

## Reference Material: Commentaries

**AGCE in Media**

**6975 – Unit 3: Media Production Brief**

**Candidate P**

Issued: 2014/15

## Assessment Criteria

	Mark band 1	Mark band 2	Mark band 3	Mark awarded	
(a) (A02)	Shows a limited understanding of pre-production, production and post-production techniques through documentation which is lacking detail.  (0-4)	Shows an adequate understanding of pre-production and post-production techniques through documentation which is limited in detail.  (5-8)	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)	

### Comments/evidence locations/justification for mark awarded:

The candidate has demonstrated an adequate understanding of pre-production, production and post –production techniques. Their documentation demonstrates that they have considered some initial ideas that are not relevant to the set brief. The candidate does then provide evidence of documentation to support their pre-production, production and post-production work. However, the documentation is not produced with care and is not well-organised. Often the documentation is not fully completed or does not provide full detail required for the pre-production or production.

There is limited evidence of documentation to support the post-production process. The candidate should have been more careful in producing their documentation. The page layouts are hand drawn and quite simplistic with limited detail in how the product will be laid out. Templates have been used and this is good practice. The candidate can take the templates and use them to produce relevant material. However, in this instance the templates have been completed by the candidate in a somewhat minimal manner. The documents lack detail, for example, ideas development is limited in context as are the production diary and meetings sheets. This limits the work to Mark Band 2.

In order to achieve higher marks the candidate would need to provide documentation that demonstrated that they have a well organised folder of evidence that takes them through the pre-production, production and post-production process.

## Assessment Criteria

<p><b>(b)</b> <b>(A03)</b></p>	<p>Demonstrates a limited range of production and technical skills which are applied to a media product which achieves only some of its intentions.</p> <p><b>(0-5)</b></p>	<p>Demonstrates an adequate limited range of production and technical skills which are applied to a media product which achieves its intentions.</p> <p><b>(6-10)</b></p>	<p>Demonstrates a good range of production and technical skills which are applied to a media product which mainly achieves its intentions.</p> <p><b>(11-15)</b></p>	<p>Demonstrates an extensive range of production and technical skills which are applied to a media product which successfully achieves its intentions.</p> <p><b>(16-20)</b></p>
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### Comments/evidence locations/justification for mark awarded:

The candidate does provide details of their ideas through a proposal and treatment. However, the proposal appears to be written retrospectively. The proposal is an initial document that outlines an idea that would be used to convince a client that the media product is viable. The candidate has not read the brief fully as they consider that they are producing an e-magazine whereas the brief asks for content for an e-magazine. The candidate has, potentially, produced too much material.

The candidate has produced a cover for their e-magazine that would be engaging for the target audience.

There is an issue with the typography as it runs over the image and the candidate has chosen a dark typeface which makes some of the type illegible. Boxes used to highlight features are filled with a dark colour that makes the type illegible. The candidate appears to have used images sourced from the internet and the resolution is poor. The contents page has links to fifty pages which is not in the brief. Formatting of the pages is irregular with similar issues of poor image quality. There are some issues of spelling and punctuation that the candidate should have addressed before submitting the work. The candidate has not produced a double page spread as required. The pages appear to single pages with no clear evidence of them being a double page spread.

The candidate has demonstrated an adequate limited range of production and technical skills which are applied to a media product that achieves its intentions. This limits the work to the Mark Band 2.

In order to achieve a higher mark the candidate should be able to demonstrate a good or extensive range of production and technical skills. They will have ensured that image quality is appropriate possibly by producing their own images rather than using found images. They will have demonstrated an understanding of page layout and design with appropriate colours being used for type and backgrounds. The candidate will have ensured that the page layout is appropriate and that spacing and columns are accurate. They will have ensured, through proof reading, that there are no errors in spelling or punctuation.

<b>(c) (A03)</b>	Produces a media product which addresses only some of the brief and the intended audience.	Produces a media product which addresses the brief and the intended audience.	Produces a media product which demonstrates some imagination, addresses the brief in most aspects and addresses the intended audience appropriately.	Produces a media product which demonstrates creativity, fully addresses the brief and successfully engages the intended audience.	<b>Assessment Criteria</b>
	<b>(0-4)</b>	<b>(5-8)</b>	<b>(9-12)</b>	<b>(13-16)</b>	

**Comments/evidence locations/justification for mark awarded:**

The candidate has produced evidence of a media product that attempts to address the brief and the target audience. The media product does have a front page and contents page but does not present evidence of a double page spread as required by the brief. The candidate has attempted to produce an appropriate product that would appeal to the intended audience and this has been quite successful. However, the poor image quality, poor typography and spelling and punctuation may well lead lack of engagement with the target audience. The marks for (c) (A03) sit between the two sections of Mark Band 1. The media product addresses only some of the brief but does address the target audience.

In order to achieve higher marks the candidate must produce a media product that demonstrates some imagination and creativity. In this candidates work there is a lack of imagination and creativity as there appears to be use of found materials. The use of the candidates own material would have demonstrated their ability to be both imaginative and creative. The media product must engage the target audience appropriately.

## Assessment Criteria

	Mark band 1	Mark band 2	Mark band 3	Mark awarded	
<p><b>(d)</b></p> <p><b>(A04)</b></p> <p><b>QWC</b></p> <p><b>(i-iii)</b></p>	<p>Provides a basic evaluation of own work and of the products fitness for purpose.</p> <p>Uses everyday language and the response lacks clarity and organisation.</p> <p>Spelling, punctuation and the rules of grammar are used with limited accuracy.</p> <p><b>(0-2)</b></p>	<p>Provides an adequate evaluation of own work and of the product's fitness for purpose.</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.</p> <p>Spelling, punctuation and the rules of grammar are used with occasional accuracy.</p> <p><b>( 3-4)</b></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><b>(5-6)</b></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><b>(7-8)</b></p>	



### **Comments/evidence locations/justification for mark awarded:**

The candidate has provided an adequate evaluation of their own work and the products fitness for purpose. They have used everyday language with only occasional use of specialist vocabulary. The response does lack clarity and organisation and they have attempted to focus their thoughts on each of the pages. Spelling, punctuation and the rules of grammar are used with occasional or some accuracy. However, the evaluation is quite short and does not provide appropriate illustrations to support the evaluation. The candidate has not analysed using well-chosen examples. The evaluation is quite simplistic and simply describes the work with some suggestions as to why techniques were chosen. This limits the marks to the second section of Mark Band 1.

In order to achieve higher marks the candidate must provide a clear or critical evaluation of their own work and the products fitness for purpose. It is good practice for the candidate to show their media product to the target audience and obtain feedback. This will inform their evaluation of the fitness for purpose of their product. In this instance the candidate would be able to evaluate the readability of the text, the quality of the layout and the quality of the images from the target audience feedback.