

Band / Song:

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.		✓			
There is enough variety in the shots					N/A
ICT has been skillfully used		✓			I think the image looks good however the text doesn't always fit in well
Photoshop skills enhance the picture		✓			you could possibly enhance the green of plants more.
The integration of image and copy					N/A
Media Conventions Use, challenge, develop					
Looks like a professional digipack advert	✓	✓			
Mise-en-scene illustrates genre	✓				
Layout and page design is engaging.	✓	N/A			I like the way the trees look The date gets abit lost though.
Fonts and text sizes reflect tone and genre.	✓				
Digi-pack and video are mutually reflective.					
<p>I don't really like the plain white border if you added some imagery it would look more interesting. I do like how you have put the name hanging off - looks good.</p> <p>Comments: Some of the text could be made clearer so they stand out more.</p> <p>I feel that it also slightly loses the advert feel due to as due to the layout of the date, maybe say coming soon or release date?</p>					

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Technical Production Skills					
Shots are well composed.	✓				
There is enough variety in the shots					
ICT has been skillfully used		✓			great image and I like how the writing has a shadow and hangs off the edge of the image
Photoshop skills enhance the picture		✓			The image could be clearer as some parts are gazy
The integration of image and copy					
Media Conventions Use, challenge, develop					
Looks like a professional digi-pack. Advert		✓			
Mise-en-scene illustrates genre	✓				
Layout and page design is engaging.	✓				The large writing is eye catching as is the colour contrast
Fonts and text sizes reflect tone and genre.		✓			The font seems a bit out of place and doesn't seem to integrate with the image
Digi-pack and video are mutually reflective.	✓				
<p>I like the image a lot but the branches are cut off suddenly with the white border. I like the size of the font as it's eye-catching</p> <p>Comments: however the font seems contrasting to the image. The date is hard to read. I like the black reviews on the white background as is clear and eye-catching</p>					

Band / Song: Joel Adams - Lost

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	Excellent Level 4	Proficient Level 3	Basic Level 2	Minimal Level 1	Where
Technical Production Skills					
Shots are well composed.		✓			Nice framing, perhaps needs to encompass text though
There is enough variety in the shots	✓				N/A, one shot
ICT has been skillfully used		✓			Drop shadow on text is good, and its real nice photo - bit pixelated though
Photoshop skills enhance the picture		✓			A bit of colour correction to give the sky texture might make it more pleasing
The integration of image and copy					
Media Conventions Use, challenge, develop					
Looks like a professional digi-pack.	✓				Has all components of a pro. ad.
Mise-en-scene illustrates genre	✓				Indie, countryside kinda feel, shows rawness and it isn't over-produced
Layout and page design is engaging.	✓				Eyes aren't pulled in one direction so message stays direct.
Fonts and text sizes reflect tone and genre.	✓	✓			I like the edorns and sizing. Font isn't quite what I'd expect maybe
Digi-pack and video are mutually reflective.					Haven't seen video
Comments:	See above boxes				

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Technical Production Skills					
Shots are well composed.		✓			
There is enough variety in the shots			✓		
ICT has been skillfully used			✓		
Photoshop skills enhance the picture		✓			
The integration of image and copy	✓				
Media Conventions Use, challenge, develop					
Looks like a professional digi-pack.		✓			
Mise-en-scene illustrates genre			✓		
Layout and page design is engaging.		✓			
Fonts and text sizes reflect tone and genre.		✓			
Digi-pack and video are mutually reflective.	✓				
<p>Comments: Quality of text is not that good, (Pixelated)</p>					

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Technical Production Skills					
Shots are well composed.		✓			
There is enough variety in the shots		✓			
ICT has been skillfully used	✓				
Photoshop skills enhance the picture		✓			
The integration of image and copy	✓				
Media Conventions Use, challenge, develop					
Looks like a professional digi-pack.					
Mise-en-scene illustrates genre			✓		
Layout and page design is engaging.	✓				
Fonts and text sizes reflect tone and genre.		✓			
Digi-pack and video are mutually reflective.	✓				
<p>Comments: <i>Maybe include the stars on the front</i></p>					