IQM3009 A2 Teacher marking reference

Media production project · Assessment window: Sample assessment

This reference supports discussion of the selected exercise extracts. Marks and bands are proposed documentary judgements, subject to human subject review.

Internal synthetic mock only. It uses the complete authored fictional sample client brief “Beyond One Label” in the current rendered IQM3009 A2 Candidate Project Pack v2.0, page 1 (SHA-256: 1fe896cb16d82bd6bbf9918059c0ee6da2ec2d133e9781aaf3320eba165266dc). The brief remains an authored fictional proposal and is not represented as previously IQ-issued. Laura Scullionhall approved its content for sample release on 9 October 2026; this does not constitute independent human IV or authorisation for a live assessment window. This mock does not claim approval of its synthetic marking judgments, moderation or an actual assessment outcome.

Reference commentary is conditional and documentary. It separates excerpt observations from whole-profile context and does not authenticate images or learners.

Teacher reference — extract-supported discussion and whole-profile context

INTERNAL STAFF USE. The commentary below supports discussion of the selected images and short excerpts. It distinguishes extract evidence from the conditional documentary view of each complete synthetic profile. No final mark is entered: original photographs and authorship evidence are absent, and no human academic decision is represented.

The source brief is approved for sample release by Laura Scullionhall on 9 October 2026; synthetic marking judgments remain pending human review. The selected products are internal illustrations, not authentic candidate photographs. Conditional bands are hypothetical ranges based only on visible design and written rationale; they are neither final marks nor predetermined decisions.

S1 — extract commentary and conditional complete-profile context

Selected extract: Together, the products repeat the free invitation, library-foyer location and relative timing while changing the amount and order of information. The poster can attract attention at a distance; the square post makes the new-student invitation immediate; the flyer supplies visit and access details. The shared identity connects the products without making them copies.

The extract links common campaign facts to three different reading paths and avoids claiming measured reception. Alongside the complete rationale, this supports an A-range hypothetical position: the layouts are coordinated yet distinct, and the justification explains hierarchy and representation. The A3 poster contains the free invitation and relative timing, the square addresses new students, and the flyer includes normal-hours context and large-print captions. This context is based on the full simulated set, not the excerpt alone. It remains conditional because all three images are synthetic and photo/authorship evidence is unavailable.

Conditional hypothetical band range: A (70–79). No exact mark or final mark. Reassess against the complete authentic products and justification, all five criteria, and attributable student-created photographs before any final holistic judgement.

S2 — extract commentary and conditional complete-profile context

Selected extract: The poster groups visit information below the motif. The square post places information in three separate blocks. The flyer stacks visitor details beneath its motif. The shared line and colours make the campaign recognisable across formats.

The extract describes information placement and identifies continuity through the line and colours; it does not evaluate hierarchy. Staff comparison of the complete native products identifies small grouped A3 visit details, similarly weighted square text blocks and a simple A4 information stack. These are limitations in prioritisation, rather than evidence that the products lack competent control. The full set contains the required facts, maintains a consistent identity and uses mostly appropriate audience and format choices. Its adequate but repetitive explanation supports a B-range hypothetical position on the visible layouts and written rationale together. This judgement uses the complete set, not the selected extract alone. Original photographs and authorship remain unverified.

Conditional hypothetical band range: B (60–69). No exact mark or final mark. Reassess against the complete authentic products and justification, all five criteria, and attributable student-created photographs before any final holistic judgement.

S3 — extract commentary and conditional complete-profile context

Selected extract: The poster, post and flyer all tell people that the exhibition is in the library foyer during the first two weeks of next term. They use the same heading, colours and order of information. Each has a different object picture. This makes the campaign consistent.

The extract repeats the campaign message and relative timing, but it does not discuss placement-specific effects. The full set is materially incomplete: A3 omits free entry; the square item has no explicit new-student invitation; and the A4 flyer omits normal opening-hours context and large-print-caption availability. Repeated layout and simple assertions support a D-range hypothetical position. The omitted facts and weak adaptation —not merely the short extract—are central evidence. No authentic photographs or final mark are available.

Conditional hypothetical band range: D (40–49). No exact mark or final mark. Reassess against the complete authentic products and justification, all five criteria, and attributable student-created photographs before any final holistic judgement.

A* — 80-100

The source provides five criteria and seven performance levels. Each cell reproduces the supplied descriptor. Apply them together for one holistic best-fit band and one exact mark only to a complete authentic submission; they are not separate marks or bands.

Criterion	Source descriptor
Media Language	Purposeful, sophisticated and highly effective use of media language to communicate meaning
Audience & Platform Awareness	Audience and platform choices are precise and sophisticated
Media Representations	Sophisticated and purposeful representations communicate meaning with insight and control
Product Quality	Coherent, polished product demonstrating excellent control and, where applicable, a consistent campaign identity
Justification	Clear, focused justification showing excellent decision-making

A — 70-79

Criterion	Source descriptor
Media Language	Clear and effective use of media language to communicate meaning
Audience & Platform Awareness	Strong awareness of audience and platform
Media Representations	Purposeful and appropriate representations that communicate meaning effectively
Product Quality	Well-constructed product demonstrating secure control and, where applicable, a consistent campaign identity
Justification	Clear and relevant justification

B — 60-69

Criterion	Source descriptor
Media Language	Generally effective use of media language, though some choices may be uneven or lack control
Audience & Platform Awareness	Audience and platform mostly appropriate
Media Representations	Generally appropriate representations that communicate meaning, although they may lack consistency or depth
Product Quality	Competent product demonstrating generally secure control and, where applicable, a mostly consistent campaign identity
Justification	Adequate explanation of choices

C — 50-59

Criterion	Source descriptor
Media Language	Partially effective use of media language, with limited control or consistency
Audience & Platform Awareness	Basic awareness of audience and platform
Media Representations	Basic or inconsistent representations that communicate meaning only partially
Product Quality	Basic but complete product demonstrating limited control; campaign identity may be inconsistent
Justification	Limited justification

D — 40-49

Criterion	Source descriptor
Media Language	Limited or inconsistent use of media language, resulting in unclear communication of meaning
Audience & Platform Awareness	Weak audience focus and platform awareness
Media Representations	Limited or inappropriate representations that communicate meaning unclearly or inconsistently
Product Quality	Minimal product, demonstrating weak control and, where applicable, little evidence of a coherent campaign identity
Justification	Very limited explanation

E — 30-39

Criterion	Source descriptor
Media Language	Very limited or ineffective use of media language, resulting in little clear communication of meaning
Audience & Platform Awareness	Audience and platform are not identified or are inappropriate
Media Representations	Very limited or inappropriate representations that fail to communicate meaningful ideas
Product Quality	Incomplete or ineffective products, demonstrating little evidence of purposeful construction
Justification	Poor justification

U — 0-29

Criterion	Source descriptor
Media Language	No meaningful use of media language
Audience & Platform Awareness	No audience awareness
Media Representations	No meaningful representations
Product Quality	Little or no submission
Justification	No justification

Correct source boundary and final-mark hold

The complete authored fictional sample client brief appears in the current rendered v2.0 candidate source on page 1. Laura Scullionhall approved its content for sample release on 9 October 2026. This does not constitute independent human IV or authorisation for a live assessment window; the mock uses it solely for internal simulation.

No calendar date, numeric library hours, named social platform, approved exhibition title, testimony, outcome, statistic, audience reaction or effectiveness result has been invented. The supplied relative timing is retained. Creative headlines are not presented as titles.

A simulated design cannot meet or evidence the requirement for three distinct original learner photographs. No AI-generated illustration is represented as original photography. GenAI Level 2 restrictions for real candidates remain: AI-generated product and justification content are prohibited even if acknowledged or adapted. No final mark, candidate authentication, approval, moderation or release is claimed.