Module Specific Marking Criteria: 'Film, Poetry, Style' (5SSEL025)

1st

Video creativity:

Cinematic scenario is very clear, simple to understand and coherently realised in video.

Video dares to be different showing marked level of divergent thinking and inventive connection-making between images/sounds and poem, provoking unusual interpretation and new possibilities of meaning.

Video creatively uses environmental affordances in a sustained manner – thus, the student does not completely rely on the working shot list from the planning stage, but is inventively alert to the possibilities of the shooting environment.

Analysis of poem clearly motivates inventive development of cinematic scenario.

Video uses existing video only where necessary.

Creative use of audio effects.

analysis of poem's style:

Accurate; foregrounded stylistic phenomena focused on are comprehensively described; accurate use of stylistic terminology.

presentation:

Exemplary clarity and organisation. Lean text containing only relevant material.

The final shot list is very clearly organised and lucid.

2:1

Video creativity:

Cinematic scenario is mostly clear and simple to understand and, for the most part, coherently realised in video.

Video shows originality but could have been more daring. There is good evidence of divergent thinking and creative connection-making between images/sounds and poem, provoking some unusual interpretation and some new possibilities of meaning, yet this could have been more completely sustained.

Video creatively uses environmental affordances – thus, the student does not completely rely on the working shot list from planning stage, but is inventively alert to the possibilities of the shooting environment. Yet the possibilities of the shooting environment could have been realised in a more sustained manner.

Analysis of poem mostly motivates inventive development of cinematic scenario in a clear manner.

Film uses existing video only where necessary.

Some creative use of audio effects.

analysis of poem's style:

Mostly accurate; foregrounded stylistic phenomena focused on are, for the most part, comprehensively described; mostly accurate use of stylistic terminology.

presentation:

Mostly clear and well-organised. Mostly lean text containing only relevant material.

The final shot list is mostly well-organised and lucid.

2:2

Video creativity:

Cinematic scenario can be understood for the most part but, in places, is too elaborate and/or incoherently realised in video.

Video shows occasional flashes of originality but could have been *much* more daring. Occasional evidence of divergent thinking and creative connection-making between images / sounds and poem, provoking here and there unusual interpretation and new possibilities of meaning.

Only occasionally does the video creatively use environmental affordances, the student relying too much on the working shot list from planning stage.

Analysis of poem occasionally motivates inventive development of cinematic scenario though this may not be so clearly achieved.

Existing video is overused.

analysis of poem's style:

Reasonably accurate though with quite a few errors all the same; more foregrounded stylistic phenomena could have been analysed; those stylistic phenomena focused on have not been comprehensively described; reasonably accurate use of stylistic terminology though with quite a few errors all the same.

presentation:

Places where clarity and organisation could have been better. Padded text containing irrelevant material. Assignment appears rushed in places.

In places, the final shot list could be clearer and better organised.

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Video creativity:

Cinematic scenario is somewhat unclear and over-elaborate.

Only patchy evidence, at best, of divergent thinking and creative connection-making between images/sound and poem.

The video, hardly if at all, creatively uses environmental affordances, the student relying too much or completely on the working shot list from planning stage.

Analysis of poem motivates only a little inventive development of cinematic scenario, with creativity not satisfactorily sustained. This may not be so clearly achieved.

Existing video is overused.

analysis of poem's style:

Disappointing number of errors; several more stylistic dimensions in poem could have been described; foregrounded stylistic phenomena focused on are far from comprehensively described; only a little to some accurate use of stylistic terminology.

presentation:

Assignment lacks clarity and organisation; quite a few places where understanding is frustrated. Padded text containing irrelevant material. The assignment appears, and very likely was, rushed.

The final shot list could be much clearer and better organised.

Fail

Video creativity:

Cinematic scenario is muddled and very difficult to understand.

No evidence of originality or risk-taking in vision. No evidence of divergent thinking and creative connection-making between images/sounds and poem.

The video does not creatively use environmental affordances.

Analysis of poem's style is:

-EITHER not used to motivate inventive development of cinematic scenario;

-OR where it is used, since it is highly inaccurate, cinematic creativity is motivated from a misconceived foundation.   This may not be so clearly achieved.

Existing video is overused.

analysis of poem's style:

Highly inaccurate use of stylistic terminology; foregrounded stylistic phenomena focused on are _far_ from being comprehensively described. Very frustrating high number of errors.

presentation:

Assignment is frustratingly unclear and poorly organised. Padded text containing irrelevant material. The assignment is almost certainly rushed. It is probably incomplete and/or significantly below expected word count.

The final shot list is spartan. Where shots are indicated, language is very unclear and the shot list is very poorly organised.