

Principal Assessor Report 2003

Assessment Panel:

Art & Design

Qualification area

**Subject(s) and Level(s)
Included in this report**

Photography for the Media - Higher

Statistical information: update

Number of entries in 2002	
Pre appeal	17

Number of entries in 2003	
Pre appeal	50

General comments re entry numbers

Centres are becoming more aware of this course and as a result, presentations increased for 2003.

Grade boundaries at C, B and A for each subject area included in the report

Upper A	170
Lower A	140
B	120
C	100

Comments on grade boundaries for each subject area

Grade boundaries have not been changed for this year.

Comments on candidate performance

General comments

There was a general increase in the quality of work presented, including both the written and the practical elements. Centres have developed better guidance instruments than in previous years and candidates applied themselves more effectively. For example, there were no cases of candidates selecting practical assignments which were logistically impossible or technically unobtainable.

Areas of external assessment in which candidates performed well

The practical element is still the area where the candidates perform well. The nature of the subject attracts creative practical candidates who are more successful in expressing their ideas visually as opposed to the written word.

Areas of external assessment in which candidates had difficulty

Recommendations

Feedback to centres

It is important that centres concentrate on developing the candidate's ability to write an effective evaluation report of their total project work. Candidates should be made aware that even if their project has not ended up as they imagined or proposed an evaluation which addresses the issues should still be included, particularly as the evaluation carries 40 marks.

Centres should note that low technical quality and in some cases, over-elaborate presentations should not detract from the main project.