

## **Reference Material: Commentaries**

**AGCE in Media**

**6974 – Unit 2: Skills for Media Production**

**Candidate D**

Issued: 2014/15

## **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 learner'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.

Learners 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 the assessor has commented on the candidate's attainment on the Candidate Record Sheet, detailed teacher observation records explaining how the evidence presented has met the assessment criteria, are extremely helpful to the moderation process.

### Candidate work

The candidate has used the *Unit 3 Media Production Brief* as the focus for their research activity. In the 2014 brief, candidates were commissioned by *Your Times, Your Life* to produce content for a new magazine celebrating youth culture. The candidate has chosen to research the topic of social networking, which will form the basis of their double page spread within the practical work for Unit 3.

The candidate has undertaken a series of practical activities in image manipulation, desktop publishing and photography, which culminate in the production of a front cover and double page spread for the *Your Times, Your Life* Unit 3 Production Brief and these activities form the basis of the evidence in relation to assessment criteria (c) and (d).

### Assessment

#### Assessment Criterion a (AO2)

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)

The candidate has conducted both primary and secondary research activities and the combination of a questionnaire, focus group, secondary research and textual analysis is sufficiently wide ranging to meet the mark band 3 assessment criteria, although candidates should be encouraged to employ as wide a range of research techniques and procedures as possible within the allocated time.

Each research method also has been evaluated in detail to demonstrate a thorough understanding of the different purposes, strengths and weaknesses of each research method (mark band 3).

The mark for this response is in the middle of mark band 3 because although there is evidence of a comprehensive understanding of different research methods, techniques and procedures, to fully meet the mark band 3 assessment criteria, a candidate must use a wider range of techniques and procedures to be able to fully evaluate what they are and when and where they might be used. Examples of further research methods that could have been employed are interviews, photography, observation, audience ratings and market profiles.

## Assessment Criterion b (AO2)

Mark band 1		Mark band 2	Mark band 3
<p>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.</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>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.</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>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.</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>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.</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>
(0-4)		(5-8)	(9-13)
		(9-13)	(14-18)

The candidate has employed different research skills to gather information about social networking for their Unit 3 production.

The mark for assessment criterion (b) is determined by the extent to which the candidate has used research methods and techniques thoughtfully and purposefully and the quality and quantity of the information gathered.

In this case, although the research activity can be considered purposeful, and sophisticated research skills are in evidence (mark band 3), what emerges is a considerable amount of relevant information for the proposed production (mark band 2). Overall, the investigation is well presented and reasonably thorough but the results of the research undertaken by the candidate should consist of substantial and highly focused information and data to fully meet the mark band 3 assessment criteria.

In relation to QWC, the research is careful and well organised, while appropriate terminology is used consistently and accurately throughout the response. Spelling, punctuation and grammar are also sufficiently accurate to meet the mark band 3 assessment criteria.

On balance, a mark at the bottom of mark band 3 is the most appropriate.

## Assessment Criterion c (AO2)

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)

Throughout the portfolio there is comprehensive evidence of both the candidate's understanding of print media production technology and their ability to use it with confidence and proficiency (mark band 3).

At the end of the portfolio there is a consideration of the strengths and weaknesses of different software applications and the cameras available to the candidate, which provides evidence of a thorough understanding of the advantages and disadvantages of different versions of the available technologies (mark band 3).

The extent to which the candidate understands the technologies available within print media production and their ability to operate them emerges through the detailed skills logs, production logs and highly proficient practical work.

There is considerable evidence that the candidate can operate different types of technology with ease, confidence and a high level of efficiency (mark band 3). If there was greater evidence of the candidate's autonomy, perhaps through a series of teacher observation records, then the candidate could have fully met the mark band 3 assessment criteria.

## Assessment Criterion d (AO2)

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 candidate has conducted a baseline skills audit to indicate their level of practical competence at the start of the course; this covers skills in image manipulation, desktop publishing and photography.

The skills logs and production logs document the development of a wide range of practical skills and techniques in print media through a comprehensive series of practical exercises. It is evident that the candidate has made extensive progress from his or her early attempts to combine image manipulation and desktop publishing skills to the final practical work – the highly creative front cover and double page spread for the *Your Times, Your Life* magazine (mark band 3).

The candidate has developed skills in a substantial range of techniques, which are combined together with confidence and imagination in the later practical work, showing considerable improvement from the earlier work (mark band 3).

Although the candidate has been awarded a mark towards the top of mark band 3, to fully meet the assessment criteria, candidates should comment on their practical work to indicate what they were trying to achieve, what they have learnt, where they have improved and what future targets they need to meet to improve further. Moreover, further evidence from the assessor in relation to the candidate's increasing independence and autonomy is also required to substantiate the award of full marks.

**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 most, but not all, of the requirements of mark band 3 for 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 52-54.