

Reference Material: Commentaries

Applied GCE in Media: Communication and Production

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

Candidate A

Issued: 2014/15

Unit requirements

Unit 4 is internally assessed and externally moderated

Assessment criteria 'a' 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 their preferred option justifying the decision based on their extensive research findings.

For Assessment criteria 'b', 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.

Thorough research into the content of the proposed production is assessed against Assessment criteria 'c'. The Candidate will also generate imaginative exploratory material which advances the development of the production.

Assessment criteria 'd' requires Candidates to 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 criteria 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 four possible options for their production. Each idea was appropriately explored in terms of its practicality and viability. The Candidate selected Music video production as their favoured option. However, the music video was embedded in to a web site and it is the web site that forms

the basis of the production work. The production of the web site 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 very detailed power point presentation.

Candidate work

The portfolio is well organised and follows a logical sequence that reflects the chronology of the assessment criteria. However, some Unit 4 work can be found in Unit 5 and this was not always labelled. 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 a detailed outline of the Candidate's ideas and justification of their final choice. An evaluation of the presentation, in the form provides further evidence to support the Candidate's work.

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 researched four different media for their proposed production, Music festival web site, Music magazine, Music video or an Animated short film. These ideas represent a **wide range** and are **highly imaginative and practicable**.

All four of the ideas have been evaluated on the basis of **thorough research**. Each idea was evaluated using a SWOT analysis. There is a clear justification of each idea using further information gathered through primary and secondary research methods. Also, more research was conducted to justify the selection of final idea. Whilst, at this stage, the Candidate was only going to produce a Music Video, with the Web site being produced to embed the video, the Web site does become the focus of the Candidate's production.

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**.

The '**wide**' range of ideas suggest a mark in **Mark Band 3**, the content of the ideas are '**highly imaginative and practicable**' which is a requirement of **Mark Band 3**. Overall, a mark in the middle of **Mark Band 3** is warranted.

To achieve 12 marks, the Candidates Web site research needed slightly more detail.

11 marks are awarded.

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 very detailed draft budget sheets to demonstrate the cost of production and distribution. These costs are also detailed in the pitch and their 'pitch write up'.

The Candidate has **completed thorough research** into the commercial viability of the proposed production by forecasting possible income generation through advertisements on the website, sponsorship and possible grants that might be available. The Candidates research in to the commercial viability of the production fully meets the requirements of **Mark Band 3**.

The audience has been researched using both primary and secondary research methods. A very detailed profile of a person was given as an example of the target audience. Overall, there is sufficient evidence to award a mark in the lower end of **Mark Band 3**.

To achieve a mark higher into **Mark Band 3**, the Candidate would need to provide a more detailed audience profile that was **fully defined**.

14 marks awarded

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)

Some of the evidence for criteria 'c' can be found in the learner's Unit 5 portfolio.

The Candidate has produced **highly focused** primary and secondary research for the content of both their Music Video production and their Web Site production. This research has informed and **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 **imaginative exploratory** material that has been used to further develop the Web Site design and less detailed and imaginative exploratory material for the Music Video, meeting the bottom of **Mark Band 3**.

On balance; the Candidate has produced evidence that meets the middle of **Mark Band 3**.

To achieve a higher mark in **Mark Band 3**, the exploratory material needed to be slightly more extensive and detailed.

14 marks awarded

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 **clear account** of the proposed production, its purpose and audience. The evaluation of the pitch also provides evidence to support the candidate's account of the proposed production. The treatment is **thorough** and provides clear evidence of costs, where funding could be found and possible income generation to demonstrate the viability of the publication.

Centres should note that video or audio recordings of the presentation can also provide supplementary evidence to support the Candidate's slides.

There is also evidence to support Unit 4 criteria 'd', in terms of providing a **thorough treatment**, 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.

Overall, there is sufficient evidence to meet the lower end of **Mark Band 3** criteria.

To achieve a mark higher into Mark Band 3, the Candidate would need to have produced a pitch that was more detailed and provided a **full description** of the production.

13 marks awarded

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 all of the four criteria.

Overall, there is sufficient evidence to warrant a mark of 52.