

Media Studies Assessment Feedback for:

Unit 01 – P4 – Distribution and advertising

Name – Alicia Dewar

Blog link – <https://leceygreen.blogspot.com/p/la-retraite-media-a2.html>

Assessment Criteria		
Pass		
Learners explore how their chosen media product reaches its intended audience by investigating the product's: a) distribution channels b) advertising		

P4 Grade Received (U or P)	Current Media Studies Grade (U, P, M or D)	Media Studies Target Grade (P, M or D)
U	U	

WWW –

- a) Excellent display investigation into the different types of film distribution
- b) Good level of investigating TWIBs distribution
- c) Excellent information and images to investigate TWIBs marketing

EBI –

- a) Film distribution - please can you ensure that this hyperlink opens in a new window?
- b) Please can you state what the comparison is between?
- b) Secondary cost to audiences you put £0, this is incorrect, please can you amend this?
- b) Please can you include relevant images for each slide to match the distribution method you are investigating?
- c) Film marketing - please can you ensure that this hyperlink opens in a new window?
- c) Film marketing - can you give each slide a title to state what type of marketing it is?

Evidence of Improvements (EOI)	
What <u>evidence</u> can you provide to show you have incorporated the points given in the EBI above? E.g. Summarise what changes you have made and where they can be found.	Hyperlinks completed Images added Given slides a title Stated what the comparison is

Date when you made the improvement:	30/01/19
Teacher comment and date of witnessed improvements:	Thank you Alicia for the corrections and for highlighting them in green to make it easy to see them.
Grade after changes?	Pass