

Reference Material: Commentaries

Applied GCE in Media: Communication and Production

6977 – Unit 5: Media Production Project

Candidate B

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 a print based product in the form of pages for a skin care magazine. The portfolio of evidence contains aspects of unit 4 and unit 5. There is also evidence in the portfolio that the candidate later uses in unit 6. 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, contingency plans (pre-production), draft layouts and experimental images (production) presented on the pages preceding the actual product. Evidence for the actual product begins with the front cover of the magazine titled 'Skin Deep' and there are ten further 12 pages of very good quality. Unit 6 work also has information about how the images were produced and manipulated. Images for the magazine consist of a mixture of original photography and found images. Many of the images have been imaginatively manipulated to produce the final product.

Assessment Criteria a

Mark band 1		Mark band 2	Mark band 3
<p>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.</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>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.</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>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.</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>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.</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>
(0-5)	(6-10)	(11-15)	(16-20)

There is sufficient evidence to suggest the candidate has been **thorough and efficient** in the planning for the print production. There is also clear evidence of project management in the form of completed schedules and contingency plans with **clear reference to objectives and schedules**. The planning documentation is **thorough and demonstrates initiative and independence** in their approach to the production, there is further evidence to support this in unit 4. 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 there is explicit evidence of monitoring, to some extent these were retrospective comments on the production process. Monitoring, which has positive impacts on outcomes, should be on-going and evidenced throughout the production. This could be in the form of a production diary or log.

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 3**.

To achieve a higher mark the Candidate would need to provide more evidence to support how the monitoring of the production process improved outcomes.

18 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 magazine pages do provide evidence of a finished product that, **achieves successfully its intentions as set out in the treatment.**

The Candidate has clearly defined their audience and the content of the magazine would mostly have **clear relevance and appeal to** that target audience. However, a few of the pages do lack some imagination and would not be as appealing as other pages in the magazine. For example Page 5 is an “Exclusive interview” but the page layout and design would limit its appeal to a 16 to 24 year old.

On balance, there is still sufficient evidence for a mark in the middle of **Mark Band 3.**

To achieve a higher mark, the Candidate would need to have been more consistent within all the pages of the magazine thereby providing a product that was appealing to its intended audience.

18 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 show **creativity and flair in its realisation**. There is evidence in the product that **demonstrates** the Candidate has employed **sophisticated and creative use of appropriate techniques and technologies**.

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 the top of **Mark Band 3 criteria**.

On balance, there is sufficient evidence for the product to meet the lower end of **Mark Band 3**.

To achieve a higher grade the Candidate's use of technology needed to be more consistently applied to all of the production pages.

17 marks awarded

Summary:

The Candidate has produced an imaginative product that met the intentions of the treatment. The quality of the documentation and product were clearly **Mark Band 3** in all three criteria strands.

There was a slight inconsistency in demonstrating how monitoring had positive effects on outcomes, also, a few of the magazine pages did lack some imagination and, therefore, appeal to the targeted audience. However, overall, most pages were imaginative and would appeal to their target audience.

Overall, the Unit 5 work warrants a mark of 53