

Commentary on candidate 2 evidence

The candidate evidence has achieved the following marks for each part of the coursework assessment task.

Section 1: Planning

a. the brief

The candidate was awarded **4 marks**.

1 mark is awarded for the planning decisions relating to form and tone, with simple justification relating to the impact on the audience. 1 mark is awarded for the planning decision relating to genre, with simple justification relating to other, similar posters. 1 mark is awarded for the plans relating to target audience, with simple justification relating to characteristics and expectations. 1 mark is awarded for the planning decision regarding purpose, justified in relation to audience engagement.

b. creative intentions

The candidate was awarded **3 marks**.

1 mark is awarded for the accumulation of simple plans relating to the use of character and lighting. 1 mark is awarded for the plan to include the teardrop, with simple justification relating to the plot. 1 mark is awarded for the planning decision to use serif-styled font, with simple justification relating to tone and audience.

c. audience research

The candidate was awarded **1 mark**.

1 mark is awarded for the simple plans to include a range of techniques similar to other posters of this genre, justified by audience research.

d. content research

The candidate was awarded **2 marks**.

2 marks are awarded for the plans relating to the use of character in the poster, with developed points of justification relating to the research findings from three professional posters. There are other simple plans relating to release date and colour scheme, but these lack the detailed justification required by the task.

e. Institutional context research

The candidate was awarded **2 marks**.

1 mark is awarded for the simple plans to practise and spend extra time on the product, with simple justifications relating to budget and technology. 1 mark is awarded for the discussion of rules and regulations, and the subsequent planning decision to make the poster inoffensive.

Section 2: Development**a. institutional context evaluation**

The candidate was awarded **7 marks**.

The candidate has provided three developed points of evaluation in relation to budget, time and expertise. There are specific and detailed examples from the content to support these points. The point about the rules and regulations is less well-developed and the example provided lacks detail.

b. content evaluation

The candidate was awarded **6 marks**.

There are examples of simple evaluative comments in the discussion about the colour scheme. There are also some implicit evaluative statements in the discussions of font and title. There are specific examples from the finished content to support these comments. The combination of the discussion and the finished content conveys an understanding of how to use codes and techniques to achieve creative intentions. There are further descriptions of elements of the content. These show some understanding of how to use the codes referenced but lack evaluation.