IQM3009 A2 Teacher marking exercise

Media production project · Assessment window: Sample assessment

The selected synthetic extracts below form an unmarked exercise. Apply the supplied assessment criteria, record evidence and propose marks or bands before consulting the separate teacher reference.

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.

Unmarked extract-and-image exercise only. No exact or final mark. Extracts are partial synthetic evidence and cannot establish a whole-assessment outcome.

Teacher exercise — contrasting simulated products and rationale extracts

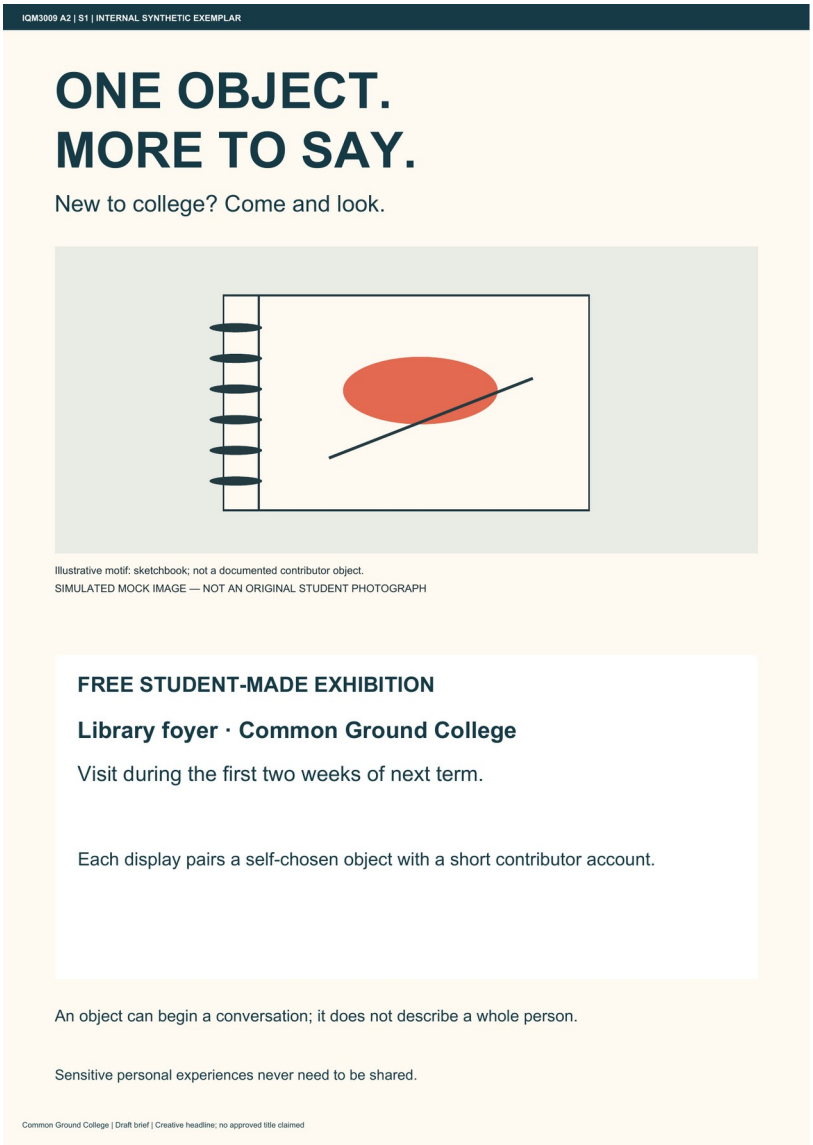
INTERNAL STAFF USE — UNMARKED. Compare the visible design choices and the selected short excerpts. Do not assign a band or mark in this exercise. These images and passages are synthetic examples, not authentic student evidence.

Authored fictional proposal, not 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. Fictional Common Ground College news service invites new students aged 16–19 to visit a free student-made exhibition in the library foyer during the first two weeks of next term. Each display pairs a self-chosen object with a short contributor account; large-print captions are available; sharing a sensitive personal experience is never required. Organisers do not claim contributors represent every student or that the exhibition changes attitudes. Supplied quotations are Rin: ‘People often introduce me only by the subject I study, but making pictures matters to me too.’ Eli: ‘One object cannot tell a whole life story; it can begin a conversation.’ The proposed route requires three related static products: an A3 poster announcing the exhibition, location, relative timing and free entry; a square student-facing post inviting new students and giving location and timing; and an A4 flyer with visit information, normal library opening-hours context and large-print-caption availability. Each should have a distinct original student-created photograph, a shared campaign identity, placement-specific composition, and accessible captions/alt text. The written justification has four sections and 300–400 words total. The calendar dates, numeric library hours, named social platform and approved title are not supplied; none is invented here. The source brief is approved for sample release by Laura Scullionhall on 9 October 2026; this mock remains internal practice and does not represent approval of its synthetic marking judgments.

Apply all five source criteria to a complete submission: Media Language; Audience & Platform Awareness; Media Representations; Product Quality; Justification. Read across the five criteria for one holistic best-fit band and one exact mark out of 100 only when an authentic complete submission is available. Do not award criterion marks/bands or calculate a total or average. These mock materials carry no final mark; the posters are not separately marked.

Compare how each profile adapts composition and information order to A3, square and A4 placements. Note required facts and omissions, the different object motifs, the simulated-image/authorship boundary, and the evidence needed before claims about effectiveness or authenticity could be made.

S1 — selected image and verbatim rationale extract



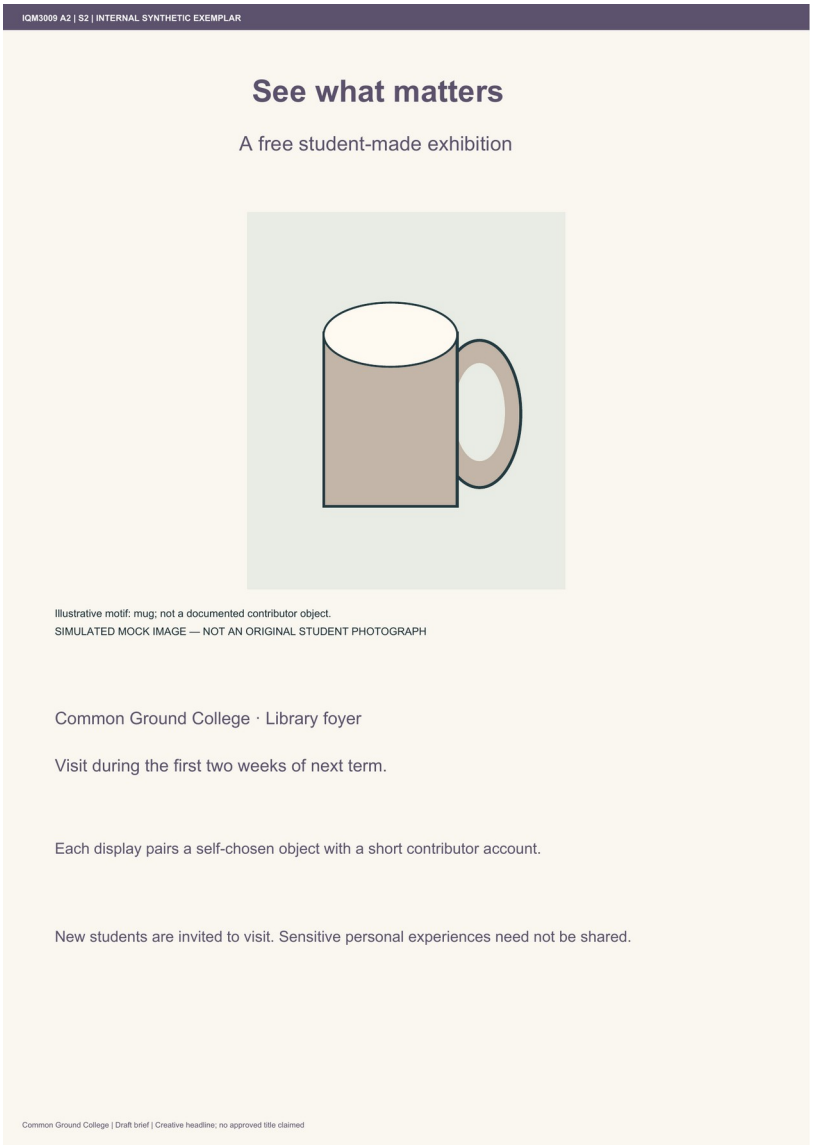
SIMULATED MOCK IMAGE — NOT AN ORIGINAL STUDENT PHOTOGRAPH · IQM3009_A2_S1_A3_poster.png

S1 A3_poster: simulated illustration of a sketchbook, a creative motif only, not a documented contributor object or original learner photograph. Internal synthetic draft exhibition campaign.

Verbatim short extract from the written justification (selected passage only; not sufficient to mark the whole task):

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.

S2 — selected image and verbatim rationale extract



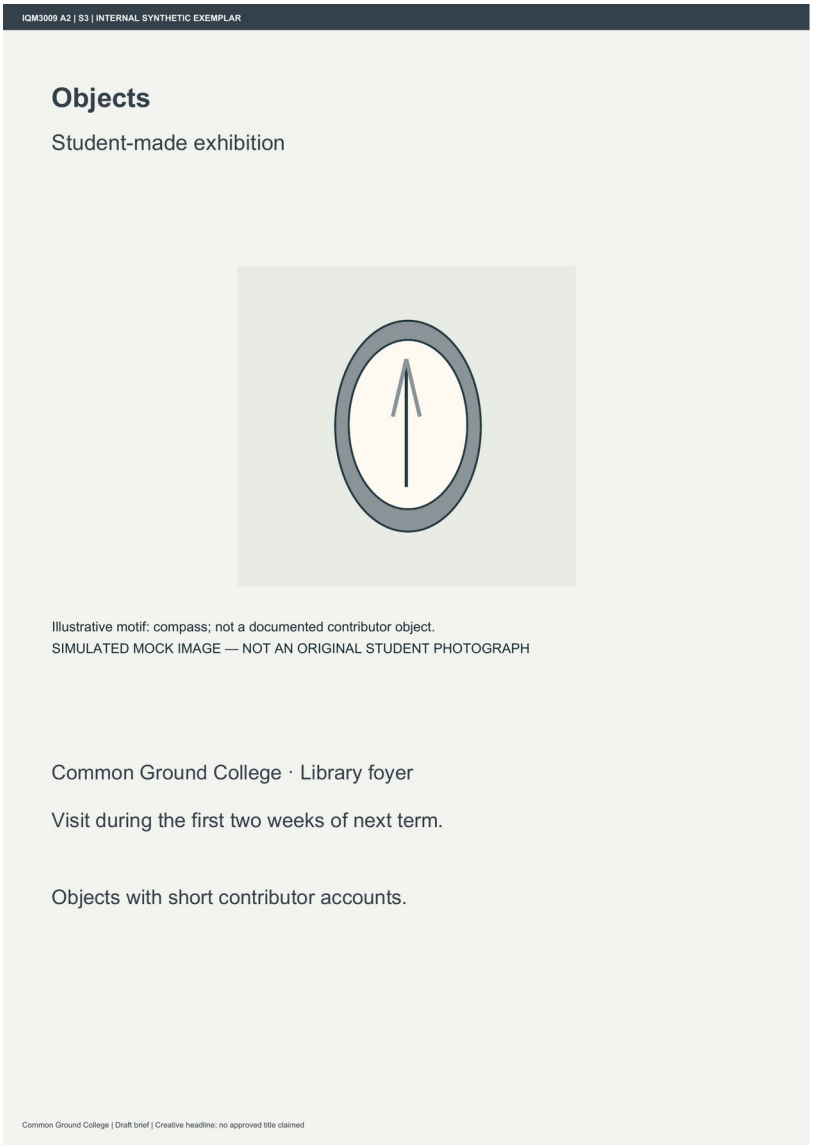
SIMULATED MOCK IMAGE — NOT AN ORIGINAL STUDENT PHOTOGRAPH · IQM3009_A2_S2_A3_poster.png

S2 A3_poster: simulated illustration of a mug, a creative motif only, not a documented contributor object or original learner photograph. Internal synthetic draft exhibition campaign.

Verbatim short extract from the written justification (selected passage only; not sufficient to mark the whole task):

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.

S3 — selected image and verbatim rationale extract



SIMULATED MOCK IMAGE — NOT AN ORIGINAL STUDENT PHOTOGRAPH · IQM3009_A2_S3_A3_poster.png

S3 A3_poster: simulated illustration of a compass, a creative motif only, not a documented contributor object or original learner photograph. Internal synthetic draft exhibition campaign.

Verbatim short extract from the written justification (selected passage only; not sufficient to mark the whole task):

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.

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

Exercise record — leave unmarked

For each selected extract, record observations against the five source criteria, identify what the excerpt does and does not show, and list the additional complete-product and complete-rationale evidence required before a holistic judgement. Leave band and mark blank.