

Print Assessment

Assessing Peers' Work

Band / Song: Rock Bottom- King Krule

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.	✓				The shot of the performer on the inside of the Digi-Pak makes sense and relates to the song.
There is enough variety in the shots				✓	There is only one shot and that is of the performer the rest is a design throughout the digi-pak.
ICT has been skillfully used	✓				The editing of the performer and having the design over his eyes is skillfully done by good use of ICT skills.
Photoshop skills enhance the picture	✓				The design reflects the genre of the music and also it reflects the image of the music video
The integration of image and copy		✓			The link between the images are clear and all make sense.
Media Conventions Use, challenge, develop					
Looks like a professional digi-pack.	✓				The digi-pak doesn't look tacky or badly photoshopped but it looks professional and presentable and they've chosen good fonts and design to help this make it look professional.
Mise-en-scene illustrates genre	✓				The mise-en-scene reflects the music video, the genre of music and the themes which are black and white.
Layout and page design is engaging.		✓			Even though there isn't a lot going on within the design of the digi-pak, the design is engaging and is different on the front, back and inside.
Fonts and text sizes reflect tone and genre.	✓				The bold spaced out writing on the front cover of the digi-pak reflects the genre.
Digi-pack and video are mutually reflective.	✓				The music video is in black and white which reflects the genre of music, the digi-pak is also in

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						black and white which reflects the genre also, this makes a link between them both.
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