

Reference Material: Commentaries

Applied GCE in Media: Communication and Production

**6976 – Unit 4: Research and Development for Media
Production**

Issued: 2012/13

Unit requirements

Unit 4 is internally assessed and externally moderated

This unit requires candidates to produce a wide range of ideas for a media production. Each idea should be researched for its practicality and viability. Having researched viability, the candidate will choose the preferred option justifying the decision based on the research findings.

The chosen idea will be taken forward for more detailed research, including the commercial viability of the product. This should include **both** budget costs **and** income generation. The audience will be fully defined and exploratory material produced. Research into the content of the proposed production is also assessed.

The candidate will produce a pitch which outlines the production, its viability, audience and commercial viability. A treatment for the production will also be produced as part of this unit and preparation for the actual production.

As outlined in the specification, units 4, 5 and 6 are designed to link together concepts, skills, knowledge and understanding across the entire A2, so that synoptic assessment occurs at A2 across all three units.

Principal Moderator's notes on the example work

General Comments:

The candidate has explored three possible options for their production. Each idea was appropriately explored in terms of its practicality and viability. Using print as the favoured medium, the production of a music magazine has been researched for commercial viability with the intended audience fully defined.

The content of the production, along with exploratory material is evident throughout the folder. Whilst there is evidence of a treatment within the unit 4 portfolio, further evidence of the treatment can also be found in the candidate's unit 5 portfolio. All of the above are outlined in a power point presentation.

Candidate work

The portfolio is very well organised and follows a logical sequence that reflects the chronology of the assessment criteria. Each of the assessment criteria has been addressed appropriately. Evidence from both primary and secondary sources of research has been presented in various forms; these were effective in demonstrating the candidate's research and analytical skills. The use of existing products provided comparative analysis that clearly informed the production. Exploratory material was evidenced through the use of digital manipulation of both the original photography and 'found' images.

The power point presentation provides an outline of the candidate's ideas and justification of the final choice. Notes on the presentation, in the form of a 'pitch write up', provide further evidence to support the presentation.

Assessment

Assessment Criteria a

Mark band 1		Mark band 2	Mark band 3
<p>Has produced a limited range of conventional ideas of possible practicability, which have been the subject of limited research.</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>Has produced a range of ideas of possible practicability, which have been the subject of adequate research.</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>Has produced a good range of ideas which are imaginative and practicable, and which have been researched with some care.</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>Has produced a wide range of ideas which are highly imaginative and practicable, and which have been evaluated on the basis of thorough research.</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>
(0-3)	(4-6)	(7-9)	(10-12)

The candidate has produced three different ideas, a radio programme, a music magazine and a newspaper; these represent a good range and are imaginative and practicable. However, more ideas would need to be evidenced to demonstrate a wide range of ideas which is required for mark band 3. All three ideas have been evaluated and researched thoroughly. There is a clear justification of each idea, with a summary prior to the presentation slides.

Specialist terms are used appropriately. The response demonstrates good focus and organisation. In terms of QWC, spelling, punctuation and the rules of grammar are used with considerable accuracy.

Whilst the 'good' range of ideas would limit the mark awarded to mark band 2, the research, using both primary and secondary methods, is sufficiently thorough for mark band 3. On balance this suggests a mark at the top of mark band 2.

In order to achieve a higher mark, the candidate would need a slightly wider range of ideas which have been researched for both practicality and viability.

Assessment Criteria b

Mark band 1		Mark band 2	Mark band 3
Has produced limited research into the commercial viability of the proposed production and its audience, which lacks clear definition.	Has produced adequate research into the commercial viability of the proposed production and its audience, which has some definition.	Has produced careful research into the commercial viability of the proposed production and its audience, which has been defined in some detail.	Has produced thorough research into the commercial viability of the proposed production and its audience, which has been fully defined.
(0-4)	(5-8)	(9-12)	(13-16)

The candidate has produced draft budget sheets to demonstrate the cost of production and distribution. These costs are detailed in the pitch and their 'pitch write up'.

Also, the candidate has thoroughly researched possible income generation through cover sales and selling advertising space. Similarly, there is thorough research into possible funding streams via small business bank loans. Further evidence of the commercial viability of the production can also be found after the presentation slides. Income generation and funding arrangements are an area that this candidate does fully address

The audience has been fully defined through thorough research. On balance, there is sufficient evidence to meet mark band 3 criteria at the top end.

This candidate has fully addressed criteria b especially in terms of commercial viability. This area has been identified as problematic in previous Chief Examiners reports, with candidates outlining costs but not income generation or funding.

Assessment Criteria c

Mark band 1		Mark band 2	Mark band 3
Has done some research of variable quality and relevance for the content of the product and has produced limited exploratory material, only some of which has advanced development of the chosen idea.	Has done some research of good quality and adequate relevance for the content of the product and has produced appropriate exploratory material, most of which has advanced development of the chosen idea.	Has done careful, relevant research for the content of the product and has produced thoughtful exploratory material which has advanced development of the chosen idea.	Has done thorough, highly focused research for the content of the product and has produced highly imaginative exploratory material, which has clearly advanced development of the chosen idea.
(0-4)	(5-8)	(9-12)	(13-16)

The candidate has produced highly focused primary and secondary research for the content of their magazine production, which has clearly advanced the development of the publication. The analysis of existing products is detailed and has been used effectively to develop the candidate's ideas which are highly imaginative. There is sufficient evidence to support a mark in the middle of mark band 3.

There is a range of thoughtful exploratory material that has been used to further develop the magazine's design meeting the top of mark band 2. On balance; the candidate has produced evidence that meets the lower end of mark band 3.

To achieve a higher mark in mark band 3, the exploratory material needed to be more imaginative. For example, the images used for exploratory purposes are predominantly 'found images'. The candidate could have experimented with more of the original photography that was going to be used in the production.

Assessment Criteria d

Mark band 1		Mark band 2	Mark band 3
Has produced a pitch and treatment which provide a limited indication of the proposed production, its purpose, audience and viability.	Has produced a pitch and treatment which provide an adequate indication of the proposed production, its purpose, audience and viability.	Has produced a confident pitch and detailed treatment which provide a clear account of the proposed production, its purpose, audience and viability.	Has produced a persuasive pitch and thorough treatment which provide a full description of the proposed production, its purpose, audience and viability.
(0-4)	(5-8)	(9-12)	(13-16)

The pitch, evidenced through slides, is persuasive and gives a full description of the proposed production, its purpose and audience. There is clear evidence of costs, where funding could be found and possible income generation to demonstrate the viability of the publication. Further evidence to support the presentation can be found entitled 'Pitch Write Up'. Notes on the presentation of the pitch provided the candidate with the opportunity to demonstrate its persuasiveness and provide detail of the proposal. Video or audio recordings of the presentation can also provide supplementary evidence to support the candidate's slides.

There is evidence of a thorough treatment and this is also found in unit 5. Where evidence for one unit is found in another unit, it would be helpful if this were sign posted by the candidate or the assessor to aid the moderation process. There is sufficient evidence to meet the upper end of Mark Band 3 criteria.

This candidate has effectively covered all of the criteria comprehensively.

Summary:

The candidate has produced a very well organised portfolio. Each assessment criteria has been addressed appropriately. There was sufficient evidence to support marks in mark band 3 for three of the four criteria, b, c and d. whilst evidence for criteria a had elements of mark band 3, the range of ideas restricted the mark to the top of mark band 2.

Overall, there is sufficient evidence to warrant a mark within the range of 52 to 54.