

# 2025 NEA feedback

First draft feedback June 2024

# Overall

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- Many thanks from me! It was a very time-consuming exercise (it took me at least 2 working days to get through everything - so sorry if there are any mistakes! Please let me know if there are?)
- But everybody (except a tiny group of students) who have made progress!
- So yes, we have started and that is the key success criteria
- Going forward . . .
  - Feedback sessions from me (whole class, pairs, 1-2-1)
  - You need to now go back and improve 1st Production & Statement of Intent
  - AND go forward and complete 2nd Production.
  - Next Deadline: Last day of this academic year – Complete ALL PRODUCTS & Sol

NEA CURRENTLY MARKED OUT OF 40

# Assessment

- Current Grade Assessment weighting:
  - 50% Open Book Essays
  - 20% Mock Exam
  - 30% Current Coursework mark (after 1st draft initial submission)
- *This will be adjusted as we make progress*

## Current sheets

	Induction
	Doesn't contribute
	Practice NEA
	Doesn't contribute
	Open Book Essays
	Weighting:50 (50%)
	Mock Exam April 2024
	Weighting:20 (20%)
	Coursework NEA
	Weighting:30 (30%)
<a href="#">Add a new marksheet</a>	

# Key Feedback: Statement of Intent

- Talk about both products
- Be specific about your productions – not just general waffle
- Show evidence of research into other professional products
- Focus on ‘why’ – are you exploring or investigating a concept, theory or approach.
- Less on ‘what’ – we know we can read the brief
- Use key media terminology
- Revisit statement of intent and write it up again, as you now have a much better idea of what you are doing.
- So write with more confidence and directness, rather than general and broad.

# Key Feedback: Media Language

- Show that you have followed style models / professional productions in your own work
- Make sure you use columns in print work
- Think about size, scale, positioning (ie layout)

# Key Feedback: Media Representation

- Make sure your images have been taken with purpose (ie don't just recycle old images)
- Make sure you are clear about your product
- And what you are trying to do with it

# Summative | moving forwards . .

- Make sure you complete these productions ASAP
- Make sure you closely follow the instructions provided in your set brief
- Make sure you produce more than the bare minimum – as laid out in the set brief
- Make sure the quality (and not just the quantity) of your production is a really high standard. In particular this means:
  - *High quality photographs*
  - *Good copy (written material)*
  - *Clear links towards your style models*
  - *Attention to detail in terms of size, spacing and placement.*
  - *Ensure final prints are high quality and a consistent size.*
- Ensure that you show creativity in both content and design.
- Ensure that you make a plan to complete all of your work by the final deadline (the end of the summer term) and make sure you follow it and revise it regularly.

# Final Deadline

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- Please complete
  - ALL OF PRODUCTION ONE
  - ALL OF PRODUCTION TWO
  - A COMPLETE AND UPDATED AND FULL VERSION OF YOUR STATEMENT OF INTENT
- BY THE LAST DAY OF THIS SUMMER TERM!
  
- *I will then mark it and give feedback*
- *You can then work on it (in your own time) until FINAL, FINAL DEADLINE which will be the last day before we break up for Xmas!*