

## **Reference Material: Commentaries**

**Applied GCE in Media: Communication and Production**

**6977 – Unit 5: Media Production Project**

**Candidate A**

Issued: 2014/15

## **Unit requirements**

Unit 5 is internally assessed and externally moderated.

This unit requires Candidates to demonstrate, through completing a media project, the understanding and skills they have developed in media production. Candidates will also be able to demonstrate what they have learnt about pre-production, production and post-production techniques and the technology involved in media production.

Candidates will work from the treatment of their idea, developed in Unit 4, and produce their own media product. This will be a major piece of work, and the candidate will be required to demonstrate their organisational skills through a portfolio containing pre-production, production and post-production documentation.

Units 4, 5 and 6 are designed to link together concepts, skills, knowledge and understanding across the entire A2. Synoptic assessment therefore occurs at A2 across all three units.

## **Principal Moderator's notes on the example work**

### **General Comments:**

Using the final idea, chosen and researched in unit 4, the Candidate has produced both a web site and embedded material for the site. The portfolio of evidence contains aspects of unit 4 and unit 5. Draft layouts, manipulated thumb nail images, production schedules, risk assessments and contingency plans make up some of the documentation required for this unit.

## **Candidate work**

The portfolio of evidence addresses all three of the grading criteria for this unit. There is evidence of pre-production, production and post-production documentation. The portfolio is relatively well organised containing appropriate documentation covering; production schedules, risk assessments, draft layouts and experimental images presented on the pages preceding the actual product. Much of the Candidates experimental work can be found in Unit 4. Evidence for the actual product is in the form of screen shots from the website.

## Assessment Criteria a

Mark band 1		Mark band 2	Mark band 3
Demonstrate limited abilities in planning and project management, monitoring work occasionally and showing limited ability to keep to a schedule; utilise limited paperwork and show a limited ability to provide self-direction.	Demonstrate adequate abilities in planning and project management, monitoring work occasionally and showing some ability to keep to a schedule; utilise adequate paperwork and show some ability to provide self-direction.	Demonstrate competence in planning and project management, monitoring production activity and keeping close to schedules; utilise well-prepared and organised paperwork and demonstrate ability to maintain clear self-direction.	Demonstrate thoroughness and efficiency in planning and project management, monitoring production activity with close reference to objectives and schedules, and meeting deadlines with consistent accuracy; utilise thorough paperwork and work with initiative and independence at all stages.
Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.	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.	Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.	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.
(0-5)	(6-10)	(11-15)	(16-20)

There is sufficient evidence to demonstrate that the candidate has shown **competence in planning** for their production of a web site. There is also evidence of **competent project management** in the form of completed schedules and minutes of meetings. The planning documentation, most of which can be found in Unit 4, is **insufficiently thorough and lacks the detail needed to meet Mark Band 3 requirements**. It would be helpful if evidence that supports more than one unit could be sign posted by the candidate or the assessor to aid moderation and the assessment process.

Whilst the minutes of meetings provided evidence of monitoring, the effects of monitoring, in terms positive impacts on outcomes, was less evident.

In terms of QWC, specialist terms are used appropriately, producing a focused and organised approach. Spelling and grammar are used accurately. On

balance, the Candidate has met the requirements of the middle of **Mark Band 2**.

To achieve a higher mark the Candidate would need to provide more thorough and detailed evidence of documentation that covered pre-production, production and post-production.

**13 marks awarded**

## Assessment Criteria b

Mark band 1		Mark band 2	Mark band 3
Provide a finished media product that matches, to a limited extent, the intentions set out in the treatment and which has limited relevance to the proposed audience.	Provide a finished media product that matches, to an adequate extent, the intentions set out in the treatment and which has some relevance to the proposed audience.	Provide a finished media product that achieves, for the most part, the intentions set out in the treatment and which is suitable for its proposed audience.	Provide a finished media product that achieves successfully the intentions set out in the treatment and which has a clear relevance and appeal to its proposed audience.
(0-5)	(6-10)	(11-15)	(16-20)

The web site pages do provide evidence of a finished product that, **achieves, for the most part, its intentions as set out in the treatment.** The Candidate set out to produce a web site for a specific band and they did achieve this.

The Candidate has clearly defined their audience and the content of the web site, which would mostly have **clear relevance and appeal to** that target audience. However, the web pages do lack some imagination and, for this reason, would not quite meet **Mark Band 3** criteria. For example, one page has a list of links that cover half the page, this design lacks imagination.

On balance, there is still sufficient evidence for a mark at the top of **Mark band 2.**

To achieve a higher mark, the Candidate would need to be more imaginative in the design of their web pages.

**15 marks awarded**

## Assessment Criteria c

Mark band 1		Mark band 2	Mark band 3
Provide a finished media product that shows limited thought in its realisation, using only some limited appropriate techniques and technology in production and post-production.	Provide a finished media product that shows limited thought in its realisation, using only some limited appropriate techniques and technology in production and post-production.	Provide a finished media product that shows thoughtfulness and some imagination in its realisation, with competent and thoughtful use of appropriate techniques and technology in production and post-production.	Provide a finished media product that shows creativity and flair in its realisation, with sophisticated and creative use of appropriate techniques and technology in production and post-production.
(0-5)	(6-10)	(11-15)	(15-20)

There are many elements of the finished media production that shows **thoughtfulness and imagination in its realisation**. The web pages have been designed to target a specific audience and their design, to some extent, achieves this.

There is evidence in the product that **demonstrates** the Candidate has employed **thoughtful and competent techniques and technologies in production and post-production work**. The web pages provide users with clear links and interactive elements appropriate to the media form.

The Candidate has used original photography for their images and this gains more reward than Candidate's merely using found images. There is evidence that the images have been manipulated in post-production to produce the intended effect as identified in the proposal and treatment.

However, a very small minority of pages, as mentioned earlier, lack the imagination to meet **Mark Band 3 criteria**.

On balance, there is sufficient evidence for the product to meet the top end of **Mark Band 2**.

To achieve a higher grade the Candidate's finished product needed to show more creativity and flair.

**15 marks awarded**

**Summary:**

The Candidate has produced a product that, for the most part, met the intentions of the treatment. The quality of the documentation and product had some elements of **Mark band 3 but these were inconsistent**. For example, whilst some of the pre-production, production and post-production documentation was detailed and met aspects of **Mark Band 3** criteria, it was insufficiently thorough overall to warrant a mark in this **Mark Band**.

The web site was effective, but overall was not consistently imaginative to fully meet **Mark Band 3** criteria.

Overall, the Unit 5 work warrants a mark of 43