

Reference Material: Commentaries

Applied GCE in Media: Communication and Production

6974 – Unit 2: Skills for Media Production

Issued: 2012/13

Unit requirements

Unit 2 is internally assessed and externally moderated.

This unit requires candidates to develop both research and production skills. Candidates are required to employ different research methods and techniques to gather information for the content of a proposed media product. The topic of the *Unit 3 Media Production Brief* can be used as the focus for this research activity.

Candidates must provide evidence of their understanding of the purposes, strengths and limitations of different research methods, techniques and procedures.

Developing an understanding of practical skills and techniques is fundamental to the successful creation of media products. Within this unit, candidates should provide evidence of their understanding of production technology, including the advantages and disadvantages of different versions of that equipment. Candidates must also demonstrate their progress in developing skills in a range of production techniques and skills.

Evidence of attainment can take a variety of forms. For assessment criteria (a) and (b), evidence could include research files, logs, notes, trails, analysis, conclusions or summaries and information gathered from primary and secondary research activity. For assessment criteria (c) and (d), there should be an initial skills audit at the beginning of the course and comprehensive evidence of the candidate's skill development through on-going logs or audits, SWOT analyses, annotated drafts of practical work, screen recordings, audio and video diaries, director's commentaries, blogs, portfolios and showreels. The final product in response to the Unit 3 Media Production Brief should also be considered as part of the candidate's skill development.

Candidates are assessed on their Quality of Written Communication (QWC) as part of assessment criteria (b).

Principal Moderator's notes on the example work

General Comments:

This unit comprises skill development in both research and practical skills. Evidence for assessment can be drawn from all three AS Units and it is important when assessing the extent of the candidate's skill development to consider the evidence presented in Unit 3.

Although evidence can be presented in a variety of ways, the evidence in this example is all in written format. Although there are some brief annotations from the assessor, more detailed teacher observation records, explaining how the evidence presented has met the assessment criteria, are extremely helpful to the moderation process.

Candidate work

Evidence of the candidate's research activity can be found within all three units. The candidate has used the topic of broadband awareness, drawn from the appropriate *Unit 3 Media Production Brief*, as the focus for assessment criteria (b) – research into a media production.

There are two main practical activities within the portfolio, an advertising campaign for sardines within Unit 2 and the 'Get Modern Magazine' within Unit 3 – these activities form the basis of the evidence in relation to assessment criteria (c) and (d).

Assessment

Assessment Criteria a

Mark band 1		Mark band 2	Mark band 3
Identifies a limited range of research methods. Has employed a limited range of techniques and procedures.	Identifies a range of different research methods. Has employed an adequate range of techniques and procedures.	Has a clear understanding of a good range of different types of research techniques including an understanding of the differing purposes of these methods. Has employed a range of techniques and procedures.	Has a thorough understanding of a wide range of the different types of research techniques including an understanding of the different purposes, strengths and limitations of each. Has employed a wide range of techniques and procedures.
(0-3)	(4-6)	(7-9)	(10-12)

Throughout the portfolio, the candidate has demonstrated a thorough understanding of the primary and secondary research techniques undertaken (mark band 3). Moreover, there is evidence of a robust understanding of the different purposes, strengths and limitations of different research methodologies (mark band 3). However, the candidate has only employed a range, rather than a wide range, of research techniques (upper end of mark band 2). On balance, therefore the mark awarded should be at the bottom of mark band 3.

In order to achieve higher marks, the candidate should adopt a wider range of both primary and secondary research methods, techniques and procedures, which could include interviews, focus groups, photography, recording or other forms of observation, ratings or circulation figures.

Assessment Criteria b

Mark band 1		Mark band 2	Mark band 3
Employs limited research skills to gather some information for the content of a proposed media production. Produces a limited investigation into a media product. Is likely to require support and guidance at all stages. Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.	Employs appropriate research skills to gather some information for the content of a proposed media production. Produces an adequate investigation into a media product. Is likely to require supported guidance at some stages. 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.	Employs competent research skills to gather a considerable amount of relevant information for the content of a proposed media production. Produces an effective investigation into a media product. Is likely to require only limited support and guidance. Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.	Employs sophisticated research skills to gather a substantial amount of highly focused information for the content of a proposed media production. Produces a thorough and well presented investigation into a media product. Is likely to work with increasing independence. 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.
(0-4)	(5-8)	(9-13)	(14-18)

The primary and secondary research for the *Broadband Awareness* brief produced a considerable amount of relevant information (mark band 2). Although the information gathered may not be substantial, sophisticated research skills have been employed and the information gathered is highly focused. On balance, there is sufficient evidence to award a mark at the bottom of mark band 3.

In relation to QWC, the candidate 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 (mark band 3).

In order to achieve higher marks, the candidate could have broadened their research activity in order to generate more information for the content of the proposed product and its audience. For example, the candidate could have presented a detailed comparison of similar products, including a summary of what the potential audience thinks about those products.

Assessment Criteria c

Mark band 1		Mark band 2	Mark band 3
Shows some understanding in limited areas of production equipment and technology. Is generally able to operate it within the limits of that understanding. Is likely to require support and guidance at all stages.	Shows some understanding in a range of areas of production equipment and technology. Is generally able to operate it within the limits of that understanding. Is likely to require support and guidance at some stages.	Shows a competent understanding of production equipment and technology, including knowledge of different versions of that equipment and technology. Is able to operate it competently. Is likely to require only limited support and guidance.	Shows a thorough understanding of production equipment and technology, including an understanding of advantages and disadvantages of different versions of that equipment and technology. Is able to operate it with confidence and proficiency. Is likely to work with increasing independence.
(0-3)	(4-6)	(7-9)	(10-12)

The print work produced within Unit 3 is evidence of the candidate's competent understanding of production equipment and technology (mark band 2), supported by the candidate's detailed comparison of different print-production equipment and technology.

However, although the candidate's use of image manipulation and desktop publishing software is competent (mark band 2), the mark band 3 assessment criteria require the candidate to demonstrate independence, confidence and proficiency, which is not evident from the portfolio.

In order to achieve higher marks, the candidate should provide a detailed assessment of the advantages and disadvantages of the different types or versions of the equipment adopted and, importantly, more comprehensive evidence of the candidate's ability to operate the technology with confidence, proficiency, and increasing independence. Any practical work should be accompanied with commentaries upon the material explaining the aim, degree of competency achieved and what has been learnt from doing it.

Assessment Criteria d

Mark band 1		Mark band 2	Mark band 3
Has, throughout the period of the course, made limited progress in improving skills levels. Has developed skills in a limited range of techniques.	Has, throughout the period of the course, made adequate progress in improving skills levels. Has developed skills in an appropriate range of techniques.	Has, throughout the period of the course, made recognisable progress in improving skills levels. Has developed skills in a wide range of techniques.	Has, throughout the period of the course, made extensive progress in improving skills levels. Has developed skills in a substantial range of techniques, using them with confidence and creativity.
(0-4)	(5-8)	(9-13)	(14-18)

The practical outcome for Unit 3 provides evidence of recognisable progress in improving skills compared to the initial practical work contained in Unit 2 (mark band 2). Furthermore, the *Broadband Awareness* magazine, produced for the *Unit 3 Media Production Brief*, is evidence that the candidate has developed skills in a wide range of techniques (mark band 2). However, the skills evidenced are not in a substantial range of techniques, using them with confidence and creativity, which would be characteristic of candidate attainment at mark band 3.

In order to achieve higher marks, an audit of the candidate's initial skills at the start of the course would have provided a clearer indication of the candidate's progress throughout the AS qualification. Further evidence of the candidate's skills development is also required, which could have been provided in a variety of forms, such as: comprehensive and on going skills audits, teacher observation records, director's commentaries, production diaries, screen recordings, annotated drafts of production work and detailed assessments by the candidate of their own skill development.

Summary:

The evidence presented in relation to the candidate's understanding of research methods and techniques and their ability to carry out research into a media product – assessment criteria (a) and (b) - has met the requirements of the bottom of mark band 3.

Based on the practical work evident within the portfolio, the candidate has met the requirements of the top of mark band 2 in relation to assessment criteria (c) and (d) - the candidate's understanding of, and ability to operate, relevant technology and their progress in developing a range of practical skills and techniques.

In summary, it is likely that the overall mark for this portfolio would be in the range 45-47.