Assessing 'Alternative' Media Elements Is there a Generic Model

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Aims

- Investigate the feasibility of developing a common assessment model which is independent of the assessed media.
- Produce a set of recommendations for alternative media assessment.

T215 Assessment Model

- Successfully used in 10-B and 11-B presentations, currently being used in 12-B.
- Assesses both text-based and multimedia elements.
- Used for assessment as well as self-evaluation.

The T215 Assessment Model Criteria

- Does the video meet its brief?
- Is the content factually accurate?
- To what extent are the following appropriate: image(s); video editing; the narrative; any texts; any audio effects?
- Are the ideas presented in an order that is appropriate for the intended audience, purpose and medium?
- Is the technical level appropriate for the intended audience, purpose and medium?
- Is the narrative clear, understandable by the intended audience and appropriately paced?

ALs experience with the T215 model: survey results

- Tutors reported an overall positive experience with the T215 model.
- Most tutors believe the model could be applied in different contexts.
- Tutors reported better 'student' engagement with the model when it is applied to a text based assignment than when it is applied to a video-based assignment.
- Meeting the brief and style were the criteria most frequently not addressed for text-based TMA04 Q3,
- Appropriateness of images, narrative… etc and technical level, were the criteria most frequently not addressed for the video-based TMA05 Q3.
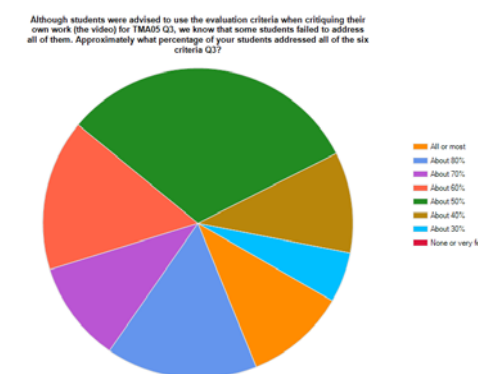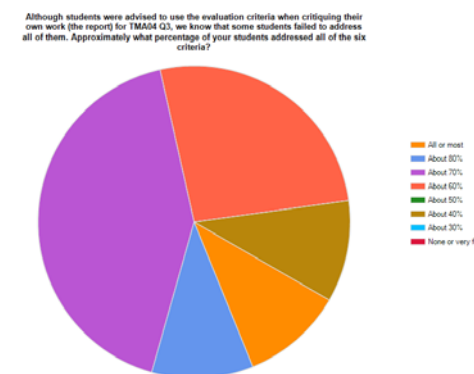
Future work

- Focus groups and interviews.
- Extending T215's model.