and conventions and a considerable understanding of purposes and meanings.

Marks for AO5b (Questions 1, 2 and 3)

- 0-4 Minimal ability to comparatively analyse moving image texts and critically evaluate the formal and stylistic conventions of different genres and forms of the moving image using appropriate terminology. The quality of written communication may be unsatisfactory.
- 5-8 Limited ability to comparatively analyse moving image texts and critically evaluate the formal and stylistic conventions of different genres and forms of the moving image using appropriate terminology. Limited application of moving image terminology to support responses. The quality of written communication may be basic and there may be limited attention to spelling, punctuation and grammar.
- 9-12 Uneven, but sustained ability to comparatively analyse moving image texts and critically evaluate the formal and stylistic conventions of different genres and forms of the moving image. Increasing confidence in the application of moving image terminology to support arguments and responses. The quality of written communication is satisfactory but there may be errors in spelling, punctuation and grammar.
- 13-16 A sound ability to comparatively analyse moving image texts and critically evaluate the formal and stylistic conventions of different genres and forms of the moving image. Quality of written communication is good and there is fluency and confidence in the application of moving image terminology to support arguments and responses.
- 17-20 A highly developed ability to comparatively analyse moving image texts and critically evaluate the formal and stylistic conventions of different genres and forms of the moving image. Exercising clear critical judgement and independent thinking. Quality of written communication is of a consistently high standard with moving image terminology applied fluently and effectively to justify arguments and responses.

Marks for AO5c (Question 3 only)

- 0-2 Show minimal knowledge and understanding of personal style, techniques, themes, purposes, meanings and contexts.
- 3-4 Show a limited knowledge and understanding of personal style, techniques, themes, purposes, meanings and contexts.
- 5-6 Show a reasonably consistent knowledge and understanding of personal style and techniques. There is likely to be growing understanding of themes, purposes, meanings and contexts.
- 7-8 Show a confident knowledge and understanding of personal style and techniques and a consistent understanding of themes, purposes, meanings and contexts.
- 9-10 Show a consistently high level of knowledge and understanding of personal style and techniques and a considerable understanding of themes, purposes, meanings and contexts.



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