

# Pearson Edexcel GCE

## Media: Communication and Production

### External Assessment Document for the Unit 3: Media Production Brief

Moderation Summer 2017

Paper Reference

**6975/01**

**You do not need any other materials.**

**The brief must be completed and assessed by the OPTEMS deadline date.**

There are no restrictions or set hours in which the projects must be carried out, but a **minimum of 30 hours** should be allowed for the Media Production Brief.

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## Notes and instructions for teachers and candidates

This paper is published on the Pearson Edexcel website in September of the academic year in which the assessment takes place. This will enable centres to plan the teaching of the unit and allow for development of skills previously acquired in Unit 2. Further advice and guidance can be found on the Pearson Edexcel website.

Each candidate is required **to develop and produce a media product** in response to **one** of the four briefs in this paper. It is advisable that the production and post-production stages are undertaken once the pre-production stage has been completed by candidates and following consultation with a teacher.

This paper should be read in conjunction with the specification for this unit, in particular the sections headed *What you need to learn* and *Delivering this unit*.

It should be noted that for the assessment of this unit **each** candidate needs to produce:

- the pre-production, production and post-production documentation, as evidence for criterion (a)
- the product made in response to **one** of the briefs provided, as evidence for criteria (b) **and** (c)
- an evaluation of the work, as evidence for criterion (d).

The candidate's work must include evidence of:

- understanding the production processes
- application of production techniques and skills to the creation of a media product
- ability to work to a brief
- evaluation of the media product's fitness for purpose and the candidate's own work.

The assessment criteria for this unit and the allocation of marks are shown on pages 9 and 10. Your attention is drawn to criterion (d) and the requirements for the Quality of Written Communication (QWC).

There are no set time constraints on the production, other than that imposed by the requirement to have the work ready for moderation. All work to be submitted for moderation must be marked and internally standardised before external moderation takes place.

The only moderation opportunity for this unit will take place in the summer term.

**Teachers are advised to read the guidance accompanying this paper on the Pearson Edexcel website.**

## Introduction

This unit will allow you to put into practice the skills you have developed in Unit 2. You will create a media product to **one** of the briefs on the following pages. You will be demonstrating your understanding and skills in pre-production, production and post-production techniques relevant to your chosen medium.

Remember, you must produce the appropriate documentation to support your pre-production, production and post-production stages. You must also evaluate your work in an appropriate format. You will be assessed on the Quality of Written Communication (QWC) in your evaluation.

## Scenario

*RefugeeReaction*, a local charity that supports the resettlement of refugees, has asked for your help. The charity relies on the support of the public and community groups, as it does not receive any funding from the government. *RefugeeReaction* wants to produce an e-magazine to raise awareness of the issues facing refugees. The e-magazine will include a range of content that can appeal to different age groups.

*RefugeeReaction* wants you to produce some of the content for the e-magazine. Your content must be aimed at a specific target audience of your choice. You will have to consider the age of your target audience when producing your e-magazine content.

You have been sent the following four briefs and you now need to choose **one** of them.

### **Brief 1: Moving image**

Your task is to produce a video of **between three and five minutes in duration** for the e-magazine. The video must be appropriate for your chosen target audience and the aim of *RefugeeReaction* to raise awareness of the issues facing refugees. Your video could contain interviews, reports, investigations, dramatisations or any other relevant content.

The video you research, plan and produce in response to this brief could be in a fictional or factual genre. *RefugeeReaction* does not want to restrict your choice of style or content.

Your documentation must include evidence of appropriate ideas development, pre-production, production and post-production, as well as an evaluation of your own work. Your budget should reflect the costs involved in producing video content suitable for inclusion in an e-magazine.

## Brief 2: Audio

Your task is to produce audio content of **between three and five minutes in duration** for the e-magazine. The audio must be appropriate for your chosen target audience and the aim of *RefugeeReaction* to raise awareness of the issues facing refugees. Your audio could contain interviews, reports, investigations, dramatisations or any other relevant content.

The audio you research, plan and produce in response to this brief could be in a fictional or factual genre. *RefugeeReaction* does not want to restrict your choice of style or content.

Your documentation must include evidence of appropriate ideas development, pre-production, production and post-production, as well as an evaluation of your own work. Your budget should reflect the costs involved in producing audio content suitable for inclusion in an e-magazine.

### **Brief 3: Print**

Your task is to produce **at least three pages**, including a double-page spread, for the print edition of the e-magazine. Your pages must be appropriate for your chosen target audience and the aim of *RefugeeReaction* to raise awareness of the issues facing refugees. Your pages could contain interviews, reports, investigations, dramatisations or any other relevant content.

The pages you research, plan and produce in response to this brief could be in a fictional or factual genre. *RefugeeReaction* does not want to restrict your choice of style or content.

Your documentation must include evidence of appropriate ideas development, pre-production, production and post-production, as well as an evaluation of your own work. Your budget should reflect the costs involved in producing your pages, not the cost of printing and distribution.

#### **Brief 4: Interactive media**

Your task is to produce **the front cover and two pages** for the e-magazine. The cover and the pages must be appropriate for your chosen target audience and the aim of *RefugeeReaction* to raise awareness of the issues facing refugees. Your cover and pages could contain interviews, reports, investigations, dramatisations or any other relevant content.

The e-magazine cover and pages you research, plan and produce in response to this brief can include fictional or factual content. *RefugeeReaction* does not want to restrict your choice of style or content.

Your documentation must include evidence of appropriate ideas development, preproduction, production and post-production, as well as an evaluation of your own work. Your budget should reflect the costs involved in producing your pages, not the cost of hosting the e-magazine.

## Assessment criteria

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded	
<b>(a)</b> <b>AO2</b>	Shows a limited understanding of pre-production, production and post-production techniques through documentation which is lacking in detail. <b>(0–4)</b>	Shows an adequate understanding of pre-production, production and post-production techniques through documentation which is limited in detail. <b>(5–8)</b>	Shows a clear understanding of pre-production, production and post-production techniques through documentation which is produced with care and covers the necessary categories. <b>(9–12)</b>	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. <b>(13–16)</b>	<b>16</b>
<b>(b)</b> <b>AO3</b>	Demonstrates a limited range of production and technical skills which are applied to a media product which achieves only some of its intentions. <b>(0–5)</b>	Demonstrates an adequate limited range of production and technical skills which are applied to a media product which achieves its intentions. <b>(6–10)</b>	Demonstrates a good range of production and technical skills which are applied to a media product which mainly achieves its intentions. <b>(11–15)</b>	Demonstrates an extensive range of production and technical skills which are applied to a media product which successfully achieves its intentions. <b>(16–20)</b>	<b>20</b>
<b>(c)</b> <b>AO3</b>	Produces a media product which addresses only some of the brief and the intended audience. <b>(0–4)</b>	Produces a media product which addresses the brief and the intended audience. <b>(5–8)</b>	Produces a media product which demonstrates some imagination, addresses the brief in most aspects and addresses the intended audience appropriately. <b>(9–12)</b>	Produces a media product which demonstrates creativity, fully addresses the brief and successfully engages the intended audience. <b>(13–16)</b>	<b>16</b>

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded
(d)* AO4 QWC (i–iii)	<p>Provides a basic evaluation of own work and of the product's fitness for purpose.</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>(0–2)</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>(5–6)</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>(7–8)</p>	8
<b>Total marks</b>				<b>60</b>

\* Opportunity for learners to be assessed on Quality of Written Communication (QWC) – (i–iii).