

Pearson Edexcel GCE

Media: Communication and Production

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

Moderation Summer 2016

Paper Reference

6975/01

You do not need any other materials.

**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.**

Turn over ►

W48564A

©2016 Pearson Education Ltd.

1/1/1/1/1



PEARSON

Contents

	Page
Notes and Instructions for Teachers and Candidates	3
Introduction	4
Scenario	4
Brief 1: Moving Image	5
Brief 2: Audio	6
Brief 3: Print	7
Brief 4: Interactive Media	8
Assessment criteria: Unit 3	9 and 10

Notes and Instructions for Teachers and Candidates

This paper is published on the Pearson 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 the development of skills previously acquired in Unit 2. Further advice and guidance can be found on the Pearson 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 guidance accompanying this paper on the Pearson Edexcel website.

Introduction

This unit will allow you to put into practice the skills you have developed in Unit 2. You will create a media product in response 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

You have been commissioned to produce content for a website, **YPemployment**, which gives young people support and guidance on employment issues. The website has been designed to be attractive to young people and to provide relevant information on issues such as:

- where to look for potential employment
- how to present yourself at an interview
- preparing your CV
- managing your time.

The support and guidance could cover any other relevant employment issues. You will be able to choose the format of your content, as long as it meets the requirements of **YPemployment**, as specified above. It must be relevant to the target audience of young people.

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

Brief 1: Moving Image

Your task is to produce a video of **up to five minutes in duration** for the website ***YPemployment***. The video must be appropriate for the target audience in the scenario and the theme of employment. The video could contain interviews, reports, tutorials, dramatisations or any other relevant content.

The video you research, plan and produce, in response to this brief, can include fictional or factual content. The website, ***YPemployment***, does not want to restrict your choice of style or content.

Your documentation must include evidence of appropriate ideas development, pre-production, production and post-production, as well as an evaluation of your own work. Your budget should reflect the costs involved in producing a video suitable for inclusion on a website.

Brief 2: Audio

Your task is to produce audio content of **up to five minutes in duration** for the website ***YPemployment***. The audio must be appropriate for the target audience in the scenario and the theme of employment. The audio could contain interviews, reports, tutorials, dramatisations or any other relevant content.

The audio you research, plan and produce, in response to this brief, can include fictional or factual content. The website, ***YPemployment***, does not want to restrict your choice of style or content.

Your documentation must include evidence of appropriate ideas development, pre-production, production and post-production, as well as an evaluation of your own work. Your budget should reflect the costs involved in producing audio content suitable for inclusion on a website.

Brief 3: Print

Your task is to produce **at least three pages**, including a double-page spread, for the print edition of **YPemployment**. Your pages must be appropriate for the target audience in the scenario and the theme of employment. The pages could contain interviews, reports, tutorials, dramatisations or any other relevant content.

The pages you research, plan and produce, in response to this brief, can include fictional or factual content. The website, **YPemployment**, does not want to restrict your choice of style or content.

Your documentation must include evidence of appropriate ideas development, pre-production, production and post-production, as well as an evaluation of your own work. Your budget should reflect the costs involved in producing your pages, not the cost of printing and distribution.

Brief 4: Interactive Media

Your task is to produce an interactive homepage and **at least two** linked pages for the website ***YPemployment***. Your pages must be appropriate for the target audience in the scenario and the theme of employment. Your pages could contain interviews, reports, tutorials, dramatisations or any other relevant content.

The pages you research, plan and produce, in response to this brief, can include fictional or factual content. The website, ***YPemployment***, does not want to restrict your choice of style or content.

Your documentation must include evidence of appropriate ideas development, pre-production, production and post-production, as well as an evaluation of your own work. Your budget should reflect the costs involved in producing your pages, not the cost of hosting the website.

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. (0–4)	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 achieves only some of its intentions. (0–5)	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 addresses only some of the brief and the intended audience. (0–4)	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

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded
<p>(d)*</p> <p>AO4</p> <p>QWC (i-iii)</p>	<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, 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
Total marks				60

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