NEA checklist

Check that you have:

Completed a Statement of Intent (this is not assessed but should show your teacher and the moderator what you have tried to achieve in both your products and how they are linked).

Completed two linked productions: a sequence from a TV or radio programme, or a music video, or some magazine pages, plus a linked website.

Checked your work against the brief:

1. Have you met the brief requirements?
   - the maximum length (hit but not exceeded – extra work will not be marked)
   - the genre and target audience
   - the appropriateness for the distribution channel
   - the common cross-media branding (e.g. shared media language style and logo).

2. Have you included all the elements of the production detail?
   - appropriate media language
   - the number of settings (not for radio)
   - the number of characters representing different social groups
   - the number of original images
   - working links on the website.

Made final improvements to your production on the basis of a peer review (or your own review) using the assessment criteria and the indicative content to comment on how effectively you have:

- used media language codes and conventions to communicate meaning that is highly appropriate for the media form (perhaps including intertextuality and generic hybridity)
- used appropriate content and appeal to target the intended audience
- constructed sophisticated representations
- met the requirement of the industry context
- created sophisticated and coherent links across the two products
- created a highly developed sense of branding across the two products that demonstrates highly appropriate, sustained and insightful meaning for the intended audience.

Made any final comments on your Statement of Intent that might help in assessing the work.

Provided a list of the names, dates and roles of any unassessed individuals who contributed to your production under your direction, for your teacher’s cover sheet.

Included enough planning and research documentation (perhaps about five to six pages or the equivalent) to authenticate the production as your own individual work. For example: draft script, storyboard, location report, notes on casting and mise-en-scène considerations, mock-up of a print advert layout or mock-up of a webpage, rough cuts/drafts, audience research and feedback. These are not assessed.