

Reference Material: Commentaries

Applied GCE in Media: Communication and Production

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

Candidate B

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 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 skin care 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 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. Notes on the presentation, in the form of a 'pitch write up', provide further evidence to support the presentation.

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 three different media for their proposed production, Radio, Moving Image Production and Print. Each media form has two ideas, these ideas represent a **wide range** and are **imaginative and practicable**.

Three of the ideas have been evaluated on the basis of **thorough research**. There is a clear justification of each idea using the information gathered through primary and secondary research methods. Further research was conducted to justify the selection of final idea.

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 'wide' range of ideas suggest a mark in **Mark Band 3**, the content of the ideas are not '**highly imaginative and practicable**' which is a requirement of **Mark Band 3**. On balance, this restricts the mark to the bottom of **Mark Band 3**.

10 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 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 cover sales and selling advertising space. The Candidates research in to the commercial viability of the production meets the requirements of **Mark Band 3**.

The audience has been **defined in some detail**, through careful research, as 16 to 25 year old women. Whilst this lacks the detailed audience definition required to secure a mark higher into Mark Band 3, the Candidate does provide a more detailed **audience profile** in their Unit 5 portfolio.

Where evidence for one unit can be found in another unit, the Assessor should cross reference this for external audit purposes.

Overall, there is evidence to award a mark in the middle of **Mark Band 3**.

To achieve a mark higher into **Mark Band 3**, the Candidate would need to provide a 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)

Much of the evidence for criteria 'c' can be found in the learner's Unit 5 portfolio and this is identified as Unit 4, 4.3 work by the Assessor and also, retrospectively, in their Unit 6 portfolio.

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 middle of **Mark Band 3**.

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

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 **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. Centres should note that 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**, the majority of which is 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.

15 marks awarded

Overall, 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 all of the four criteria.

Overall, there is sufficient evidence to warrant a mark of 53.