

**Edexcel GCE**

**Media: Communication and  
Production**

**External Assessment Document for the  
Unit 3: Media Production Brief**

Moderation Summer 2013

Paper Reference

**6975/01**

**The brief must be completed and assessed by the  
OPTEMS deadline date.**

There are no time restrictions or set hours in which the projects must be carried out, but a **minimum of 30 hours** should be allowed for the **Media Production Brief**.

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## Notes and Instructions for Teachers and Candidates

This paper is published on the Edexcel website in September of the academic year in which the assessment takes place. This will enable centres to plan the teaching of the unit and allow for development of skills previously acquired in Unit 2. Further advice and guidance can be found on the Edexcel website.

Each candidate is required **to develop and produce a media product** in response to **one** of the four briefs in this paper. It is advisable that the production and post-production stages are undertaken once the pre-production stage has been completed by candidates and following consultation with a teacher.

This paper should be read in conjunction with the specification for this unit, in particular the sections headed *What you need to learn* and *Delivering this unit*.

It should be noted that for the assessment of this unit **each** candidate needs to produce:

- the pre-production, production and post-production documentation, as evidence for criterion (a)
- the product made in response to one of the briefs provided, as evidence for criteria (b) **and** (c)
- an evaluation of the work, as evidence for criterion (d).

The candidate's work must include evidence of:

- understanding the production processes
- application of production techniques and skills to the creation of a media product
- ability to work to a brief
- evaluation of the media product's fitness for purpose and the candidate's own work.

The **assessment criteria** for this unit and the **allocation of marks** are shown on pages 9 and 10. Your attention is drawn to criterion (d) and the requirements for the Quality of Written Communication (QWC).

There are no set time constraints on the production, other than that imposed by the requirement to have the work ready for moderation. All work to be submitted for moderation must be marked and internally standardised before external moderation takes place.

The only moderation opportunity for this unit will take place in the summer term.

**Teachers are advised to read the *Unit 3 Brief – Guidance for Teachers*.**

**The document can be found on the Edexcel Applied GCE Media website in the Teacher Support Materials section.**

## Introduction

This unit will allow you to put into practice the skills you have developed in Unit 2. You will create a media product to **one** of the briefs on the following pages. You will be demonstrating your understanding and skills in pre-production, production and post-production techniques relevant to your chosen medium.

**Remember, you must produce the appropriate documentation to support your pre-production, production and post-production stages. You must also evaluate your work in an appropriate format. You will be assessed on the Quality of Written Communication (QWC) in your evaluation.**

## Scenario

### ADDICTED2ALCOHOL

More and more people in the United Kingdom are becoming addicted to alcohol. Alcohol addiction was once considered a problem associated with middle age. However, figures from the Department of Health show that alcohol addiction is now more common amongst younger people. For both males and females, alcohol addiction is highest between the ages of 16 and 24.

An initiative has been suggested by a new organisation called **ADDICTED2ALCOHOL**. They want to help young people to understand the growing problem of alcohol addiction and the difficulties it may lead to later in their lives. The organisation's aim is to provide information in schools, colleges and youth clubs to alert this age group to the dangers of becoming addicted to alcohol.

**ADDICTED2ALCOHOL** want you to make a media product to get this message across to young people. Your media product can be in any style or genre. You will need to decide which particular medium you are going to use.

You have been sent the following four briefs and you now need to choose **one** of them.

## **Brief 1: Moving Image**

**ADDICTED2ALCOHOL** want young people to be aware of alcohol addiction and its consequences. Regular alcohol misuse can lead to addiction. Some people misuse alcohol socially and others misuse it to escape from personal problems in their daily lives.

Alcohol addiction is a growing problem, not just for young people but also for their families who have to cope with its consequences. Each year, a large number of young people under the age of 21 die as a result of alcohol-related incidents; this includes road accidents, homicide, suicide, drowning and injuries such as falls and burns. Other consequences of alcohol addiction can include long-term damage to a person's health, a criminal record and financial difficulties.

We want you to research, plan and produce a moving image product that will get the message across about the dangers of alcohol addiction. The message must be appropriate for the target audience of young people. We are happy for your moving image product to be produced in whatever format you think would be suitable for the target audience. We would welcome conventional and unconventional approaches to the subject.

The moving image product you develop in response to the brief could be in a fictional or factual genre, and we do not want to restrict your choice of style, content or length. However, the finished product must demonstrate clearly the issues surrounding alcohol addiction and its consequences.

You must include appropriate ideas development, pre-production, production and post-production documentation as well as an evaluation of your own work. Your budget does not have to include any costs of duplication, printing or postage for distributing your moving image product.

## **Brief 2: Audio**

**ADDICTED2ALCOHOL** want young people to be aware of alcohol addiction and its consequences. Regular alcohol misuse can lead to addiction. Some people misuse alcohol socially and others misuse it to escape from personal problems in their daily lives.

Alcohol addiction is a growing problem, not just for young people but also for their families who have to cope with its consequences. Each year, a large number of young people under the age of 21 die as a result of alcohol-related incidents; this includes road accidents, homicide, suicide, drowning and injuries such as falls and burns. Other consequences of alcohol addiction can include long-term damage to a person's health, a criminal record and financial difficulties.

We want you to research, plan and produce an audio product that will get the message across about the dangers of alcohol addiction. The message must be appropriate for the target audience of young people. We are happy for your audio product to be produced in whatever format you think would be suitable for the target audience. We would welcome conventional and unconventional approaches to the subject.

The audio product you develop in response to the brief could be in a fictional or factual genre, and we do not want to restrict your choice of style, content or length. However, the finished product must demonstrate clearly the issues surrounding alcohol addiction and its consequences.

You must include appropriate ideas development, pre-production, production and post-production documentation as well as an evaluation of your own work. Your budget does not have to include any costs of duplication, printing or postage for distributing your audio product.

### **Brief 3: Print**

**ADDICTED2ALCOHOL** want young people to be aware of alcohol addiction and its consequences. Regular alcohol misuse can lead to addiction. Some people misuse alcohol socially and others misuse it to escape from personal problems in their daily lives.

Alcohol addiction is a growing problem, not just for young people but also for their families who have to cope with its consequences. Each year, a large number of young people under the age of 21 die as a result of alcohol-related incidents; this includes road accidents, homicide, suicide, drowning and injuries such as falls and burns. Other consequences of alcohol addiction can include long-term damage to a person's health, a criminal record and financial difficulties.

We want you to research, plan and produce a print product that will get the message across about the dangers of alcohol addiction. The message must be appropriate for the target audience of young people. We are happy for your print product to be produced in whatever format you think would be suitable for the target audience. We would welcome conventional and unconventional approaches to the subject.

The print product you develop in response to the brief could be in a fictional or factual genre, and we do not want to restrict your choice of style, content or size. However, the finished product must demonstrate clearly the issues surrounding alcohol addiction and its consequences.

You must include appropriate ideas development, pre-production, production and post-production documentation as well as an evaluation of your own work. Your budget does not have to include any costs of duplication, printing or postage for distributing your print product.

#### **Brief 4: Interactive Media**

**ADDICTED2ALCOHOL** want young people to be aware of alcohol addiction and its consequences. Regular alcohol misuse can lead to addiction. Some people misuse alcohol socially and others misuse it to escape from personal problems in their daily lives.

Alcohol addiction is a growing problem, not just for young people but also for their families who have to cope with its consequences. Each year, a large number of young people under the age of 21 die as a result of alcohol-related incidents; this includes road accidents, homicide, suicide, drowning and injuries such as falls and burns. Other consequences of alcohol addiction can include long-term damage to a person's health, a criminal record and financial difficulties.

We want you to research, plan and produce an interactive media product that will get the message across about the dangers of alcohol addiction. The message must be appropriate for the target audience of young people. We are happy for your interactive media product to be produced in whatever format you think would be suitable for the target audience. We would welcome conventional and unconventional approaches to the subject.

The interactive media product you develop in response to the brief could be in a fictional or factual genre, and we do not want to restrict your choice of style, content or file size. However, the finished product must demonstrate clearly the issues surrounding alcohol addiction and its consequences.

You must include appropriate ideas development, pre-production, production and post-production documentation as well as an evaluation of your own work. Your budget does not have to include any costs of duplication, printing or postage for distributing your interactive media product.

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## Assessment criteria

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded
<b>(a)</b> <b>AO2</b>	Shows a limited understanding of pre-production, production and post-production techniques through documentation which is lacking in detail. <b>(0–4)</b>	Shows an adequate understanding of pre-production, production and post-production techniques through documentation which is limited in detail. <b>(5–8)</b>	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. <b>(13–16)</b>	<b>16</b>
<b>(b)</b> <b>AO3</b>	Demonstrates a limited range of production and technical skills which are applied to a media product which achieves only some of its intentions. <b>(0–5)</b>	Demonstrates an adequate limited range of production and technical skills which are applied to a media product which achieves its intentions. <b>(6–10)</b>	Demonstrates an extensive range of production and technical skills which are applied to a media product which successfully achieves its intentions. <b>(16–20)</b>	<b>20</b>
<b>(c)</b> <b>AO3</b>	Produces a media product which addresses only some of the brief and the intended audience. <b>(0–4)</b>	Produces a media product which addresses the brief and the intended audience. <b>(5–8)</b>	Produces a media product which demonstrates creativity, fully addresses the brief and successfully engages the intended audience. <b>(13–16)</b>	<b>16</b>

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded	
(d)* AO4 QWC (i-iii)	<p>Provides a basic evaluation of own work and of the product's fitness for purpose.</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>(0-2)</p>	<p>Provides an adequate evaluation of own work and of the product's fitness for purpose.</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>(3-4)</p>	<p>Provides, with appropriate illustration, a clear evaluation of own work and of the product's fitness for purpose.</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>(5-6)</p>	<p>Provides, with analysis of well-chosen illustrations, a critical evaluation of own work and of the product's fitness for purpose.</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> <p>(7-8)</p>	8
<b>Total marks</b>				<b>60</b>	

\* Opportunity for learners to be assessed on Quality of Written Communication (QWC) – (i-iii).