**HIGHER LEVEL**

A Planning and research

This criterion is concerned with the documentation of the production process as a whole, from
preliminary planning, pre-production and production/principal photography, through to postproduction,
including the planning and research required for the production of the film trailer.

0 Level 1 is not achieved.
1–2 There is little or no planning for and research into production processes for the film
itself and the trailer. Little documentation of the relevant development stages is
displayed.
3–4 There is some planning for and research into production processes for the film itself
and the trailer. Some documentation of the relevant development stages is displayed,
but this documentation is likely to be incomplete, either lacking sufficient detail in
parts, or omitting stages in the process.
5–6 There is adequate planning for and research into production processes for the film
itself and the trailer. Documentation of the relevant development stages is satisfactory.
7–8 There is good planning for and research into the production processes for the film
itself and the trailer. Documentation of the relevant development stages is mostly
thorough.
9–10 There is excellent planning for and research into the production processes for the film
itself and the trailer. Documentation of the relevant development stages is
comprehensive. Planning of production and documentation have all been clearly
integrated with the production of the individual film trailer.

B Reflection and evaluation

This criterion is concerned with artistic and logistical analysis of the relevant production processes
and the evaluation in the individual student’s written commentary on the project as a whole,
including the roles of the student and others (where appropriate).

0 Level 1 is not achieved.
1–2 There is a limited artistic and logistical analysis of the relevant production processes,
with little critical evaluation of the project as a whole and of the individual film trailer.
3–4 There is some artistic and logistical analysis of the relevant production processes, with
some critical evaluation of the project as a whole and of the individual film trailer.
5–6 There is a satisfactory artistic and logistical analysis of the relevant production
processes, with satisfactory critical evaluation of the project as a whole. There is
satisfactory analysis of the different artistic and logistical processes required for the
production of the trailer.
7–8 There is an effective artistic and logistical analysis of the relevant production
processes, with good critical evaluation of the project as a whole. There is also an
effective analysis of the different artistic and logistical processes required for the
production of the trailer.
9–10 There is a highly effective artistic and logistical analysis of the relevant production
processes, with excellent critical evaluation of the project as a whole. There is also a
highly effective awareness and analysis of the different artistic and logistical processes
required for the production of the trailer.

C Professional and technical skills

This criterion is concerned with professional and technical skills (including organizational skills),
which may be demonstrated during the production processes or in the finished product itself.

0 Level 1 is not achieved.
1–2 The student demonstrates little or no ability in the professional and technical skills
(including organizational skills) necessary for one principal production role, and makes
limited use of available resources and technology. Little use is made of available
resources and technology in the construction of the individual film trailer.
3–4 The student demonstrates some ability in the professional and technical skills
(including organizational skills) necessary for one principal production role, and makes
some use of available resources and technology. Some use is made of available
resources and technology in the construction of the individual film trailer.
5–6 The student demonstrates satisfactory ability in the professional and technical skills
(including organizational skills) necessary for one principal production role, and makes
competent use of available resources and technology. There is also satisfactory use
made of available resources and technology in the construction of the individual film
trailer.
7–8 The student demonstrates good ability in the professional and technical skills (including
organizational skills) necessary for one principal production role, and makes effective
use of available resources and technology. There is also effective use of available
resources and technology in the construction of the individual film trailer.
9–10 The student demonstrates excellent ability in the professional and technical skills
(including organizational skills) necessary for one principal production role, and makes
highly effective use of available resources and technology. There is also excellent use
of available resources and technology in the construction of the individual film trailer.

D Effective use of film language

This criterion is concerned with evidence of the students’ effective use of film language, as seen in
the finished product.

0 Level 1 is not achieved.
1–2 The student demonstrates little or no ability to communicate effectively in film language
both in the film itself and in the individual film trailer.
3–4 The student demonstrates some ability to communicate effectively in film language
both in the film itself and in the individual film trailer.
5–6 The student demonstrates a satisfactory ability to communicate effectively in film
language both in the film itself and in the individual film trailer.
7–8 The student demonstrates a good ability to communicate effectively in film language
both in the film itself and in the individual film trailer.
9–10 The student demonstrates an excellent ability to communicate effectively in film
language both in the film itself and in the individual film trailer.

E Originality and creativity

This criterion is concerned with originality and creativity in the film-making process (referred to as
“creative intelligence” in the level descriptors below). This may be demonstrated by freshness of
approach, by intelligent work that goes either with or against the conventions of the genre, or by
problem solving. Another key indicator is the level of audience engagement with the work.
This criterion is intended to provide a holistic assessment of each candidate’s contribution to the
finished film and of the trailer that they have made as an individual.

0 Level 1 is not achieved.
1–2 There is little or no evidence of creative intelligence in the film-making process and little
or no awareness of the appropriate generic characteristics of a film trailer. The film
production and trailer are of limited interest to audiences.
3–4 There is some evidence of creative intelligence in some aspects of the film-making
process and some awareness of the appropriate generic characteristics of a trailer. The
film production and trailer are of some interest to audiences.
5–6 There is adequate evidence of creative intelligence in most aspects of the film-making
process and an adequate awareness and implementation of the appropriate generic
characteristics of a film trailer. The production and trailer engage audience interest
satisfactorily.
7–8 There is good evidence of creative intelligence in all aspects of the film-making process
and a clear awareness of, and effective implementation of, the appropriate generic
characteristics of a film trailer. The film production and trailer engage audience interest
well.
9–10 There is excellent evidence of creative intelligence in all aspects of the film-making
process and there is excellent awareness of, and imaginative use of the generic
characteristics of a film trailer. The film production and trailer engage audience interest
with great success.