

Pearson Edexcel GCE

Media: Communication and Production

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

Moderation Summer 2014

Paper Reference

6975/01

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

There are no time 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**.

Turn over ►

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Notes and Instructions for Teachers and Candidates

This paper is published on the 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 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 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

You have been commissioned to produce content for a new e-magazine entitled *Your Times, Your Life*. The theme of the e-magazine is the celebration of youth culture. The publisher has identified the audience of the e-magazine as young people (12–18 years). The e-magazine is intended to fill a gap in the market for this age group. It will provide information and entertainment on a range of subjects for this audience.

The publisher has approached you to produce content for the first edition of *Your Times, Your Life*. The content can be on any topic that would be appropriate for the target audience, such as fashion, music, sport or social networking. You will be able to choose the format of your content as long as it meets the requirements of the publisher as specified in the brief.

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 video content of **between one and three minutes in duration** for the e-magazine *Your Times, Your Life*. The video must be appropriate for the target audience of young people (12–18 years) and the theme of youth culture. The video could contain interviews, reports, investigations, dramatisations or any other relevant content.

The publisher wants you to research, plan and produce a video that would be suitable for the target audience. The content can be on any topic that would be appropriate for them, such as fashion, music, sport or social networking.

The video you research, plan and produce in response to this brief could be in a fictional or factual genre. The publisher does not want to restrict your choice of style or content. However, the video **should be between one and three minutes in duration** for publication in the e-magazine. Your finished video must be on a topic that is relevant to the target audience and addresses the theme of youth culture.

You must include appropriate ideas development, pre-production, production and post-production documentation, as well as an evaluation of your own work. Your budget does not have to include any costs of distribution because, if your video is suitable, the publisher will include it in the e-magazine.

Brief 2: Audio

Your task is to produce audio content of **between one and three minutes in duration** for the e-magazine *Your Times, Your Life*. The audio must be appropriate for the target audience of young people (12–18 years) and the theme of youth culture. The audio could contain interviews, reports, investigations, dramatisations or any other relevant content.

The publisher wants you to research, plan and produce some audio content that would be suitable for the target audience. The content can be on any topic that would be appropriate for them, such as fashion, music, sport or social networking.

The audio you research, plan and produce in response to this brief could be in a fictional or factual genre. The publisher does not want to restrict your choice of style or content. However, the audio **should be between one and three minutes in duration** for publication in the e-magazine. Your finished audio must be on a topic that is relevant to the target audience and addresses the theme of youth culture.

You must include appropriate ideas development, pre-production, production and post-production documentation, as well as an evaluation of your own work. Your budget does not have to include any costs of distribution because, if your audio is suitable, the publisher will include it in the e-magazine.

Brief 3: Print

Your task is to produce part of a print version of the e-magazine *Your Times, Your Life*. Your **cover and double-page spread** must be appropriate for the target audience of young people (12–18 years) and the theme of youth culture. The cover and double-page spread could contain interviews, reports, investigations, dramatisations or any other relevant content.

The publisher wants you to research, plan and produce content that would be suitable for the target audience. The content can be on any topic that would be appropriate for them, such as fashion, music, sport or social networking.

The **cover and double-page spread** you research, plan and produce in response to this brief could be in a fictional or factual genre. The publisher does not want to restrict your choice of style or content. Your finished cover and double-page spread must be on topics that are relevant to the target audience and address the theme of youth culture.

You must include appropriate ideas development, pre-production, production and post-production documentation, as well as an evaluation of your own work. Your budget does not have to include any costs of distribution because, if your cover and double-page spread are suitable, the publisher will print them.

Brief 4: Interactive Media

Your task is to produce **part of** an interactive e-magazine called *Your Times, Your Life* **or** a website to promote the e-magazine. If you choose to produce part of the interactive e-magazine, it should be at least **a front cover and two linked pages**. If you choose to produce a website, it should include **an interactive homepage and linked content**.

The e-magazine or website must be appropriate for the target audience of young people (12–18 years) and the theme of youth culture. The e-magazine or website could contain interviews, reports, investigations, dramatisations or any other relevant content.

The publisher wants you to research, plan and produce content that would be suitable for the target audience. The content can be on any topic that would be appropriate for them, such as fashion, music, sport or social networking.

The e-magazine pages or website you research, plan and produce in response to this brief can include fictional or factual content. The publisher does not want to restrict your choice of style or content. Your finished product must be relevant to the target audience and address the theme of youth culture.

You must include appropriate ideas development, pre-production, production and post-production documentation, as well as an evaluation of your own work.

Assessment criteria

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

	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 an adequate evaluation of own work and of the product's fitness for purpose.</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>(3-4)</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
Total marks				60	

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