Assignment 4 Marking Guide

Task 1 (6 Marks)

Score Range	0-1 Marks	2-3 Marks	4 Marks	5 Marks	6 Marks
Criteria	- Fails to identify or provide assumptions. - No reference to video elements.	- Identifies some assumptions, but provides little to no justification. - Minimal or unclear reference to video.	- Describes some assumptions and offers partial justification or partial elaboration. - Provides at least one relevant video reference.	- Clearly justifies assumptions and provides clear elaborations. - Provides at least one relevant video reference.	- Provides deep, detailed justification of assumptions and deep, detailed elaborations. - Uses precise and insightful video references, with time stamps.

Task 2 (12 Marks)

Score Range	0-2 Marks	3-5 Marks	6-8 Marks	9-10 Marks	11-12 Marks
Timestamp	- No or incorrect timestamps for most beats.	- Inconsistent or vague timestamps for some beats. - Missing precision in time intervals.	- Provides basic timestamps, but some are unclear or incomplete.	- Accurate and mostly precise timestamps for all beats. - Occasional minor errors in time intervals.	- All beats are time-stamped with high precision. - Clear identification of start and end of each beat.
Content	- No attempt to summarize content or incorrect summaries.	- Summarizes content with minimal detail; lacks coherence. - Some content descriptions are unclear.	- Provides basic content summaries for each beat; some lack clarity or detail.	- Clearly summarizes content for each beat, but with occasional vague descriptions.	- Concise, well-written summaries for each beat (within 30-word limit). - Demonstrates thorough understanding of the video content.
Visuals	- Fails to describe visual elements, or descriptions are incorrect.	- Provides minimal descriptions of visuals. - Many descriptions are unclear or lack focus.	- Describes visuals for each beat; some descriptions are incomplete or lack detail.	- Describes visuals with clarity for most beats, focusing on relevant details.	- Describes visuals with precision, capturing key details for each beat (within 50-word limit). - Strong connection between visuals and audience expectations.

Score Range	0-2 Marks	3-5 Marks	6-8 Marks	9-10 Marks	11-12 Marks
Justification	- No or incorrect justifications for content and visual decisions.	- Provides minimal justification; lacks insight into the authors' decisions. - Superficial analysis.	- Offers basic justifications for most beats; lacks depth or audience focus.	- Justifies content and visual decisions clearly for most beats. - Demonstrates a good understanding of audience needs.	- Thorough justification of both content and visual choices for each beat (within 50-word limit). - Insightfully connects decisions to audience persuasion and expectations.

Task 3 (12 Marks)

Score Range	0-2 Marks	3-5 Marks	6-8 Marks	9-10 Marks	11-12 Marks
Evaluation of Content	- No evaluation or incorrect assessment of the content.	- Basic evaluation of content; lacks depth and understanding of the message.	- Provides some insight into the content's effectiveness, but misses key elements.	- Detailed evaluation of content; identifies relevant strengths and weaknesses, but could be more thorough.	- Comprehensive evaluation of the content; fully captures how well it communicates the research and addresses the audience's needs.
Evaluation of Narrative	- No attempt to evaluate the narrative or irrelevant points discussed.	- Minimal evaluation of the narrative structure; superficial analysis.	- Reasonable evaluation of the narrative's clarity and flow, but lacks depth.	- Well-developed evaluation of the narrative; addresses how well it structures and supports the message.	- Thorough evaluation of narrative flow, pacing, and coherence; identifies how narrative enhances or detracts from the key message.
Evaluation of Visuals	- Fails to evaluate or misinterprets the effectiveness of visuals.	- Basic evaluation of visuals; lacks detail on their contribution to the message.	- Provides some evaluation of visuals; limited insight into their role in communicating the research.	- Detailed evaluation of visuals; identifies strengths and weaknesses, with relevant examples.	- Comprehensive evaluation of the visual elements; insightful analysis of how visuals support or detract from the research communication.
Identification of Issues	- No or incorrect identification of issues; unclear understanding of what is ineffective.	- Identifies some issues, but lacks depth or misses key problem areas.	- Identifies issues in content, narrative, or visuals but lacks detailed analysis.	- Clearly identifies most significant issues; explains how they detract from the video's effectiveness.	- Accurately identifies a range of critical issues across content, narrative, and visuals, with insightful explanations of their impact on the video's clarity.

Score Range	0-2 Marks	3-5 Marks	6-8 Marks	9-10 Marks	11-12 Marks
Suggestions for Improvement	- No suggestions, or suggestions are irrelevant or unfeasible.	- Minimal or superficial suggestions for improvement.	- Offers basic suggestions for improvement but lacks creativity or depth.	- Provides relevant, practical suggestions to improve video's clarity and message.	- Proposes detailed, creative, and well-justified suggestions that would significantly improve the video's quality and effectiveness.