	Superior	Competent	Satisfactory	Emergent	Makes attempt
Criteria	100-90	89-75	74-60	59-30	1-29
Respond critically to audio-visual	Is always able to respond critically to	Is good at responding critically to audio-	Is able to respond critically to audio-	Is weak at responding critically	Is hardly ever able to respond critically to
media texts (esp.	audio-visual media	visual media texts	visual media texts	to audio-visual media	audio-visual media
animated works).	texts (esp. animated works).	(esp. animated works).	(esp. animated works) fairly well.	texts (esp. animated works.	texts (esp. animated works) most of the
	*can always identify animated works as media texts.	*can mostly identify animated works as media texts.	*can sometimes identify animated works as media texts.	*can rarely identify animated works as media texts.	time.
	*can always identify overt and implied messages, in simple audio-visual media texts. *can clearly express personal thoughts and feelings about some simple animated media works. *is always able to	*can identify overt and implied messages with very little support and direction, in simple audio-visual media texts. *is good at expressing personal thoughts and feelings about some simple animated media works.	*can identify overt and implied messages but needs some support and direction, in simple audio-visual media texts. *can sufficiently express personal thoughts and feelings about some simple animated media works.	*can identify overt and implied messages but support and direction, in simple audio-visual media texts. *is limited in the ability to express personal thoughts and feelings about some simple animated media works.	
	*is always able to recognize media texts that are fictional				

versus those that are	recognizing media	recognizing media	ability to recognize
non-fictional.	texts that are fictional	texts that are fictional	media texts that are
*can name kinds of	versus those that are	versus those that are	fictional versus those
media texts that	non-fictional.	non-fictional.	that are non-fictional.
	Ψ	*	*
contain both:	*can usually name	*can sometimes	*can name kinds of
a. imaginary	kinds of media texts	name kinds of media	media texts that
materials (e.g. fairy	that contain both:	texts that contain	contain either:
tales)	a. imaginary	both:	a. imaginary
tales)	materials (e.g. fairy	a. imaginary	materials (e.g. fairy
b. real materials (e.g			tales)
sports coverage)	tales)	materials (e.g. fairy	tales)
	b. real materials (e.g.	tales)	or
*is always able to	sports coverage)	b. real materials (e.g.	
recognize and		sports coverage)	b. real materials (e.g.
describe			sports coverage)
characteristics that	*is mostly able to	*is sometimes able to	*is weak at
distinguish real and	recognize and	recognize and	recognizing and
imaginary material	e	describe	0 0
e.g. use of actors, live	describe	characteristics that	describing
action.	characteristics that	distinguish real and	characteristics that
	distinguish real and	imaginary material	distinguish real vs.
	imaginary material	e.g. use of actors, live	imaginary material
	e.g. use of actors, live	action.	e.g. use of actors, live
	action.		action.

	Superior	Competent	Satisfactory	Emergent	Makes attempt
Criteria	100-90	89-75	74-60	59-30	1-29
Recognize that media contain and convey different beliefs and value messages.	Demonstrates an excellent understanding that media contain and convey different beliefs and value messages.	Demonstrates a good understanding that media contain and convey different beliefs and value messages.	Demonstrates a fair understanding that media contain and convey different beliefs and value messages.	Demonstrates a limited understanding that media contain and convey different beliefs and value messages.	Does not clearly demonstrate an understanding that media contain and convey different beliefs and value messages.
Identify selected media forms and explain how techniques are used to create/enhance meaning. (e.g. size, colour and emoticons)	*is adept at identifying both overt and implied messages portrayed by animated characters.	*is good at identifying both overt and implied messages portrayed by animated characters.	*is fair at identifying both overt and implied messages portrayed by animated characters.	*has limited ability at identifying both overt and implied messages portrayed by animated characters.	
	*very good at acting out parts from his/her favourite animated shows.	*good at acting out parts from his/her favourite animated shows.	*is average at acting out parts from his/her favourite animated shows.	*can act out very limited parts from their favourite animated shows.	

	Superior	Competent	Satisfactory	Emergent	Makes attmept
Criteria	100-90	89-75	74-60	59-30	1-29
Criteria Display an understanding of the purpose of a variety of media texts. (e.g. audio, visual, audio-visual, print, and electronic/digital text, emoticons)	100-90 Displays an excellent understanding of the purpose of a variety of media texts. *can analyze different media packaging (modes of 'presentation', e.g. CD, DVD, radio broadcast, television broadcast, television broadcast, comic book, comic strip) to determine their content (audio, visual, audio-visual, print).	89-75 Displays a good understanding of the purpose of a variety of media texts. *can analyze four different media packaging (modes of 'presentation', e.g. CD, DVD, radio broadcast, television broadcast, television broadcast, comic book, comic strip) to determine their content (audio, visual, audio-visual, print). *is good at	74-60 Displays a fair understanding of the purpose of a variety of media texts. *can analyze three different media packaging (modes of 'presentation', e.g. CD, DVD, radio broadcast, television broadcast, television broadcast, comic book, comic strip) to determine their content (audio, visual, audio-visual, print). *is fair at comparing	59-30 Displays a limited understanding of the purpose of a variety of media texts. *can analyze two different media packaging (modes of 'presentation', e.g. CD, DVD, radio broadcast, television broadcast, television broadcast, comic book, comic strip) to determine their content (audio, visual, audio-visual, print). *has limited skills in	1-29 Displays a weak understanding of the purpose of a variety of media texts. *can analyze one media packaging (modes of 'presentation', e.g. CD, DVD, radio broadcast, television broadcast, television broadcast, comic book, comic strip) to determine their content (audio, visual, audio-visual, print). *is weak at
	compare and contrast the characteristics of selected media which tell about their	comparing and contrasting the characteristics of selected media which	and contrasting the characteristics of selected media which tell about their	comparing and contrasting the characteristics of selected media which	comparing and contrasting the characteristics of selected media which
	purpose (e.g. use of pictures in visual	tell about their purpose (e.g. use of	purpose (e.g. use of pictures in visual	tell about their purpose (e.g. use of	tell about their purpose (e.g. use of

media to	pictures in visual	media to	pictures in visual	pictures in visual
target/influence	media to	target/influence	media to	media to
children or adults,	target/influence	children or adults,	target/influence	target/influence
girls or boys etc.).	children or adults,	girls or boys etc.).	children or adults,	children or adults,
*can correctly	girls or boys etc.).	*is sometimes correct	girls or boys etc.).	girls or boys etc.).
interpret content in	*is usually correct in	in interpreting	*has limited skill in	*is weak at
print, visual, audio	interpreting content	content in print,	interpreting content	interpreting content
and electronic media. *can clearly explain	in print, visual, audio and electronic media.	visual, audio and electronic media.	in print, visual, audio and electronic media.	in print, visual, audio and electronic media.
why they like or	*can sufficiently	*can give a fair	*can give limited	*is weak at
dislike selected media texts. (e.g. a	explain why they like or dislike selected	explanation why they like or dislike	explanation why they like or dislike	explaining why they like or dislike
character in a	media texts. (e.g. a	selected media texts.	selected media texts.	selected media texts.
cartoon, song, or	character in a	(e.g. a character in a	(e.g. a character in a	(e.g. a character in a
movie; draw a picture	cartoon, song, or	cartoon, song, or	cartoon, song, or	cartoon, song, or
of the character in a	movie; draw a picture	movie; draw a picture	movie; draw a picture	movie; draw a picture
song.	of the character in a	of the character in a	of the character in a	of the character in a
	song.	song.	song.	song.

	Superior	Competent	Satisfactory	Emergent	Makes attempt
Criteria	100-90	89-75	74-60	59-30	1-29
Create audio-visual	Can independently	Can create audio-	Create audio-visual	Create audio-visual	Requires full-time
media texts for	create audio-visual	visual media texts for	media texts for	media texts for	guidance to create
different purposes	media texts for	different purposes	different purposes	different purposes	audio-visual media
and audiences.	different purposes	and audiences with	and audiences with	and audiences but	texts for different
(e.g. a simple slide	and audiences.	little help.	some help.	needs a lot of guidance.	purposes and audiences.
show for a	(e.g. a simple slide	(e.g. a simple slide	(e.g. a simple slide	guidance.	uuulenees.
multimedia	show for a	show for a	show for a	(e.g. a simple slide	(e.g. a simple slide
presentation; a sign	multimedia	multimedia	multimedia	show for a	show for a
or poster for their	presentation; a sign	presentation; a sign	presentation; a sign	multimedia	multimedia
classroom or the	or poster for their	or poster for their	or poster for their	presentation; a sign	presentation; a sign
school)	classroom or the	classroom or the	classroom or the	or poster for their	or poster for their
	school)	school)	school)	classroom or the school)	classroom or the school)
	*can give examples	*can give four	*can give three	*can give two	*can give one
	of a variety tools and	examples of tools and	examples of tools and	examples of tools and	example of tools
	materials needed to	materials needed to	materials needed to	materials needed to	and/or materials
	create a new	create a new	create a new	create a new	needed to create a
	character for an	character for an	character for an	character for an	new character for an
	animation or story	animation or story	animation or story	animation or story	animation or story
	(e.g. drawing and	(e.g. drawing and	(e.g. drawing and	(e.g. drawing and	(e.g. drawing and
	painting materials,	painting materials,	painting materials,	painting materials,	painting materials,
	plasticine, fabric	plasticine, fabric	plasticine, fabric	plasticine, fabric	plasticine, fabric
	pieces for costumes,	pieces for costumes,	pieces for costumes,	pieces for costumes,	pieces for costumes,

microphone e.g. use	microphone e.g. use	microphone e.g. use	microphone e.g. use	microphone e.g. use
of computer software	of computer software	of computer software	of computer software	of computer software
etc.)	etc.)	etc.)	etc.)	etc.)
*can generate great	*can generate good	*can generate fairly	*has limited ability in	*generates hardly
ideas for creating	ideas for creating	good ideas for	generating ideas for	any ideas for creating
characters for various	characters for various	creating characters	creating characters	characters for various
purposes and	purposes and	for various purposes	for various purposes	purposes and
audiences.	audiences.	and audiences.	and audiences.	audiences.
*is proficient in using	*has good skill in	*has fair skill in	*has limited skill in	*is weak at using
different methods to	using different	using different	using different	different methods to
create a character for	methods to create a	methods to create a	methods to create a	create a character for
an animation or book	character for an	character for an	character for an	an animation or book
(e.g. printing,	animation or book	animation or book	animation or book	(e.g. printing,
drawing).	(e.g. printing,	(e.g. printing,	(e.g. printing,	drawing).
	drawing).	drawing).	drawing).	
*can demonstrate	*can use media and	*sometimes uses	*uses media and	*uses media and
proper handling and care of media and	technology equipment with care	media and technology	technology	technology
technology.	(7-8 times out of 10).	equipment with care	equipment with care (3-4 times out of 10).	equipment with care (1-2 times out of 10).
teennology.	(7-0 times out of 10).	(5-6 times out of 10).	(5 ⁻⁴ times out of 10).	(1-2 times out of 10).
*can demonstrate	*can demonstrate		*can demonstrate	*can demonstrate
how to use audio-	how to use audio-	*can demonstrate	how to use audio-	how to use audio-
visual recording	visual recording	how to use audio-	visual recording	visual recording
hardware.	hardware (7-8 times	visual recording	hardware (3-4 times	hardware (1-2 times
	out of 10).	hardware (5-6 times	out of 10).	out of 10).
	,	out of 10).	,	,