Year 10 Assessment Grid Creative iMedia		
Developing and Planning		
Low Attaining Year 10 student	**Middle Attaining Year 10 student**	**High Attaining Year 10 student**
Design concept for the visual identity is limited in its suitability for the client.	Design concept for the visual identity is adequate in its suitability for the client.	Design concept for the visual identity is fully suitable for the client.
Justification shows limited understanding of the extent to which the visual identity is fit for purpose.	Justification shows sound understanding of the extent to which the visual identity is fit for purpose.	Justification shows comprehensive understanding of the extent to which the visual identity is fit for purpose.
Produces basic planning documentation for the digital graphic product.	Produces adequate planning documentation for the digital graphic product.	Produces detailed planning documentation for the digital graphic product.
Planning & Creating		
Use of technical skills to create the visual identity is limited in its effectiveness. Properties and format(s) of the visual identity are limited in appropriateness.	Use of technical skills to create the visual identity is adequate in its effectiveness. Properties and format(s) of the visual identity are adequate in appropriateness.	Use of technical skills to create the visual identity is effective. Properties and format(s) of the visual identity are clearly appropriate.
Few assets are prepared for use in the digital graphic. Use of technical skills to prepare assets is limited in its effectiveness.	Some assets are prepared for use in the digital graphic. Use of technical skills to prepare assets is partly effective.	All assets are prepared for use in the digital graphic. Use of technical skills to prepare assets is effective.
Use of tools and techniques to create the digital graphic products is limited in its effectiveness. Design concepts and layout conventions are applied in a limited way to the digital graphic products. The final digital graphic products meet the client's requirements in a limited way.	Use of tools and techniques to create the digital graphic products is partly effective. Design concepts and layout conventions are applied adequately to the digital graphic products. The final digital graphic products adequately meet the client's requirements.	Use of tools and techniques to create the digital graphic products is effective. Design concepts and layout conventions are applied effectively to the digital graphic products. Final digital graphic products fully meet the client's requirements.
Properties and format(s) of the final digital graphic products are limited in their appropriateness.	Properties and format(s) of the final digital graphic products are adequate in their appropriateness.	Properties and format(s) of the final digital graphic products are clearly appropriate.

Year 11 Assessment Grid Creative iMedia		
Planning		
Low Attaining Year 11 student	**Middle Attaining Year 11 student**	**High Attaining Year 11 student**
Produces a basic interpretation of the client brief. Explanation of how the intended product meets the client brief and why it appeals to the target audience is limited.	Produces an adequate interpretation of the client brief. Explanation of how the intended product meets the client brief and why it appeals to the target audience is sound.	Produces an effective interpretation of the client brief. Explanation of how the intended product meets the client brief and why it appeals to the target audience is comprehensive.
Produces basic pre-production and planning documentation. Pre-production and planning documentation support the creation of few elements of the final product.	Produces adequate pre-production and planning documentation. Pre-production and planning documentation support the creation of some elements of the final product.	Produces detailed pre-production and planning documentation. Pre-production and planning documentation support the creation of all elements of the final product.
Demonstrates limited understanding of how assets will contribute to the effectiveness of the final product.	Demonstrates sound understanding of how assets will contribute to the effectiveness of the final product.	Demonstrates comprehensive understanding of how assets will contribute to the effectiveness of the final product.
Planning & Creating		
Use of technical skills to create the component parts is limited in its effectiveness. Conventions and creativity in the components are limited in their fitness for purpose. The range of components supports the creation of the final product in a limited way.	Use of technical skills to create the component parts is partly effective. Conventions and creativity in the components are adequate in their fitness for purpose. The range of components partly supports the creation of the final product.	Use of technical skills to create the component parts is effective. Conventions and creativity in the components are fully fit for purpose. The range of components fully supports the creation of the final product.
Use of technical skills to create the final product is limited in its effectiveness. Conventions and creativity are applied in the final product in a limited way. Final product is limited in its fitness for purpose.	Use of technical skills to create the final product is partly effective. Conventions and creativity are adequately applied in the final product. Final product is adequately fit for purpose.	Use of technical skills to create the final product is effective. Conventions and creativity are effectively applied in the final product. Final product is fully fit for purpose.
Formats of the saved/exported components are limited in their appropriateness. Properties and format(s) of the final product are limited in their appropriateness.	Formats of the saved/exported components are adequate in their appropriateness. Properties and format(s) of the final product are adequate in their appropriateness.	Formats of the saved/exported components are clearly appropriate. Properties and format(s) of the final product are clearly appropriate.
Reviewing		
Testing/checking is limited in its effectiveness in reviewing technical properties. Review demonstrates limited understanding of the effectiveness of the final product for client and target audience.	Testing/checking is partly effective in reviewing technical properties. Review demonstrates sound understanding of the effectiveness of the final product for client and target audience.	Testing/checking is fully effective in reviewing technical properties. Review demonstrates critical understanding of the effectiveness of the final product for client and target audience.
Recommendations demonstrate limited understanding of areas for improvement and further development. Recommendations have limited explanation.	Recommendations demonstrate sound understanding of areas for improvement and further development. Recommendations are partly explained.	Recommendations demonstrate comprehensive understanding of areas for improvement and further development. Recommendations are fully explained.