

Assignment 1 Task 2: Produce & Evaluate- Your Magazine Cover

Level 6	
<p>5 marks</p> <ul style="list-style-type: none">•Your magazine cover shows that you have studied and understood professional magazines of the same type and genre.•Your magazine cover is convincing, creative and original.•Your magazine uses a range of conventions and techniques of professional magazines.•The content is clearly designed to appeal to a specific audience.•There are no spelling mistakes or design mistakes on your cover.•Your evaluation is at least 250 words and explains how your cover appeals to your target audience using magazine terminology and media language throughout.•You have referred to Media Concepts such as Maslow's Hierarchy, Uses and Gratifications, Representation or the Male Gaze in relation to the target audience.• You have identified the Institution who might make your magazine and why.	
Level 5	
<p>4 marks</p> <ul style="list-style-type: none">•Your magazine cover shows that you have studied and understood professional magazines of the same type and genre.•Your magazine cover is almost completely convincing as a professional magazine•Your magazine uses a range of conventions and techniques of professional magazines- but some have not been executed exactly right.•The content is clearly designed to appeal to a specific audience and almost all aspects of the magazine successfully do this.•There are no spelling mistakes or design mistakes on your cover.•Your evaluation is at least 250 words and explains how your cover appeals to your target audience using mainly magazine terminology and media language throughout.•You may have referred to Media Concepts such as Maslow's Hierarchy, Uses and Gratifications, Representation or the Male Gaze in relation to the target audience.•You may have identified the Institution who might make your magazine and why.	
Level 4	
<p>3 marks</p> <ul style="list-style-type: none">•Your magazine cover shows that you understand professional magazines of the same type and genre.•Your magazine cover is mostly believable as a professional magazine with some parts being unconvincing•Your magazine uses some conventions and techniques of professional magazines- but some elements do not follow professional convention.•The content is designed to appeal to a specific audience but some parts are out of place. There may be spelling mistakes or design mistakes on your cover.•Your evaluation is at least 250 words and explains how your cover appeals to your target audience using some magazine terminology and media language throughout.•You may have referred to Media Concepts such as Maslow's Hierarchy, Uses and Gratifications, Institution, Representation or the Male Gaze in relation to the target audience.	

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Level 3	
<p>2 marks</p> <ul style="list-style-type: none">•Your magazine cover shows that you bascially understand professional magazines of the same type and genre.•Your magazine cover is partly believable as a professional magazine with much being unconvincing•Your magazine only uses a few conventions and techniques of professional magazines•The content is designed to appeal to an audience in a simplistic way but much of the magazine is ineffective in appealing to the audience.•There are spelling mistakes or design mistakes on your cover.•Your evaluation is at less than 200 words and attempts to explain how your cover appeals to your target audience.•You use little or no media language or terminology	
Level 2	
<p>1 mark</p> <ul style="list-style-type: none">•You offer minimal evidence of an understanding of professional magazines You show only a basic understanding of forms and conventions of magazines•Your work is presented badly•Your evaluation is short and simplistic	