

Print Assessment

Assessing Peers' Work

Band / Song: Hold on to what you believe - Mumford and Sons

Technical Skills: Please tick in box to indicate level

	Excellent Level 4	Proficient Level 3	Basic Level 2	Minimal Level 1	Where
Technical Production Skills					
Shots are well composed.	✓				Each shot is well composed and professionally done. It is clear they have thought about the composition.
There is enough variety in the shots		✓			They've used a few different shots but could have included a close up to give more variety.
ICT has been skillfully used	✓				ICT has been used well from editing the text and putting it on an image. This displays good skills and knowledge of ICT.
Photoshop skills enhance the picture	✓				They have taken into consideration their genre of music and used filters to reflect that. Also, on the back cover they have used effects to enhance the image to make it more bold and clear.
The integration of image and copy	✓				They have clearly thought about this and have a theme running throughout which makes it more professional.
Media Conventions Use, challenge, develop					
Looks like a professional digi-pack.	✓				It has all the conventions which a digipak requires, including barcode, spine, name of band/artist etc.
Mise-en-scene illustrates genre	✓				The mise-en-scene has been thought about thoroughly and has turned out very well. The typical folk/country genre includes conventions such as acoustic guitars, sepia filters etc which they have used in their digipak. This genre is quite calm and relaxing and in the digipak, they have used a photo of an empty field which creates a tranquil atmosphere.

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Layout and page design is engaging.	✓				The covers are visually pleasing for the audience and the layout and design is spacious and clear which makes it easier for us to look at and understand.
Fonts and text sizes reflect tone and genre.	✓				The title of the album is the biggest font size on the digipak and it's in white which stands out against the background. White is a colour that's quite calm and this reflects the genre.
Digi-pack and video are mutually reflective.	✓				They both reflect the genre with use of costumes, setting, props and there's is clear continuity throughout both digipak and video.