

Media Studies KS3 Assessment Descriptors



Year 9

Level	Descriptors
Advanced	The student demonstrates an excellent, detailed and perceptive understanding of the Media framework, and can consistently: • Apply excellent, detailed knowledge of theoretical framework, including context and values. • Use a wide range of accurate and sophisticated media terminology fluently. • Analyse media texts with depth and precision, exploring how meanings and representations are constructed. • Make perceptive connections between media language, representation, audience and context. • Select well-judged evidence to support a creation of a sustained, coherent response. • Reach supported evaluative judgements, justified through analysis and evidence. • Consistently demonstrate excellent analytical and creative skills, showing clear awareness of how media products influence audiences. • When creating Media products, work produced clearly and accurately reflects the conventions of the chosen Media form.
Secure	The student demonstrates a good, clear and secure understanding of the theoretical framework, and can regularly: • Apply accurate knowledge of media language, representation, industries and audiences. • Apply subject-specific terminology consistently and accurately. • Analyse how media language choices work together to create meanings and representations in a good level of detail. • Select relevant and appropriate evidence, applying own knowledge to explain audience impact during analysis. • Respond effectively to the command word in questions, linking points to the question coherently. • Develop explanations using clear chains of reasoning, supported by evidence, leading to a reasoned conclusion. • Work independently, applying secure analytical and creative skills with clear purpose, demonstrating a clear ability to apply theoretical knowledge in creative work.
Developing	The student demonstrates a satisfactory understanding of Media concepts, and can often: • Recall relevant knowledge about media industries, genres and platforms, making simple connections.

	• Apply appropriate media terminology that is mostly accurate (e.g. <i>mise-en-scène</i>, target audience). • Explain how media language is used to create meaning, with reference to examples. • Select relevant evidence from media texts to support points. • Explain media choices using developed points, supported by evidence, leading to a basic judgement. • Show growing confidence in analytical and creative media skills, including planning and analysis. • Creative Media works show some understanding of Media forms, but not consistently.
Foundation	The student demonstrates limited understanding of key Media concepts, and can sometimes: • Remember basic knowledge of media products, forms and platforms (e.g. genre, media types). • Remember some basic media terminology, though not always accurately. • Identify obvious features of media texts (e.g. images, colour, sound). • Describe what a media text is about and identify a general target audience. • Select simple evidence from a media extract, with limited explanation of potential connotations and implied meanings. • Make simple statements about media choices, which are largely descriptive. • Demonstrate basic practical and analytical skills, such as simple annotation or short written responses, and creative work may occasionally include conventions of the desired Media form.