|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **4** | **3** | **2** | **1** |
| **Information from clips** | Detailed and appropriate information from the clip. | All 10 dot points represent the most important information from the clip | Mostly included the important information from the clip | The most important information from the clip is not included |
| **Format of clips** | A thorough understanding of the format of the clip including how the information is presented, voice overs, visuals etc. | A clear understanding of the format of the clip including how the information is presented, voice overs, visuals etc. | Some understanding of the format of the clip including how the information is presented, voice overs, visuals etc. | Little understanding of the format of the clip including how the information is presented, voice overs, visuals etc. |
| **Purpose of clips** | A thorough understanding of the film maker’s intention in producing the clip | A good understanding of the film maker’s intention in producing the clip | Some understanding of the film maker’s intention in producing the clip | Little understanding of the film maker’s intention in producing the clip |
| **Appropriateness to audience** | A thorough understanding of the film maker’s ability to engage the target audience | A good understanding of the film maker’s ability to engage the target audience | Some understanding of the film maker’s ability to engage the target audience | LIttle understanding of the film maker’s ability to engage the target audience |

**Total : 15 marks**