

# PRODUCTION DESIGN PLAN: FEEDBACK SHEET

Criteria	High	Med	Low	Comment
<p><b>Investigation – exploration of ideas, options and/or influences</b>                      Is your theme/idea obvious through your inspiration?                      Have you explored the genre you intend to work in?                      Are the things you have included in your inspiration labelled/annotated to show why they have inspired you?</p>	<p>A broad range of ideas has been extensively explored and the evolution of ideas has been carefully documented.</p> <p>All inspiration examples relate convincingly to the genre and are clearly annotated to explain why they have been a motivation in the development of ideas.</p>	<p>A sufficient range of ideas has been competently explored and the evolution of ideas has been adequately documented.</p> <p>All inspiration examples relate competently to the genre and are satisfactorily annotated to explain why they have been a motivation in the development of ideas.</p>	<p>A limited range of ideas has been hardly explored and the evolution of ideas has been haphazardly documented.</p> <p>All inspiration examples relate in a limited manner to the genre and are sketchily annotated to explain why they have been a motivation in the development of ideas.</p>	
<p><b>Concept – outline of your product</b>                      Can anyone who reads your concept clearly understand what you are going to create?                      Is your concept detailed enough that anyone reading it would be able to make it?                      Does your concept explore the storyline or theme?</p>	<p>The concept has been comprehensively explained in the plan. Anyone who picks up this concept would be able to make the product as intended by the author.</p>	<p>The concept has been adequately explained in the plan.                      It lacks detail in some areas and what is intended may not be clear to someone reading this document.</p>	<p>The concept has been not carefully explained in the plan.                      This concept needs much more attention to detail. A person reading this concept would not be able to make the product.</p>	
<p><b>Intention – purpose, impact and/or outcome</b>                      Have you stated clearly what you intend to create and why?                      Would the person reading your intention understand the reason why you want to make this product?                      Have you included the impact that you would like this product to have?                      Is this product to entertain, persuade, inform, educate?</p>	<p>The intention of the product has been thoroughly communicated.                      It is clear to the reader what the product is intended to be, what its impact should be and why it is being made.</p>	<p>The intention of the product has been sufficiently communicated.                      More details could be given to what impact this product is intended to have and why it is being produced.</p>	<p>The intention of the product has been poorly communicated.                      It lacks detail and does not adequately describe why this product is being made and what desired impact it will have.</p>	

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<p><b>Audience – identification &amp; explanation of how they will be engaged</b></p> <p>Have you been specific enough about who would be interested in your product?          Have you defined demographics including age and gender?          Have you used descriptive words to define your audience?          Have you explained <u>why</u> you have chosen this audience in reference to your proposed product?          Have you included techniques of engagement?</p>	<p>The characteristics of the intended audience have been thoroughly identified.</p> <p>Techniques to engage the audience have been carefully explained.</p>	<p>The characteristics of the intended audience have been satisfactorily identified.</p> <p>Techniques to engage the audience have been sufficiently explained.</p> <p>More detail about audience can be included.</p>	<p>The characteristics of the intended audience have been inadequately identified.</p> <p>Techniques to engage the audience have been sketchily explained.</p> <p>This area needs work.</p>	
<p><b>Written and Visual representation – sketches, storyboards, flowcharts, layouts</b></p> <p>Have you followed codes and conventions relevant to your product?          Is your script clear enough that someone else could pick it up and make your film?          Are your storyboards/layouts clear and annotated appropriately?          Have you included enough written and visual information in this section to make your product easy to visualise?</p>	<p>Great attention to detail.</p> <p>Highly suitable codes and conventions are applied to the product.</p> <p>Very clear visual representation that makes visualising product effortless.</p>	<p>Adequate attention to detail.</p> <p>Suitable codes and conventions are applied to the product.</p> <p>Clear visual representation that makes visualising product straightforward.          More details needs to be given to the planning documents to make sure the product is clear to the viewer.</p>	<p>Poor attention to detail.</p> <p>A limited number of codes and conventions are applied to the product.</p> <p>Unclear visual representation that makes visualising product difficult.          This area needs considerable work.</p>	
<p><b>Clearness &amp; functionality of the plan</b></p> <p>Is this plan clear, easy to read and able to be used effectively while you are making your product?          Have you put more effort into 'prettiness' rather than content?</p>	<p>A highly coherent and integrated proposal for a media product that can be realised.</p> <p>The plan is clear, detailed and easy to follow.</p>	<p>A sound proposal for a media product that can be realised.</p> <p>The plan needs some work on its clearness and functionality.</p>	<p>A limited proposal for a media product that can be realised.</p> <p>This plan needs a lot of work. It is disorganised and hard to follow.</p>	