# LEVELS LADDER (PRINT MEDIA)

| LEVEL 1 | LOWER LEVEL 2 | UPPER LEVEL 2 | LOWER LEVEL 3 | UPPER LEVEL 3 | LOWER LEVEL 4 | UPPER LEVEL 4 |
|---|---|---|---|---|---|---|
| **FRAMING A SHOT** Framing is extremely weak. | **FRAMING A SHOT** All straight shots | **FRAMING A SHOT** High / low angle shots | **FRAMING A SHOT** Considering the whole frame | **FRAMING A SHOT** Depth of field and rules of thirds used at times | **FRAMING A SHOT** Framing for visual interest and all elements composed | **FRAMING A SHOT** Imaginative angles and artistic composition |
| **VARIETY OF SHOT DISTANCES** There is no variety in camera distances. | **VARIETY OF SHOT DISTANCES** Cropping to create variety | **VARIETY OF SHOT DISTANCES** Two different distances | **VARIETY OF SHOT DISTANCES** Subject is framed three + distances | **VARIETY OF SHOT DISTANCES** Subject is framed at four+ distances | **VARIETY OF SHOT DISTANCES** Shot distances are sympathetic to design | **VARIETY OF SHOT DISTANCES** Shot distances have clear design function |
| **APPROPRIATE TO TASK** There are no conventional features | **APPROPRIATE TO TASK** Few conventional features. | **APPROPRIATE TO TASK** Several conventional features. Only one model | **APPROPRIATE TO TASK** Conventional features that reflect form / genre. 2 models used | **APPROPRIATE TO TASK** Conventional pages mostly reflect form /genre.  3 models used | **APPROPRIATE TO TASK** Conventional product, reflects genre and form. Wide variety of models. | **APPROPRIATE TO TASK** Looks like a professionally produced product. Clear brand throughout |
| **MISE-EN-SCENE SELECTION** No consideration given to location, costume, props... | **MISE-EN-SCENE SELECTION** Some elements chosen but meaning is unclear. | **MISE-EN-SCENE SELECTION** Partially reflects form &/or genre | **MISE-EN-SCENE SELECTION** Some design choices / selections clearly evident | **MISE-EN-SCENE SELECTION** Design choices reflects form & genre | **MISE-EN-SCENE SELECTION** Clear and coherent design choices for form / genre | **MISE-EN-SCENE SELECTION** Every element reflects form, genre, theme(s), tone... |
| **MANIPULATING PHOTOS** Little evidence of image manipulation | **MANIPULATING PHOTOS** Cropped, resized, although may be distorted & rough | **MANIPULATING PHOTOS** Several tools / processes used, but effect is flawed | **MANIPULATING PHOTOS** Some manipulation for meaning but finish is rough | **MANIPULATING PHOTOS** Manipulated to integrate and make consistent meaning | **MANIPULATING PHOTOS** Contributes to genre and reflects overall design | **MANIPULATING PHOTOS** Skillful use, contributes to form, genre, tone, theme(s) |
| **LANGUAGE AND REGISTER** Article is not complete or far too short. | **LANGUAGE AND REGISTER** Basic and does not engage or excite. (Colourless) | **LANGUAGE AND REGISTER** Basic although attempts to modify mode of address | **LANGUAGE AND REGISTER** Some structure and attempts to engage fans (Q&A) | **LANGUAGE AND REGISTER** Well structured, uses figurative language | **LANGUAGE AND REGISTER** Engaging mode of address. Expressive & dynamic. | **LANGUAGE AND REGISTER** Sense of the voice, tone, genre of star / band |
| **INTEGRATION (I&C)** No apparent links between page elements | **INTEGRATION (I&C)** Some attempt made to link page elements | **INTEGRATION (I&C)** Some links but many page elements are 'floating' | **INTEGRATION (I&C)** Some links exist between images, elements & copy | **INTEGRATION (I&C)** Interaction between images, elements & copy is clear | **INTEGRATION (I&C)** Clear sense of anchoring, sympathy of DTP elements | **INTEGRATION (I&C)** Completely consistent and integrated, no loose element |
| **LAYOUT AND PAGE DESIGN** Many elements missing, big spaces between objects | **LAYOUT AND PAGE DESIGN** Colour, sizing and object orientation are incoherent | **LAYOUT AND PAGE DESIGN** Colours, sizing and objects show some consistency | **LAYOUT AND PAGE DESIGN** Mastheads, cover lines, page elements...are sized correctly | **LAYOUT AND PAGE DESIGN** Sizing, columns, objects... are mostly conventional. Page no. correct(contents) | **LAYOUT AND PAGE DESIGN** Effective, consistent and reflects form, genre, themes | **LAYOUT AND PAGE DESIGN** Layout flows; a completely integrated design |
| **FONTS AND TEXT SIZES** Fonts are basic and incoherent, no design | **FONTS AND TEXT SIZES** Masthead, cover lines... show some design attempted | **FONTS AND TEXT SIZES** Some consistency, although unconventional sizing | **FONTS AND TEXT SIZES** Some clear consistency, but too many fonts used. | **FONTS AND TEXT SIZES** Clear sense of design, but sizing is inconsistent | **FONTS AND TEXT SIZES** Fonts are selected, designed and sized appropriately | **FONTS AND TEXT SIZES** Carefully designed and sized to reflect genre / themes |
| **USE ICT APPROPRIATELY** Innapropriate technology used at every stage | **USE ICT APPROPRIATELY** Resistant to engaging with applications | **USE ICT APPROPRIATELY** Basic functionality of applications is used | **USE ICT APPROPRIATELY** Several processes / tools are used but finish is rough | **USE ICT APPROPRIATELY** Apps are used effectively but lacks precision/finesse | **USE ICT APPROPRIATELY** Clear skill and precision in the use of a range of apps | **USE ICT APPROPRIATELY** Intelligent and sophisticated use of a range of apps |