

Reference Material: Commentaries

Applied GCE in Media: Communication and Production

6977 – Unit 5: Media Production Project

Issued: 2012/13

Unit requirements

Unit 5 is internally assessed and externally moderated.

This unit requires candidates to demonstrate, through completing a media project, the understanding and skills they have developed in media production. Candidates will also be able to demonstrate what they have learnt about pre-production, production and post-production techniques and the technology involved in media production.

Candidates will work from the treatment of their idea, developed in Unit 4, and produce their own media product. This will be a major piece of work, and the candidate will be required to demonstrate their organisational skills through a portfolio containing pre-production, production and post-production documentation.

Units 4, 5 and 6 are designed to link together concepts, skills, knowledge and understanding across the entire A2. Synoptic assessment therefore occurs at A2 across all three units.

Principal Moderator's notes on the example work

General Comments:

Using the final idea, chosen and researched in unit 4, the candidate has produced a print based product in the form of pages for a music magazine. The portfolio of evidence contains aspects of unit 4 and unit 5. There is also evidence in the portfolio that the candidate later uses in unit 6. Draft layouts, manipulated thumb nail images, production schedules, risk assessments and contingency plans make up some of the documentation required for this unit. Some evidence can also be found in the unit 4 treatment.

Candidate work

The portfolio of evidence addresses all three of the grading criteria for this unit. There is evidence of pre-production, production and post-production documentation. The portfolio is relatively well organised containing appropriate documentation covering; production schedules, risk assessments, contingency plans (pre-production), draft layouts and experimental images (production) presented on the pages preceding the actual product. Evidence for the actual product begins with the front cover of the magazine 'Pulse' and there are ten further pages of varying quality. These are followed by post production documentation highlighting how images were produced, manipulated and presented in the final product.

Assessment

Assessment Criteria a

Mark band 1		Mark band 2	Mark band 3
<p>Demonstrate limited abilities in planning and project management, monitoring work occasionally and showing limited ability to keep to a schedule; utilise limited paperwork and show a limited ability to provide self-direction.</p> <p>Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>	<p>Demonstrate adequate abilities in planning and project management, monitoring work occasionally and showing some ability to keep to a schedule; utilise adequate paperwork and show some ability to provide self-direction.</p> <p>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.</p>	<p>Demonstrate competence in planning and project management, monitoring production activity and keeping close to schedules; utilise well-prepared and organised paperwork and demonstrate ability to maintain clear self-direction.</p> <p>Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>	<p>Demonstrate thoroughness and efficiency in planning and project management, monitoring production activity with close reference to objectives and schedules, and meeting deadlines with consistent accuracy; utilise thorough paperwork and work with initiative and independence at all stages.</p> <p>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.</p>
(0-5)	(6-10)	(11-15)	(16-20)

There is sufficient evidence to suggest the candidate has been thorough and efficient in the planning for the print production, but evidence of project management is insufficient for mark band 3. The planning documentation is thorough and demonstrates initiative and independence in their approach to the production, there is further evidence to support this in unit 4. It would be helpful if evidence that supports more than one unit could be sign posted by the candidate or the assessor to aid moderation and the assessment process.

There is less explicit evidence of monitoring. Although there are aspects of this in the retrospective comments on the production process, monitoring, which has positive impacts on outcomes, should be on-going and evidenced throughout the production. This could be in the form of a production diary or log.

In terms of QWC, specialist terms are used appropriately, producing a focused and organised approach. Spelling and grammar are used accurately. On balance, the candidate has met the requirements of the top of mark band 2

To achieve a higher mark the candidate would need to provide more evidence to support how monitoring of the production process improved outcomes.

Assessment Criteria b

Mark band 1		Mark band 2	Mark band 3
Provide a finished media product that matches, to a limited extent, the intentions set out in the treatment and which has limited relevance to the proposed audience.	Provide a finished media product that matches, to an adequate extent, the intentions set out in the treatment and which has some relevance to the proposed audience.	Provide a finished media product that achieves, for the most part, the intentions set out in the treatment and which is suitable for its proposed audience.	Provide a finished media product that achieves successfully the intentions set out in the treatment and which has a clear relevance and appeal to its proposed audience.
(0-5)	(6-10)	(11-15)	(16-20)

The magazine pages do provide evidence of a finished product that, in part, achieves its intentions as set out in the treatment. Some of the content would be relevant to the target audience; for example pages 1, 2 and 3 of the magazine.

However, there are five pages of an interview which could be less appealing to the proposed audience in terms of layout and style. Other aspects of the product content would also lack appeal to a teenage market. For example, the Official Top Ten page is bland and lacks some imagination with too much white space and does not demonstrate a clear relevance to the audience to warrant a mark in mark band 3.

On balance, there is sufficient evidence for a mark in the middle of mark band 2.

To achieve a higher mark, the candidate would need to have been more consistent in providing a product that was relevant and appealing to its intended audience.

Assessment Criteria c

Mark band 1		Mark band 2	Mark band 3
Provide a finished media product that shows limited thought in its realisation, using only some limited appropriate techniques and technology in production and post-production.	Provide a finished media product that shows limited thought in its realisation, using only some limited appropriate techniques and technology in production and post-production.	Provide a finished media product that shows thoughtfulness and some imagination in its realisation, with competent and thoughtful use of appropriate techniques and technology in production and post-production.	Provide a finished media product that shows creativity and flair in its realisation, with sophisticated and creative use of appropriate techniques and technology in production and post-production.
(0-5)	(6-10)	(11-15)	(15-20)

There are elements of the production that show a small degree of creativity and flair but there are more elements that are merely competent.

The candidate has used original photography for their main images and this gains more reward than candidate's merely using found images. There is evidence that the images have been manipulated in post-production with some thoughtfulness.

However, some pages, as mentioned earlier, lack the imagination to meet mark band 3 criteria and the five pages of interview questions and answers do not demonstrate a sophisticated use of appropriate technology. Also, some pages appear to have hand written captions this only demonstrates limited use of technology.

On balance, there is sufficient evidence for the product to meet the lower end of mark band 2

To achieve a higher grade the candidate's use of technology needed to be more consistently applied to all of the production pages. Also, more thought was required for the content of some pages as outlined above.

Summary:

The candidate has produced a product that partly met the intentions of the treatment. There were some limited elements of mark band 3, especially in criterion a where the pre-production, production and post-production documentation were thorough. However, the product was inconsistent in its use of technology and, at times, lacked imagination and flare. This, on balance, brought assessment criteria b and c to the lower end of mark band 2.

Overall, the unit mark would be in the range of 42 to 44