

## **Reference Material: Commentaries**

**Applied GCE in Media: Communication and Production**

**6975 – Unit 3: Media Production Brief**

Issued: 2012/13

## **Unit requirements**

### **Principal Moderator's notes on the example work**

#### **General Comments:**

This unit is externally assessed by a set brief available on the Edexcel website in the autumn term prior to the examination. The candidates work is internally marked and externally moderated.

The unit allows the candidate to put into practice the skills they developed in Unit 2 by creating a media product in response to a brief. The brief for this unit is published annually on the Edexcel web site. The brief provides the candidate with the opportunity to produce a media product in a medium of their choice. The four choices are: moving image, audio, print and interactive. The candidate will read and understand the brief and then develop ideas for fulfilment of the brief. Candidates must be encouraged to develop a range of ideas and consider which of their ideas will be viable in terms of resources including the availability of logistics and the time to complete the work.

Through their work on the brief the candidates will demonstrate their understanding of and use of pre-production, production and post-production techniques and technology. It is essential that the candidate uses appropriate documentation to support their planning for production and post-production. The teacher should consider providing candidates with the appropriate templates for a range of pre-production, production and post-production activities.

Candidates must be encouraged to experiment with the technology of their chosen medium as this will allow them to develop further skills in the techniques required to produce their media product.

It is essential that the candidate produces a critical evaluation of their own work. They must analyse a range of well-chosen examples that supports their evaluation and the products fitness for purpose.

## **Candidate work**

The candidate has chosen the print brief and experimented with print techniques in order to formulate their ideas for a print based media product. It is clear that the candidate has undertaken extensive research into the potential audience for their media product and this is evidenced in their work in Unit 2. The specification suggests in the 'What you need to learn' section in Unit 2 that the candidate will undertake research for a media product. In this case the candidate has undertaken a considerable amount of research into the audience and used this to inform the development of a print product for Unit 3.

The candidate has produced a range of evidence to meet the requirements of this unit. However, there are some elements of assessment that are missing from their work. It is also possible that the learner has not fully considered the brief when planning the media product. The media product is print-based and addresses the brief in some aspects but the brief is intended to address issues around broadband rather than the internet. The candidate has effectively evaluated their work.

## Assessment

### Assessment Criteria a

| Mark band 1  |  | Mark band 2   | Mark band 3  |
|--|--|---|--|
| Shows a limited understanding of pre-production, production and post production techniques through documentation which is lacking in detail. | Shows an adequate understanding of pre-production, production and post production techniques through documentation which is limited in detail. | Shows a clear understanding of pre-production, production and post production techniques through documentation which is produced with care and covers the necessary categories. | Shows an excellent understanding of pre-production, production and post production techniques through documentation which is well organised and fully covers all aspects of the process. |
| (0-4)  | (5-8)  | (9-12)  | (13-16)  |

The candidate provides a range of pre-production documentation to support the planning process. This does demonstrate a depth of understanding of the planning process the candidate has used. However, there is little evidence of the production and post production process e.g. initial layouts, trial layouts, examples of photographs not used, thumbnails, evidence of the photo and text manipulation process etc. The candidate does not provide evidence of understanding of budget or permissions to use images. There is, however, sufficient evidence to award a mark at the top of mark band 2.

In order to achieve a higher mark the candidate should have produced clear evidence of their production and post-production processes. The candidate should have provided evidence of budgets and an appropriate understanding of the permissions needed when using photographs of people.

## Assessment Criteria b

| Mark band 1  |   | Mark band 2   | Mark band 3   |
|--|---|---|---|
| Demonstrates a limited range of production and technical skills which are applied to a media product which achieves only some of its intentions. | Demonstrates an adequate limited range of production and technical skills which are applied to a media product which achieves its intentions. | Demonstrates a good range of production and technical skills which are applied to a media product which mainly achieves its intentions. | Demonstrates an extensive range of production and technical skills which are applied to a media product which successfully achieves its intentions. |
| (0-5)  | (6-10)  | (11-15)   | (16-20)   |

The candidate does demonstrate a good range of production and technical skills which are applied to a media product which mainly achieves its intentions. It may well be that the candidate has misunderstood the brief which was to develop a product that promoted the use of broadband technology. There is evidence of careful pre-production but this is not always evidenced in production or post production. The finished product demonstrates the candidate's skill in designing the combination of text and images in a finished product. However, the comparison with the initial description of the target audience suggests that the product might not be appropriate for the 55+ audience. The article is very wordy and suggests that it will take 80 days to learn all there is to know about the internet when the article should be about broadband and the advantages of the speed for uploading and downloading etc. This work achieves a mark at the top of mark band 2.

In order to achieve higher marks the candidate should have demonstrated a clearer understanding of the brief regarding the development of broadband. The candidate should also have considered the language used and, in particular, the suggestion that it might take eighty days to master the internet. The candidate should have considered the implications of the use of a relatively small typeface in a product that is aimed at an older audience.

## Assessment Criteria c

| Mark band 1  |   | Mark band 2  | Mark band 3   |
|--|---|--|---|
| Produces a media product which addresses only some of the brief and the intended audience. | Produces a media product which addresses the brief and the intended audience. | Produces a media product which demonstrates some imagination, addresses the brief in most aspects and addresses the intended audience appropriately. | Produces a media product which demonstrates creativity, fully addresses the brief and successfully engages the intended audience. |
| (0-4)  | (5-8)   | (9-12)   | (13-16)   |

The candidate's final product demonstrates some imagination and addresses the brief in most aspects. However, it is uncertain as to whether or not it addresses the intended audience appropriately. The product should be promoting broadband rather than the internet. The front cover is eye catching and would certainly grab the attention of the reader. The content in the article is quite wordy and may well fail to appeal to the target audience. The candidate does make some observations in the evaluation about changes to their finished media product. This could have been more successful if and changes had been made as suggested in the 'What you need to learn' section of the specification. This work achieves a mark at the top of mark band 2.

In order to achieve higher marks the candidate should have reviewed the work and allowed time for any necessary changes to be made. This would have allowed time to trial the material with the target audience and consider improving the layout and the inappropriate use of small typeface for an older audience.

## Assessment Criteria d

| Mark band 1  |   | Mark band 2  | Mark band 3  |
|--|---|--|--|
| Provides a basic evaluation of own work and the products fitness for purpose.  | Provides an adequate evaluation of own work and of the products fitness for purpose.  | Provides, with appropriate illustration, a clear evaluation of own work and of products fitness for purpose.   | Provides, with analysis of well-chosen illustrations, a critical evaluation of own work and of the products fitness for purpose.   |
| Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy. | Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy. | Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy. | Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy. |
| (0-2)  | (3-4)   | (5-6)  | (7-8)  |

The candidate does provide a clear evaluation of the work and the products fitness for purpose. The candidate has detailed some of the changes that could be made to produce a better product. They use a range of examples in the discussion of the work and this does provide an informed analysis.

In terms of QWC the candidate has used appropriate specialist terms consistently but it is not always clear whether or not the candidate actually knows what the terminology means. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

The response shows good focus and organisation. However, the candidate does not provide a critical evaluation of the work and the product's fitness for purpose. There is limited reference to comparisons with other similar products and there is limited justification for choices made. This work achieves a mark at the top of mark band 2.

In order to achieve higher marks the candidate must be able to produce a critical evaluation of the work. The candidate should compare and contrast the work in terms of what was done, what went well, what went wrong and how changes could have been made to the work. The candidate should also provide references to similar products and be able to justify the choices made.

**Summary:**

The candidate has produced evidence of the process used to plan for a media product. There is evidence of planning but some vital elements of planning are missing. The candidate should have presented evidence of their trial layouts, image manipulation etc. The candidate could have used screen grabs with annotations to identify how software was used to manipulate images. It is essential that the candidate understands issues such as budget and permissions. Without a budget to work to permissions to use images of locations then their work will not demonstrate appropriate understanding.

The candidate must produce a media product that meets the brief. In this case it is not clear if this has been achieved. The intention of the brief was to produce media products to promote broadband technology and this product does go some way towards this. However, the product appears to be about developing skills in using the internet. The product may not be suitable for the intended audience as this age group may not be able to access the small, dense print in the double-page spread. The front cover, nevertheless, is engaging and competent in design and engagement. The candidate is working at the top of mark band 2 in all criteria.

It is likely that the overall mark for this portfolio would be in the range 45-47.