

Reference Material: Commentaries

Applied GCE in Media: Communication and Production

6978 – Unit 6: Professional Practice in the Media Industries

Issued: 2012/13

Unit requirements

Principal Moderator's notes on the example work

General Comments:

This unit is externally assessed by a set external paper available in the specification. The candidates work is internally marked and externally moderated.

In this unit candidates will consider the work produced for Units 4 and 5. Candidates will put together a report on that work, looking at it from the point of view of the professional practices relevant to the chosen medium and genre. The report can be in any format — written, oral, a programme on audio or video etc. — but it **must** follow the structure given in Appendix E on page 122 of the specification. This provides information on how the questions must be answered and a copy is included here.

Appendix

Unit 6 – Evaluation brief

Information for learners

Your assessment for Unit 6 will be based on your responses to the headings given below.

Your responses may be in writing, or in the form of an audio, a visual, or an audio-visual recorded statement.

Your teachers will tell you when and where you may do this work and when you have to give it in.

Instructions to learners

You must respond to each of the five headings below.

Make sure that you indicate clearly which of the headings each section of your response refers to, and where each section of your response begins and ends.

You are advised to relate the length of your response to the maximum number of marks available (given in brackets after each of the headings).

Headings

- (a) Describe the legal and ethical constraints, and any industry codes of practice that apply to the project you have chosen for Unit 5. These constraints and codes might apply to the sector of the media industry you are working in, or to the genre or form of the product, or to both.
(Maximum marks 12)
- (b) How did the constraints you have described under heading (a) affect the work you produced for Unit 5?
(Maximum marks 8)
- (c) How does the work you have produced for Unit 5 relate to past and current professional work from the same medium and genre (or form) as your work? You may refer in your response to such things as content, structure, codes and conventions, styles, and use of technology.
(Maximum marks 16)
- (d) Provide an evaluation of the production practice and management skills that you have demonstrated in the realisation of your Unit 5 project. You may refer in your response to such things as your time management, whether things were done in the right order, how productive working sessions were, what factors affected how well you worked, and how you responded to unforeseen circumstances, difficulties and problems.
(Maximum marks 12)
- (e) Provide an evaluation of the product you created for Unit 5. You may refer in your response to such things as the suitability of your product for its intended audience, its technical quality and its aesthetic quality.
(Maximum marks 12)

Assessment

Assessment Criteria a

Mark band 1	Mark band 2	Mark band 3
Demonstrates limited knowledge of constraints on professional practices in media production.	Demonstrate adequate knowledge of constraints on professional practices in media production.	Demonstrates a good knowledge of constraints on professional practices in media production.
(0-3)	(4-6)	(7-9)

The candidate demonstrates a good knowledge of some constraints on professional practice. There could have been more information about other constraints and the candidate clearly has little knowledge of photo shopping (sic). However, the candidate does not provide evidence of a thorough and well-developed knowledge required for a mark at the bottom of mark band 3. At this level the candidate should have demonstrated a wider knowledge and also be able to use correct terminology. This limits the work to the top of mark band 2.

In order to achieve a higher mark the candidate should have demonstrated a greater knowledge of a wider range of legal and ethical constraints.

Assessment Criteria b

Mark band 1	Mark band 2	Mark band 3
Makes limited or unclear comments on how constraints have effected own work.	Makes adequate comments on how constraints have effected own work.	Comments in detail, and with illustrative examples, on how constraints have effected own work.
(0-2)	(3-4)	(5-6)

The candidate has chosen to put their responses to this heading under heading (a). There is some clear understanding of how the constraints identified might affect their media product. However, the candidate should have been concentrating on how the constraints have affected their own media product. Often the candidate refers to issues of what might happen if they did publish a magazine rather than how the constraints actually impacted on the production of the media product. The evidence presented is not full and well-supported with detailed comments and illustrative examples. This limits the answer to the middle of mark band 2.

In order to achieve a higher mark the candidate should provide clear evidence of how the constraints identified affected the candidate's media product. The candidate should follow the instructions in the specification and use the example of the question structure to ensure that answers to each question are accurately recorded.

Assessment Criteria c

Mark band 1	Mark band 2	Mark band 3
Demonstrates limited understanding of how own work relates to past and current practices within the relevant medium and genre (or form) with reference to a limited range of examples.	Demonstrates some understanding of how own work relates to past and current practice within the relevant medium and genre (or form) with reference to a adequate range of examples.	Demonstrates a clear understanding of how own work relates to past and current practice within the relevant medium and genre (or form) through a good range of illustrative examples which have been chosen with care.
(0-4)	(5-8)	(9-12)

The candidate reviewed the magazine and compared it to two current publications. As far as current professional practice is concerned this is quite insightful. However, the question asks for past and current practice. The lack of a range of current and past practice means that the answer is limited to mark band 1. The candidate provides only a limited range of examples that relate to current practice. The comparison work is presented as part of the overall evaluation rather than as a discrete answer.

In order to achieve higher marks the candidate should have provided examples of both past and current practice using a range of examples. They should compare the work with that of practitioners past and current practice and used a wide range of fully relevant examples.

Assessment Criteria d

Mark band 1	Mark band 2	Mark band 3
Makes limited evaluative comments upon own practice and management of the production process	Makes adequate evaluative comments upon own practice and management of the production process.	Provides a detailed and illustrated evaluation of own practice and management of the production process.
(0-3)	(4-6)	(7-9)

The candidate provides a fully supported critical evaluation of practice and management of the production process. They demonstrate planning including contingency. Although this does, at times, become quite verbose there is clear evidence of their management of time and resources. However, there is a lack of analysis of well-chosen illustrations and this does limit the marks that can be awarded. The answer achieves a mark in the middle of mark band 3.

Assessment Criteria e

Mark band 1	Mark band 2	Mark band 3
<p>Makes relevant but limited judgements on own work using appropriate language and terminology, with limited reference to the opinions of other.</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>Makes relevant and adequate judgements on own work using appropriate language and terminology, with appropriate reference to the opinions of others.</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>Makes evaluative judgements on own work in detail and with illustrative examples, using clear language and correct terminology, taking into account a range of opinions of others.</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>
(0-3)	(4-6)	(7-9)

The work for this section appears to be confined to comparison with professional practice. There is little evidence of any real depth of evaluative judgements on own work. There is plenty of evidence of the views of others but the candidate does not provide detailed judgements. The candidate does not fully analyse the feedback from others and simply reiterates what they have said rather than analysing the responses and considering how the work might be changed. The way in which the sections have been numbered might have been a contributory factor in the candidate's lack of clarity. This answer would achieve a mark at the middle of mark band 2.

The candidate has used some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.

In order to achieve a higher mark the candidate must obtain feedback from others and analyse this data. This would lead the candidate to critically evaluate the work and consider how change might be made to the work in light of the feedback.

Summary:

The candidate has not followed the rubric of the questions as identified in the specification. If the candidate had followed this each question may have been more fully answered.

The candidate has identified some constraints and could have identified more, and should then have identified clearly how these constraints impacted on the planning, production and post-production work. This was not always clearly answered.

The candidate has not provided sufficient depth of understanding of how past and current practice compares to the own work. The candidate has identified one media product and looked at the history of it. There is some comparison with own work but this is often superficial.

The candidate does provide evidence of the practice and management of the project. However, the candidate does not provide sufficient analysis of well-chosen examples to achieve full marks against this criteria.

The candidate should have gathered a range of data from other people and analysed this to consider how they could make changes to the media product.

It is likely that the overall mark for this question paper would be in the range of 40-43.