



## Centre Guidance

### **GCE Media: Communication & Production**

**Advanced Subsidiary GCE (Single Award) 8771**

**Advanced GCE (Single Award) 9771**

**June 2014**

THIS BOOKLET CONTAINS ESSENTIAL DETAILS FOR THE CONDUCT OF THE EXAMINATION. TEACHERS ARE ADVISED TO STUDY THE INSTRUCTIONS AND ADVICE GIVEN, SINCE FAILURE TO FOLLOW THE DETAILS IS LIKELY TO DISADVANTAGE CANDIDATES PREPARING FOR THE EXAMINATION.

# Contents

1. Summary of Key dates and events	Page - 3
2. Entry information & Summary of examination requirements	Page - 4
3. Marking candidate work	Page - 6
4. Submission of centre marks	Page - 7
4.1 Amendments (pre-Results Day)	
4.2 Amendments (post-Results Day)	
5. Moderation process	Page - 8
5.1 Sample candidate work	
5.2 Postal moderation	
5.3 Visiting moderation	
5.4 Ensure the following is completed before 15 May	
6. Final Mark Procedure	Page - 10
7. Edexcel contacts	Page - 11
8. Candidate Authentication Statement	Page - 12

## 1. Summary of key dates

Event	Date	Other information
Submission of Application form Centre Consortium Arrangements for Centre- assessed Work	31 January	If the form is not received prior to this date, different moderators may be allocated to the consortium centres.
Despatch of OPTEMS to centres	April	Actual entries must be made by March 21 to ensure OPTEMS are dispatched in April.
Coursework submission deadline	15 May	Moderator must receive centre coursework by this date.
OPTEMS/Centre mark return date	15 May	A final mark for each candidate, for each unit, must be submitted to Edexcel using the OPTEMS/via Edexcel Online/via EDI
Special considerations	01 July	
GCE Results day	14 August	Release of results to candidates. Restricted release of results to centres only 13 August
Enquiries About Results	20 September	Last date for receipt by Edexcel of EAR3 applications
Retention of work	20 September	The centre must retain all sampled candidates' work until the deadline for requests for 'Enquiries About Results' has passed. Requests for EARs cannot be accepted if work for all candidates in the sample has not been retained by the centre.

**IMPORTANT - Coursework will be moderated via a postal sample. The details of your allocated moderator will be printed on the OPTEM and sent to you in April.**

## 2. Entry information & Summary of examination requirements

All Advanced GCE (Single Award) qualifications comprise six equally-weighted units and contain an Advanced Subsidiary (Single Award) subset of three AS units.

The AS (Single) contributes 50% of the total Advanced GCE marks. The A2 (Single) comprises the other 50%.

It is essential that centres ensure that their candidates are entered for all the relevant individual unit(s) rather than just the cash-in code. If candidates are entered for the cash-in code only, entries for the individual units will not be registered.

Cash-in Code / Specification Title	Unit Codes
Advanced Subsidiary (Single)	
8771	6973, 6974, 6975
Advanced (Single)	
9771	6976, 6977, 6978

There is no restriction on the number of times a unit may be attempted prior to claiming certification for the qualification. The best available result for each unit will count towards the final grade. Coursework units can be improved upon and re-submitted, but unit 3 will have to be re-sat as the theme changes each summer.

These specifications are not available to private candidates.

AS (Single Award)		
UNIT 1 Industries, Texts and Audience	UNIT 2 Skills for Media Production	UNIT 3 Media Production Brief (Externally set)

Advanced (Single Award)		
UNIT 1 Industries, Texts and Audience	UNIT 2 Skills for Media Production	UNIT 3 Media Production Brief (Externally set)
UNIT 4 Research and Development for Media Production	Unit 5 Media Production Project	UNIT 6 Professional Practice in the Media Industries

Teacher-assessors are advised to check the assessment evidence required for each unit as stated in the specification.

## Overview of Units

Unit	Title	Unit Code	Level	AS	GCE	Assessment mode	Assessment availability
1	Industries, Texts and Audiences	6973	AS	Compulsory	Compulsory	Internal	June 2014
2	Skills for Media Production	6974	AS	Compulsory	Compulsory	Internal	June 2014
3	Media Production Brief	6975	AS	Compulsory	Compulsory	External	June 2014
4	Research and Development for Media Production	6976	A2	N/A	Compulsory	Internal	June 2014
5	Media Production Project	6977	A2	N/A	Compulsory	Internal	June 2014
6	Professional Practice in the Media Industries	6978	A2	N/A	Compulsory	Internal	June 2014

### 3. Marking candidate work

Teacher-assessors must mark individual units separately for each candidate using the appropriate Assessment Grids of the revised specification for each Unit.

For guidance on applying the Mark Bands please refer to Page 80 in the revised specification and also the Assessment Guidance for each unit.

Portfolios will be marked by the centre and externally moderated by Edexcel. Each of the internally and externally assessed units has an assessment criteria grid, divided into three broad mark bands, showing how to award marks in relation to the task and the assessment objectives. The assessment criteria grids indicate the required assessment outcomes as well as the quality of the outcomes needed for achievement in each of the mark bands.

The teacher-assessor should ensure that:

- All marks are recorded accurately and the arithmetic is correct
- The total mark is transferred correctly onto the OPTEMs or via EDI/Edexcel Online
- The candidate and the teacher, as appropriate, sign any required authentication

It is not possible to moderate work unless the centre has carried out the initial marking as required by the specification and Assessment Grids for each unit have been completed correctly.

For internal record-keeping centres may wish to make a copy of the Assessment Grid for each candidate and use it to record the mark for that unit. The GCSE and GCE Code of Practice require assessors to show clearly how credit has been assigned.

#### Internal Standardisation

Where marking for this specification has been carried out by more than one assessor in a centre, there must be a process of internal standardisation to ensure that there is consistent application of the criteria laid down in the assessment criteria grids.

This procedure ensures that the work of all candidates at the centre is marked to the same standard. The statement confirming this on the OPTEMs or the EDI printout MUST be signed.

*'I declare that the work of each candidate for whom marks are listed is, to the best of my knowledge, the candidate's own and that where several teaching groups are involved, the marking has been internally standardised to ensure consistency across groups.'*

Signed ..... Date .....

It may not be possible for external moderation to take place if effective internal standardisation has not been carried out. If the Moderator suspects that internal standardisation has not been carried out, s/he may adjust the marks accordingly which will affect the whole cohort.

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## 4. Submission of centre marks (OPTEMS/online/EDI)

In April all centres will receive Optically Read Teacher Examiner Mark Sheets (OPTEMS) for each unit which has been entered.

Centres will have the option of submitting their marks to Edexcel in one of the following ways:

EITHER

- by recording marks on the OPTEMS and posting these to Edexcel in the envelope provided. If the centre does not have a pre-addressed envelope the address is printed on the side of the OPTEMS.

OR

- by submitting marks on Edexcel Online (for registered centres).

OR

- by recording marks on computer for transfer to Edexcel by means of Electronic Data Interchange (EDI).

However the centre chooses to submit its marks the deadline for mark submission is as follows:

**The marks for each unit must be sent to Edexcel no later than 15 May.**

### 4.1 Amendments (pre-Results Day)

It is the centre's responsibility to ensure that marks are submitted correctly. It is not the moderator's responsibility to check that the marks awarded to the candidate have been correctly totalled on the Assessment Matrix and correctly transferred.

If marks that have already been submitted require amendment it is the centre's responsibility to notify Edexcel of the amended mark. This can be done by either contacting Edexcel Customer Service or by contacting the coursework mark processing team at [cswkmarks@pearson.com](mailto:cswkmarks@pearson.com)

A valid reason for amendment must be provided. The late submission of additional work does not qualify as a valid reason.

### 4.2 Amendments (post-Results Day)

If an error is found with the marks that were originally submitted by the centre after the issue of results, the centre should contact Edexcel via the Post-Results line. Centres should note that amending the centre mark of one candidate at the centre might have an effect on the final marks and subsequently the grades issued to all candidates at the centre.

Upon receipt of post-results amended mark(s) Edexcel will analyse the effect the amended mark(s) will have on the marks /grades for all candidates at the centre. If the amended mark(s) will lead to a downward adjustment to marks/grades for any candidate at the centre apart from the specific candidate(s) for whom the error was reported, Edexcel will contact the centre to notify them of the effect the amended mark(s) will have and to obtain the centre's approval prior to the actual amendment of the mark.

**In all cases Edexcel will require proof that an error has been made prior to amending any mark.**

## 5. Moderation process

Coursework will be moderated by sending all sample candidates work to the moderator. The details of your designated Moderator will be printed on the OPTeMS. All sample candidate work must be sent by post to the moderator by May 15<sup>th</sup>.

The teacher-assessor must mark all the work of all the candidates for each unit, however only the work of the candidates in the moderation sample should be presented for moderation, although all work should be available if required

### 5.1 Sample candidate work

The sample selected will consist of work from ten candidates for each unit, where less than ten candidates are entered for the unit all candidate work will be moderated. The sample is selected by the centre and should consist of work across a range of abilities and include the highest and lowest scoring candidates. Where a candidate has completed all three units, at either AS or A2, all three units should be sent for that candidate in the moderation sample. This is because evidence for one unit can often be found in another unit. Where possible, the same ten candidates should be selected for all three units. However, each unit should be separately labelled.

### Accredited Centres:

Centres with OSCA accreditation for all AS and/or A2 units are not required to send any sample for moderation. Details on whether your centre has been accredited can be found on your OPTeMS sheets. In cases where only some units are accredited at either AS or A2 level, centres should still select and send candidates work as detailed above. Accredited units within the programme group will not be subject to external moderation by Edexcel. Failure to send all portfolios as outlined above will disadvantage candidates in terms of the integrated evidence in other units.

### 5.2 Postal moderation

The moderator's address will be printed on a label at the bottom of the OPTeMS form and available via Edexcel Online.

The following Material must be sent to the moderator by 15<sup>th</sup> May:

- Send copies of all OPTeMS/Edexcel Online/EDI print out for each unit.
- A complete portfolio of evidence for each of the sample candidates for each unit.
- Teacher annotation is vital in assisting the moderation process.
- A signed candidate authentication statement must be signed by every candidate for each unit.

The samples of work will be returned to centres between 1 and 15 October 2014, if any work is retained for Awarding purposes you will be informed in writing.



### 5.3 Ensure the following is completed before 15 May

- Apply for Special Consideration if necessary (through the Examinations Officer)
  - Arrange dispatch of work
  - Ensure internal standardisation has taken place within each unit across all teaching groups and across all specialisms
  - Make a copy of the Authentication Form for each candidate
  - Mark all units of work, for all candidates, using the appropriate Assessment Grids and transfer a final mark for each unit for every candidate on to the relevant OPTEMS/Edexcel Online form/EDI form
  - Ensure all work in the moderation sample is clearly identified and accompanied by the Assessment Grid and Authentication Form for each Unit.
  - Ensure all paperwork has been correctly completed and is dispatched to the moderator
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## 6. Final mark procedure

The following is an explanation of the procedure for determining the final coursework marks of candidates based upon the marks awarded by the centre and the moderator. All centres have this procedure applied, even those for which the moderator sees all candidates' work. This is to ensure that all centres are treated equally, whether the entry is large or small.

For the candidates sampled by the moderator, the marks awarded by the centre and the moderator are compared and if the differences all lie within a given number then the centre's marks are accepted.

If at least one candidate's mark is outside the designated allowable difference then an adjustment to candidates' marks is considered.

However, if the 'adjusted' marks for all candidates lie within the given range when compared to the centre marks then, again, the decision would be to accept the centre's marks.

If the condition stated above is not satisfied then the 'adjusted' marks would be recommended. Please note that this adjustment is applied by unit across all teaching groups to every candidate at the centre.

## 7. Edexcel Contact List

<b>Customer Services for Teachers</b>	Email: <a href="mailto:TeachingMedia@pearson.com">TeachingMedia@pearson.com</a> Tel: 0844 576 0032
<b>Customer Services for Exams Officers</b>	Tel: 0844 463 2535
<b>Assessment Team</b>  Joel Cable– Qualification Delivery and Award Manager  Atique Akhtar – Subject Leader  Stephen Asiamah – Subject Leader  Shadia Ali – Subject Co-ordinator  Thomas Nyuma – Subject Co-ordinator	E-mail: <a href="mailto:creativemedia.assessment@pearson.com">creativemedia.assessment@pearson.com</a>
<b>Special Requirements Department</b> (for special considerations queries)	Webpage: <a href="http://www.edexcel.com/specialconsiderations">www.edexcel.com/specialconsiderations</a> Email: <a href="mailto:speccons.online@pearson.com">speccons.online@pearson.com</a>  <a href="mailto:uk.special.requirements@pearson.com">uk.special.requirements@pearson.com</a>
Pearson One90 High Holborn London WC1V 7BH  <a href="http://www.edexcel.com">www.edexcel.com</a>	

This form should be reproduced for each candidate

Authentication Form	
Specification Title	.....
Specification and paper number	.....
Centre Name (Block Capitals)	.....
Centre Number	.....
Candidate Name (Block Capitals)	.....
Candidate Number	.....
Examination series	.....
<b>Declaration of Authentication:</b>	
I declare that the work submitted for assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment.	
Signed (candidate)	.....
Date	.....
Signed (teacher-examiner)	.....
Date	.....
<b>Please attach this authentication form to the candidate's submission</b>	