

Edexcel GCE

Edexcel Advanced Subsidiary GCE in Media: Communication and Production (8771)

Unit 3: Skills for Media Production

October 2004

advancing learning, changing lives

Sample External Assessment Material

London Qualifications is one of the leading examining and awarding bodies in the UK and throughout the world. It incorporates all the qualifications previously awarded under the Edexcel and BTEC brand. We provide a wide range of qualifications including general (academic), vocational, occupational and specific programmes for employers.

Through a network of UK and overseas offices, our centres receive the support they need to help them deliver their education and training programmes to learners.

For further information please call Customer Services on 0870 240 9800, or visit our website at www.edexcel.org.uk

References to third-party material made in this specification are made in good faith. London Qualifications does not endorse, approve or accept responsibility for the content of materials, which may be subject to change, or any opinions expressed therein. (Material may include textbooks, journals, magazines and other publications and websites.)

Authorised by Jim Dobson
Prepared by Duncan Fraser

Publications code UA015764

All the material in this publication is copyright
© London Qualifications Limited 2004

Contents

Note for teachers	1
Instructions to candidates	3
Part A	3
Definitions	3
Part B	3
Commission 1: Video	4
Commission 2: Audio	5
Commission 3: Multimedia	6
Commission 4: Print	7

Note for teachers

The external assessment pre-release material will be put on the Edexcel website in September each year. This will enable centres to plan teaching of the externally assessed unit and allow for the development of appropriate skills in Unit 2. The pre-release material will be in the form of a commission from a client. Candidates have to prepare a proposal and treatment that is given to the teacher and a decision will then be made by the teacher as to suitability. The production and post production stages can only be undertaken when the proposal and treatment have been agreed as appropriate by the teacher.

The set scenarios will typically be set on areas of interest to candidates such as:

- environmental pollution
- shopping habits
- under-age drinking
- drugs (incl. smoking).

This sample material should be read in conjunction with Unit 3, in particular the sections headed *What you need to learn* and *Delivering this unit*.

It should be noted that for assessment of Unit 3 a candidate needs to produce:

- The pre-production, production and post-production paper work as evidence for criterion a).
- The product made in response to the brief provided as evidence for criteria b) and c).
- An evaluation of that work as evidence for criterion d).

The candidate's work must include evidence of:

- a understanding of production processes
- b application of production techniques and skills to the creation of a media product
- c ability to work creatively to a brief
- d evaluation of the media product.

The Assessment criteria for Unit 3 are given on the following page.

There are no set time constraints on the production other than that imposed by the requirement to have the work ready for the moderator's visit. All work to be submitted for assessment must have been marked and internally standardised before that visit takes place. Edexcel will notify centres of the date of their moderation visit.

NB: Assessment of Unit 3 will be available in June only.

Assessment criteria

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded
(a) AO2	Shows a limited understanding of pre-production, production and post-production techniques through documentation which is lacking in detail. (0-8)	Shows a clear understanding of pre-production, production and post-production techniques through documentation which is produced with care and covers the necessary categories. (9-12)	Shows an excellent understanding of pre-production, production and post-production techniques through documentation which is very well organised and fully covers all aspects of the process . (13-16)	16
(b) AO3	Demonstrates a limited range of production and technical skills which are applied to a media product which partially achieves its intentions. (0-10)	Demonstrates a good range of production and technical skills which are applied to a media product which mainly achieves its intentions. (11-15)	Demonstrates an extensive range of production and technical skills which are applied to a media product which successfully achieves its intentions. (16-20)	20
(c) AO3	Produces a media product which partially addresses the brief and the intended audience. (0-8)	Produces a media product which demonstrates some imagination, addresses the brief in most aspects and addresses the intended audience appropriately. (9-12)	Produces a media product which demonstrates creativity, fully addresses the brief and successfully engages the intended audience. (13-16)	16
(d) AO4	Provides a basic evaluation of own work and of the product's fitness for purpose. (0-4)	Provides, with appropriate illustration, a clear evaluation of own work and of the product's fitness for purpose. (5-6)	Provides, with analysis of well chosen illustration, a critical evaluation of own work and of the product's fitness for purpose. (7-8)	8
Total marks				60

Instructions to candidates

The work for this external assessment is divided into two parts: Part A and Part B.

Candidates must choose one of the four Commissions that follow the instructions given in Part A and Part B.

Your teacher will tell you when you have to hand your work in.

Part A

Working individually you must develop a proposal and a treatment for a media product that fulfils one of the four given commissions. You may hand-write your proposal and treatment but it would be more professional to produce them on a word processor. You must present your proposal and treatment to your teacher before you can move on to Part B:

You need to:

- undertake research into the required elements of the proposal and treatment including any requirements of regulatory bodies regarding sponsorship
- take into account contingency plans for unforeseen events and potential changes in the light of the client's feedback
- use appropriate media language when writing your proposal and treatment
- use appropriate industry conventions and formats when writing your proposal and treatment.

Definitions

A Proposal is a document used to sell an idea to a client. A proposal should be short and concise and should encourage a client to ask for further in-depth development.

A Treatment is a further in-depth development of the proposal. The treatment should contain elements of storyline, locations/studio use, resources and budget. It may also include, where appropriate, elements of an outline script or scenario, a simple storyboard to aid clients' understanding and identification of key personnel working on the project.

Part B

You must develop a media product in response to one of the four given commissions following the development of your ideas in Part A. You should use appropriate technology and techniques to create your product.

You will need to:

- demonstrate your understanding and use of technology and techniques of media production
- produce appropriate paperwork to support the production of your product
- use your skills to produce a media product in an appropriate format
- evaluate your own and, if you have used other people to help you with your production, your team's work
- evaluate your finished product.

Commission 1: Video

A national organisation that promotes sports activities has contacted you to ask for proposals and a treatment for a commercial to be shown on local commercial television. The commercial will be aimed at children of Primary school age. The commercial must aim to make sports activities fun. The organisation has asked you for your ideas about the style, content and length of the proposed commercial.

ActiveLife.com

Date as postmarked

Dear Sir/Madam,

As an integral part of our campaign to promote sports activities amongst young people we are hoping to commission a television commercial to be aired on national television. The commercial should be both informative and entertaining in order to engage our target audience of 6 -10 year olds. The commercial must aim to make sports activities fun.

We have a substantial budget available and would consider a range of options as to style, content and format of the commercial. We also think that an appropriate presenter that would appeal to this audience might be approached to front the programme.

We would like to have the commercial available for airing at the start of the school Summer holidays and would seek your reassurance that this is possible. I would be grateful if you could send me your ideas for the commercial and a detailed treatment of one of your ideas. I can then discuss these with my colleagues and arrange a meeting with you and the rest of the ActiveLife.com team.

Yours sincerely,

Jane Dewsbury
ActiveLife.com
jane@ActiveLife.com

Commission 2: Audio

A national organisation that promotes sports activities has contacted you to ask for proposals and a treatment for a radio commercial to be aired on a local commercial radio station. The commercial will be aimed at children of Primary school age. The commercial must aim to make sports activities fun. The organisation has asked you for your ideas about the style, content and length of the proposed commercial.

ActiveLife.com

Date as postmarked

Dear Sir/Madam,

As an integral part of our campaign to promote sports activities amongst young people we are hoping to commission a radio commercial to be aired on a national radio station. The commercial should be both informative and entertaining in order to engage our target audience of 6-10 year olds. The commercial must aim to make sports activities fun.

We have a substantial budget available and would consider a range of options as to style, content and format of the commercial. We also think that an appropriate presenter that would appeal to this audience might be approached to voice-over the commercial.

We would like to have the commercial available for airing at the start of the school Summer holidays and would seek your reassurance that this is possible. I would be grateful if you could send me your ideas for the radio commercial and a detailed treatment of one of your ideas. I can then discuss these with my colleagues and arrange a meeting with you and the rest of the ActiveLife.com team.

Yours sincerely,

Jane Dewsbury
ActiveLife.com
Jane@ActiveLife.com

Commission 3: Multimedia

A national organisation that promotes sports activities has contacted you to ask for proposals and a treatment for a multimedia CD-Rom to be distributed widely. The CD-Rom will be aimed at children of Primary school age. The commercial must aim to make sports activities fun. The organisation has asked you for your ideas about the style, content and length of the proposed commercial.

ActiveLife.com

Date as postmarked

Dear Sir/Madam,

As an integral part of our campaign to promote sports activities amongst young people we are hoping to commission a CD-Rom that will be made widely available. The CD-Rom should be both informative and entertaining in order to engage our target audience of 6 -10 year olds. The CD-Rom must aim to make sports activities fun.

We have a substantial budget available and would consider a range of options as to style, content and format of the CD-Rom. We also think that an appropriate presenter that would appeal to this audience might be approached to front the CD-Rom.

We would like to have this available for despatch at the start of the school Summer holidays and would seek your reassurance that this is possible. I would be grateful if you could send me your ideas for the CD-Rom and a detailed treatment of one of your ideas. I can then discuss these with my colleagues and arrange a meeting with you and the rest of the ActiveLife.com team.

Yours sincerely,

Jane Dewsbury
ActiveLife.com
jane@ActiveLife.com

Commission 4: Print

A national organisation that promotes sports activities has contacted you to ask for proposals and a treatment for a range of printed publicity material to be given to young people. The publicity material will be aimed at children of Primary school age. The material should aim to make sports activities fun. The organisation has asked you for your ideas about the style, content and format of the proposed printed material.

ActiveLife.com

Date as postmarked

Dear Sir/Madam,

As an integral part of our campaign to promote sports activities amongst young people we are hoping to commission a range of printed publicity materials that will encourage our target audience to think about sports activities. This material should be both informative and entertaining in order to engage our target audience of 6 -10 year olds.

We have a substantial budget available and would consider a range of options as to style, content and format of the publicity materials. We also think that an appropriate personality that would appeal to this audience might be approached to appear in the printed material.

We would like to have the material available for distribution at the start of the school Summer holidays and would seek your reassurance that this is possible. I would be grateful if you could send me your ideas for the printed publicity materials and a detailed treatment of one of your ideas. I can then discuss these with my colleagues and arrange a meeting with you and the rest of the ActiveLife.com team.

Yours sincerely,

Jane Dewsbury
ActiveLife.com
Jane@ActiveLife.com

Further copies of this publication are available from
Edexcel Publications, Adamsway, Mansfield, Notts, NG18 4FN

Telephone: 01623 467467
Fax: 01623 450481
Email: publications@linneydirect.com

Order Code UA015764 October 2004

For more information on Edexcel and BTEC qualifications please contact
Customer Services on 0870 240 9800
or <http://enquiries.edexcel.org.uk>
or visit our website: www.edexcel.org.uk

London Qualifications Limited, trading as Edexcel. Registered in England and Wales No. 4496750
Registered Office: One90 High Holborn, London WC1V 7BH

