

Part a)

[15 marks]

Criteria	Description	Mark
Understanding of purpose and context of the image	Response explains the context and purpose of the image and offers a detailed explanation of how this affects the viewer's response. This response will consider how both the context of the image and the context of viewer will affect the viewer's understanding of the image.	2
	Response explains the context and purpose of the image and offers an explanation of how this affects the viewer's understanding.	1.5
	Response identifies the context and purpose of the image.	1
	Response does not identify the context and purpose of the image.	0
Engagement with the question	Response engages with all aspects of the question and may offer and original interpretation of the question.	3
	Response engages with most aspects of the question.	2
	Response engages with some aspects of the question.	1
	Response does not engage with the question.	0
Explanation of how visual codes and conventions have shaped the audience's response and communicated meaning.	Response offers a detailed and convincing discussion of how the visual codes and conventions have communicated particular ideas, values, attitudes and ideologies, and shaped the audience's response.	5-6
	Response offers a detailed discussion of how the visual codes and conventions have communicated particular ideas, values, attitudes, and shaped the audience's response.	3-4
	Response offers some discussion of how the visual codes and conventions have communicated particular ideas and shaped the audience's response. Adequate evidence is provided.	2
	Response offers a minimal discussion of how the visual codes and conventions have shaped the audience's response and communicated ideas. Some evidence is provided.	1
	No discussion of how visual codes and conventions have positioned the audience. No evidence is provided.	0
Structure of response and language used	Response is structured logically, yet demonstrates originality, and uses appropriate and sophisticated language.	4
	Response is structured logically and uses appropriate and sophisticated language.	3
	Response is well structured and uses appropriate language.	2
	There has been an attempt to organise the response into a structure and uses some appropriate language.	1
	The response is not organised into an appropriate structure and does not use appropriate language.	0
		TOTAL
		/15

Criteria	Description	Mark
Understanding of purpose and context of the film	Response explains the context and purpose of the film and offers a detailed explanation of how this affects the viewer's response. This response will consider how both the context of the film and the context of viewer will affect the viewer's understanding.	2
	Response explains the context and purpose of the film and offers an explanation of how this affects the viewer's understanding.	1.5
	Response identifies the context and purpose of the image.	1
	Response does not identify the context and purpose of the image.	0
Engagement with the question	Response engages with all aspects of the question and may offer and original interpretation of the question.	3
	Response engages with most aspects of the question.	2
	Response engages with some aspects of the question.	1
	Response does not engage with the question.	0
Explanation of how visual codes and conventions have shaped the audience's response and communicated meaning.	Response offers a detailed and convincing discussion of how the visual codes and conventions have communicated particular ideas, values, attitudes and ideologies, and shaped the audience's response.	5-6
	Response offers a detailed discussion of how the visual codes and conventions have communicated particular ideas, values, attitudes, and shaped the audience's response.	3-4
	Response offers some discussion of how the visual codes and conventions have communicated particular ideas and shaped the audience's response. Adequate evidence is provided.	2
	Response offers a minimal discussion of how the visual codes and conventions have shaped the audience's response and communicated ideas. Some evidence is provided.	1
	No discussion of how visual codes and conventions have positioned the audience. No evidence is provided.	0
Structure of response and language used	Response is structured logically, yet demonstrates originality, and uses appropriate and sophisticated language.	4
	Response is structured logically and uses appropriate and sophisticated language.	3
	Response is well structured and uses appropriate language.	2
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	The response is not organised into an appropriate structure and does not use appropriate language.	0
		TOTAL
		/15