



Internal assessment sample tasks

**NCFE Level 2 Award in Interactive Media
QN: 603/0852/7**



Contents

Introduction	3
Unit 01 Investigate interactive media production (Y/615/3948)	4
Unit 02 Plan and prepare for an interactive media product (R/615/3950)	9
Unit 03 Development and production of an interactive media product (D/615/3952)	15
Unit 04 Present and promote an interactive media product (K/615/3954)	18

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 (Y/615/3948)

Internal assessment tasks

In this introductory unit you 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 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 sources, 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.

Unit 01 Investigate interactive media production (Y/615/3948) (cont'd)**Internal assessment tasks (cont'd)****Task 1 (cont'd)****Types of evidence:**

You must provide:

- evidence of 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.

Grading descriptors**Pass:**

Describes what is required for the development of interactive media products.

Merit:

Describes what is required for the development of interactive products and makes some links between them.

Distinction:

Describes what is required for the development of interactive products and explains how they are linked.

Unit 01 Investigate interactive media production (Y/615/3948) (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:

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

Unit 01 Investigate interactive media production (Y/615/3948) (cont'd)**Internal assessment tasks (cont'd)****Task 2 (cont'd)****Grading descriptors****Pass:**

Carries out purposeful experimentation with some links to the brief.

Merit:

Carries out focussed experimentation with evidence of how this has been used in relation to the brief.

Distinction:

Carries out thorough experimentation with clear evidence of how this has been used in relation to the brief.

Unit 01 Investigate interactive media production (Y/615/3948) (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
- your use of software
- your skills development
- 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:

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

Grading descriptors**Pass:**

Describes the experimentation involved and identifies some aspects of what went well/not so well.

Merit:

Describes the experimentation involved and identifies what went well/not so well.

Distinction:

Describes the experimentation involved and identifies what went well/not so well and opportunities for improvement.

Unit 02 Plan and prepare for an interactive media product (R/615/3950)

Internal assessment tasks

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

Congratulations! By completing Unit 01 you have shown the producers that you 'know your stuff'.

You are now officially part of the 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

LO 1

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
- podcast.

Unit 02 Plan and prepare for an interactive media product (R/615/3950) (cont'd)**Internal assessment tasks (cont'd)****Task 1 (cont'd)****Grading descriptors****Pass:**

Describes relevant aspects of what is required for the proposal of an interactive media product.

Merit:

Describes relevant aspects of what is required for the proposal of an interactive media product and makes some links between them.

Distinction:

Describes relevant aspects of what is required for the proposal of an interactive media product and explains how they are linked.

Unit 02 Plan and prepare for an interactive media product (R/615/3950) (cont'd)**Internal assessment tasks (cont'd)****Task 2****LO 2 and LO 3**

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

Evidence could include:

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

Unit 02 Plan and prepare for an interactive media product (R/615/3950) (cont'd)

Internal assessment tasks (cont'd)

Task 2 (cont'd)

You must produce project plans related to your proposal which includes the following:

- a project plan which outlines a set of tasks which will take into account the design, production and review of an interactive media product
- utilisation of recognised design processes eg:
 - create wireframes
 - storyboards
 - navigation maps/plans
 - planning timescales
 - sketches
 - mind-maps
 - mood-boards
 - colour combinations
 - typography etc.
- the sourcing and creation of assets required for the production of your interactive media product.

Grading descriptors
<p>Pass: Planning process will show application of skills in meeting the brief <u>and responding</u> to any straightforward problems that arise.</p>
<p>Merit: Planning process will show the <u>effective</u> application of skills in meeting the brief and <u>solving</u> any straightforward problems that arise.</p>
<p>Distinction: Planning process will show the <u>consistent</u> and <u>effective application</u> of skills in meeting the brief and <u>efficiently solving</u> any straightforward problems that arise.</p>

Unit 02 Plan and prepare for an interactive media product (R/615/3950) (cont'd)**Internal assessment tasks (cont'd)****Task 3****LO 4**

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

- how well your plan addresses the design brief
- your choice of interactive media product
- your intended platform for the product
- your choice of assets and processes
- what went well/not so well
- timescales/meeting the deadlines.

You must also collect and consider feedback from eg:

- 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

Evidence could include:

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

Unit 02 Plan and prepare for an interactive media product (R/615/3950) (cont'd)**Internal assessment tasks (cont'd)****Task 3 (cont'd)****Grading descriptors****Pass:**

Describes the proposal and planning process involved and identifies some aspects of what went well/not so well.

Merit:

Describes the proposal and planning process involved and identifies what went well/not so well.

Distinction:

Describes the proposal and planning process involved and identifies what went well/not so well and any opportunities for improvement.

Unit 03 Development and production of an interactive media product (D/615/3952)

Internal assessment tasks

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

You are now officially part of the 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

LO 1 and LO 2

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

- directory/folder structures
- file types and exporting options
- hardware solutions and associated features
- 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 producing the final interactive media product including:

Evidence for the development process:

- digital or physical presentation
- written report
- audio/visual narrative
- annotated screenshots
- blog/vlog
- screen capture
- podcast.

Evidence for the final interactive media product:

- interactive media product eg:
 - website
 - interactive presentation
 - animation
 - game
 - mobile app etc.

Unit 03 Development and production of an interactive media product (D/615/3952) (cont'd)**Internal assessment tasks (cont'd)****Task 1 (cont'd)****Grading descriptors LO 1****Pass:**

Correctly applies some technical terms with examples/explanations.

Merit:

Correctly applies a range of technical terms with examples/explanations.

Distinction:

Consistently and correctly applies a wide range of technical terms with well thought out examples/explanations.

Grading descriptors LO 2**Pass:**

Production process will show application of technical skills in meeting the brief and responding to any straightforward problems that arise.

Merit:

Production process will show the effective application of technical skills in meeting the brief and solving any straightforward problems that arise.

Distinction:

Production process will show the consistent and effective application of technical skills in meeting the brief and efficiently solving any straightforward problems that arise.

Unit 03 Development and production of an interactive media Product (D/615/3952) (cont'd)**Internal assessment tasks (cont'd)****Task 2****LO 3**

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

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 hardware/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 provide:

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

Your evidence could include:

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

Grading descriptors**Pass:**

Identifies/outlines basic ways to improve the outcome and the production process.

Merit:

Identifies/outlines advanced ways to improve the outcome and the production process.

Distinction:

Identifies/outlines advanced ways to improve the outcome and the production process with development/explanation of ideas.

Unit 04 Present and promote an interactive media product (K/615/3954)

Internal assessment tasks

In this final unit, you 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

LO 1 and LO 2

The marketing team director 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 an interactive media product
- methods of promoting your skills.

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.

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)**Internal assessment tasks (cont'd)****Task 1 (cont'd)****Grading descriptors LO 1****Pass:**

Describes a single method of presentation and promotion in addition to the client needs and opportunities available in the industry.

Merit:

Describes at least two methods of presentation and promotion in addition to the client needs and opportunities available in the industry and makes some links between them.

Distinction:

Describes a wide range of methods of presentation and promotion in addition to the client needs and opportunities available in the industry and explains how they are linked.

Grading descriptors LO 2**Pass:**

Selects and uses technical skills to present and promote an interactive media product.

Merit:

Selects and uses a combination of the most appropriate technical skills and equipment to present and promote an interactive media product.

Distinction:

Selects and uses a combination of the most appropriate relevant skills, equipment, materials and processes to present and promote an interactive media product.

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)**Internal assessment tasks (cont'd)****Task 2****LO 3**

You have now completed all the tasks set by the marketing team director. Before the interview, they ask you to review how well you have presented your product and promoted your skills, highlighting strengths and weaknesses.

In your review you must evaluate:

- your choice of format and medium on which to do this
- your use of hardware/software in creation of your promotional material
- strengths and weaknesses
- areas for improvement.

Your review is to be submitted to the marketing team director 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 narration
- a written report
- video review/podcast
- skills audit.

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)
Internal assessment tasks (cont'd)**Task 2 (cont'd)****Grading descriptors****Pass:**

Identifies a range of strengths and weaknesses with supporting evidence.

Merit:

Identifies a range of strengths and weaknesses with supporting evidence and describes the impact on the overall outcome.

Distinction:

Describes a range of strengths and weaknesses with supporting evidence, showing evidence of recognising different levels of importance.

All the material in this publication is copyrighted.