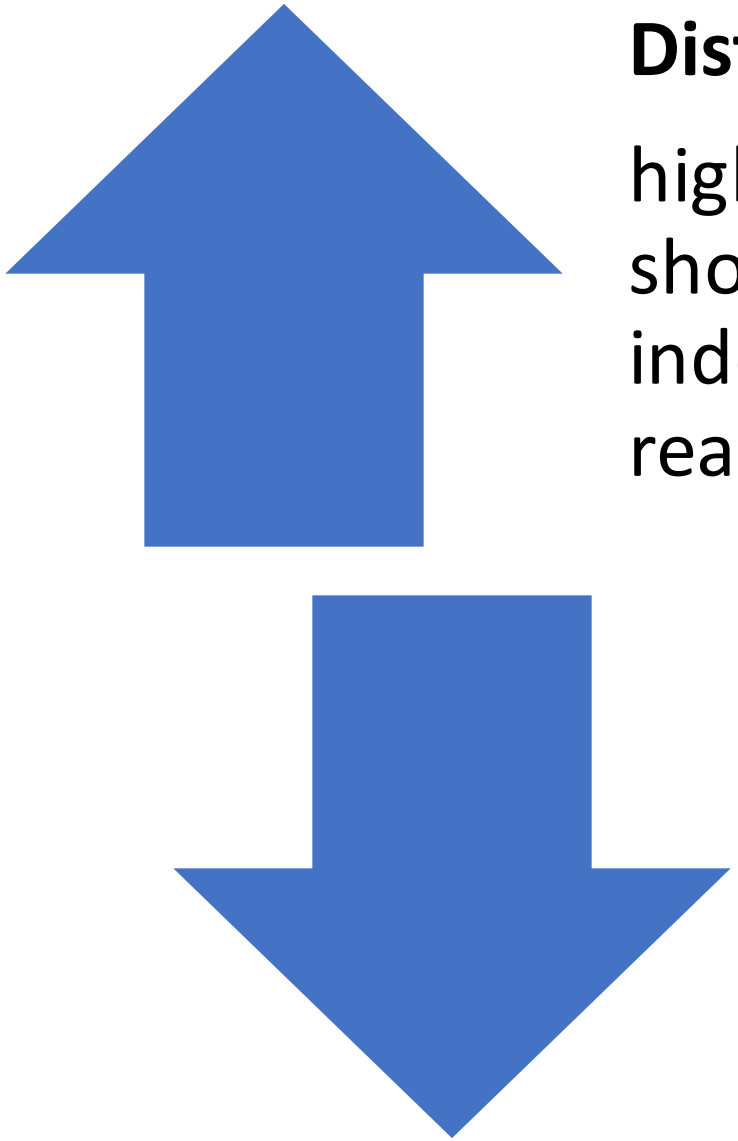


How to Get Above a Merit in Creative iMedia



Focus on quality, detail, justification and professionalism.

What Separates Merit from Distinction?



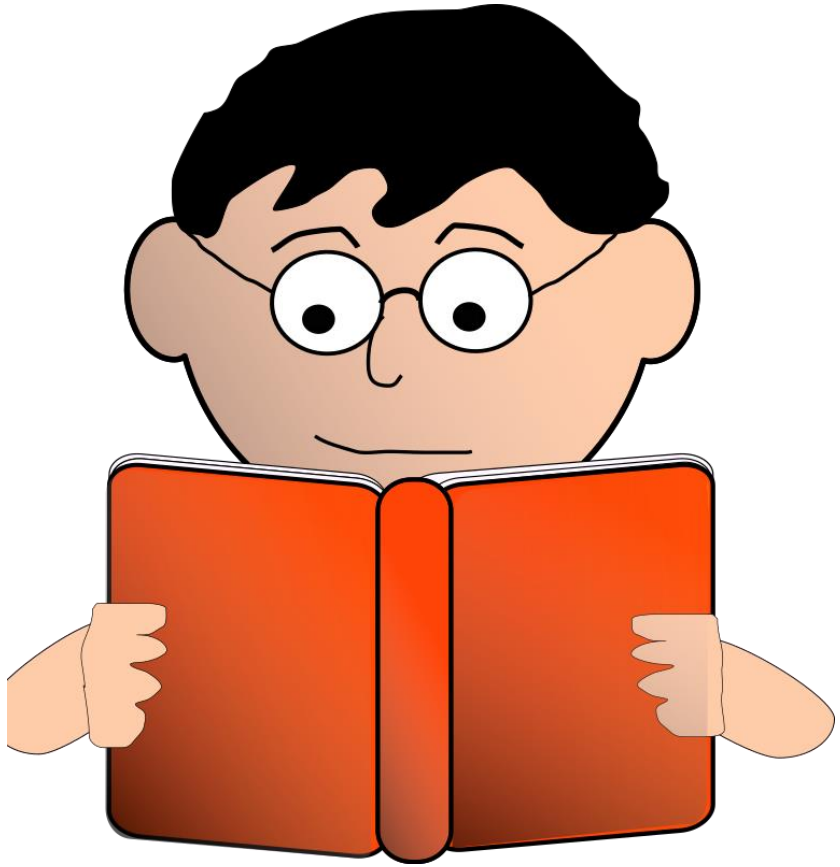
Distinction:

high-quality work showing detail, independence and clear reasoning.

Merit: good work that meets requirements.

1. Read the Assessment Criteria Carefully

- Highlight command words.
- Check every requirement.
- Create a checklist and tick off evidence.
- Aim for the highest mark-band requirements

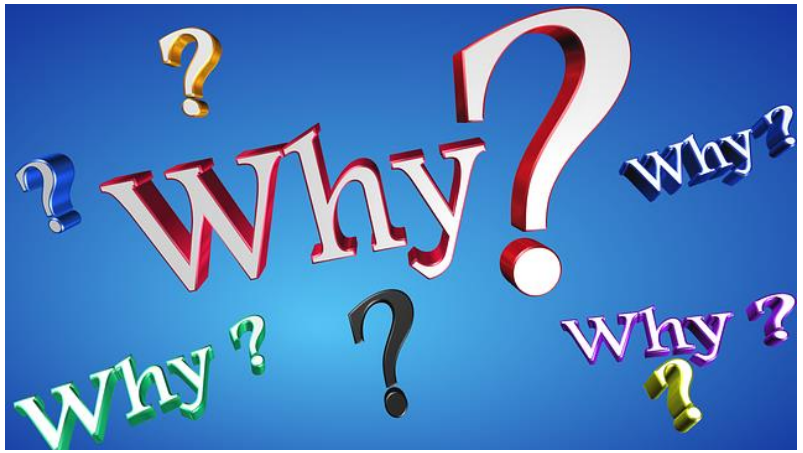


2. Justify Your Decisions

Example:

❌ I used blue.

✅ I used blue because it matches the client brand and appeals to the target audience. Blue also a sense of authority and trustworthiness as a colour.



Merit = Adequate/Sound

Distinction = Effective/Comprehensive

3. Show Research

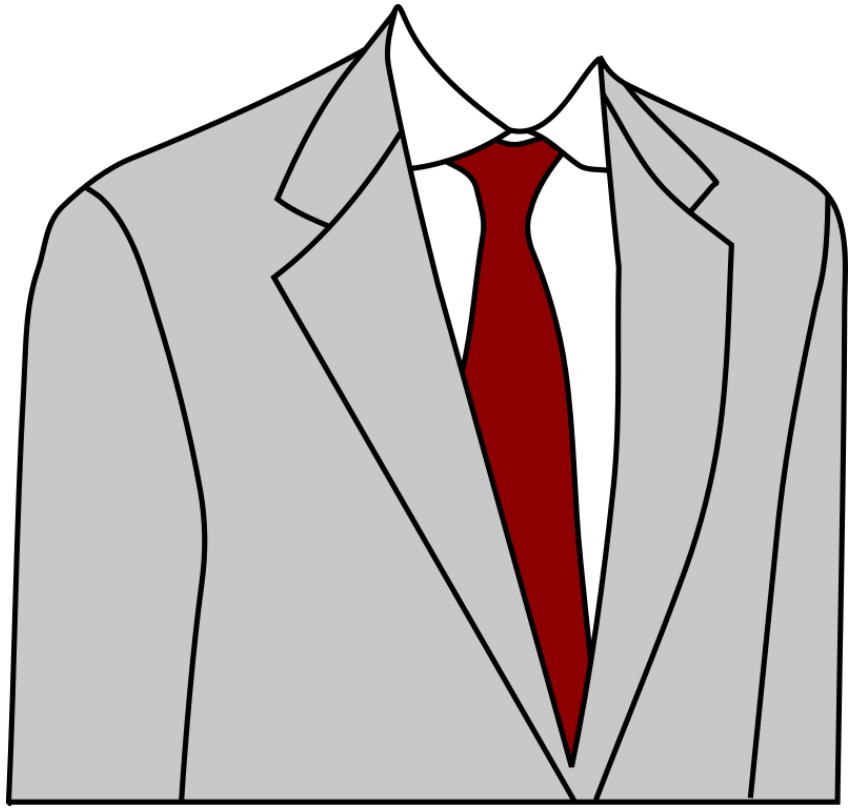
- Research several examples.
- Compare strengths and weaknesses.
- Link findings to your own product.
- Reference client and audience needs



You don’t get marks for research but it helps for being Effective/Comprehensive

4. Create Professional Evidence

- Clear screenshots
- Labels and annotations
- Correct spelling and grammar
- Consistent formatting



Distinction work looks professional

5. Evaluate Effectively

Strong evaluations explain:

- What worked
- What could be improved
- How the product meets the brief
- How it meets audience and client requirements
- Evidence from testing and feedback



You don’t get marks for the evaluation itself but it really helps to show Effective/Comprehensive understanding

Common Reasons Students Miss Distinction

- Description instead of explanation
- Weak justification
- Rushed evidence
- Not checking the mark scheme



Distinction Student Checklist

- ✓ Meets all task requirements
- ✓ Strong research
- ✓ Detailed justifications
- ✓ Professional presentation
- ✓ Evidence of improvements
- ✓ Strong evaluation

