**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.