The College of Haringey, Enfield and North East London



Learner Review

11 January 2012

Learner: Naomi Atutuna

Personal Tutor: Sherine George

Key to Attendance and Punctuality percentages

- 100% to 92% is green status
- 91% to 87% is amber status
- 86% and below is red status

The Learner Review Procedure

Each learner will have met with their Personal Tutor for a 1 to 1 review to discuss the progress they are making at college and any specific support they may require to help them achieve their targets and qualification.

As part of the review each Subject Lecturer completes a report and then the Personal Tutor summaries these in the Personal Tutor Summary. Targets are then set for each learner.

Subject Targets

Subject	Attendance	Punctuality
BTEC Level 3 Diploma/Extended Diploma in Creative Media Production Yr1 (E) BTEC Level 3 Diploma/Extended Diploma in Creative Media Production Yr1 Tutorial and General Unit (E)	81% (4)	100% (10)

Modules:

NE3MMPD1-1DA21B/DIT L3 Unit 32: Designing Idents for Television, NE3MMPD1-1DA21B/APT L3 Unit 30: Advertisement Production for Television, NE3MMPD1-1DA21B/CSC L3 Unit 2: Comm Skills for Creative Media Industries, NE3MMPD1-1DA21B/PCI L3 Unit 1: Pre-Prod Tech for the Creative Media Industries, NE3MMPD1-1DA21B/RCI L3 Unit 3: Research Tech for the Creative Media Industries

Comments / Reference / Targets

Unit 30: Task 1 GC1

In order to improve your grade from a M to a D, please write a report including the following (by 10th November 2011):

Smart Targets:

- Provide examples of how demographics and psychographics are used to identify target audience and more on methods used (interviews etc...)
- Compare your adverts (most and least successful and why)in terms of choice of music, location, how well the adverts are targeting the audience and why?
- · Add any comments on ethical issues

This term the students have been analysing TV advertisements in great details in order to produce and edit their own advert in the second half of Term 1. The students also had to pitch their idea to their teacher and peers.

Comments:

Naomi is a very pleasant student who is putting effort in her work in order to meet deadlines and obtain good grades.

Sonia Kobal.

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Subject	Attendance	Punctuality

Production Yr1 Tutorial and General Unit (E)		
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BTEC Level 3 Diploma/Extended Diploma in Creative Media	(7)	l (10)
Production Yr1 (E)	93%	100%
BTEC Level 3 Diploma/Extended Diploma in Creative Media		

NE3MMPD1-1DA21B/MVP L3 Unit 29: Music Video Production, NE3MMPD1-1DA21B/TUT Tutorial, NE3MMPD1-1DA21B/DGP L3 Unit 54: Digital Graphics for Print, NE3MMPD1-1DA21B/FSE Functional Skills English, NE3MMPD1-1DA21B/RCI L3 Unit 3: Research Tech for the Creative Media Industries

Comments / Reference / Targets

Smart Targets:

Follow tasks sheets and continue to get work checked to push for this higher grades.

The Level 3 Creative and Media Diploma is designed to provide learners with a wide variety of practical and theoretical skills in the Film and Video Production Industries, Print-Based Media Industries and Interactive Media Industries, whilst enhance learners with theoretical knowledge relating to job roles and career paths in the creative media industries.

Comments:

Naomi's attendance and punctuality is excellent and she works extremely hard in all classes. In Naomi's Print-Based Media sessions she had to research what the magazine industries are about and how they research into target audiences for their products. Naomi then had to produce her own research and make a magazine cover based on this. Naomi has done extremely well in this unit and her sketchbook is very well presented and demonstrates good knowledge of the print-based media industries. Naomi also worked well on her magazine cover and handled Adobe Photoshop software confidently and competently. Naomi now needs to continue working like this to get the distinction grades she deserves at the end of the course. Well done.

Sherine George.

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Personal Targets

Area of Development:	stay focused	Sherine George Date Set: 21 September 2011 Deadline: 21 November 2011
IIIS IVI A P I I STABT	Pay attension is all lessons and ensure you remain on task. No Iollies, music, BBM or Phones.	Deadline: 21 November 2011

Area of Development:	Distractions	Sherine George Date Set: 21 September 2011 Deadline: 21 November 2011
IIN IVI A R I ISTABT	Do not distract or allow others to distract you through talking or distruptive behaviour.	Deadinie. 21 November 2011

Tutor Review

Comments / Reference / Targets

None.

Course	Attendance	Punctuality
BTEC L3 ExtDip Media Production Yr1 EGpB	91%	99%