

# Creative Digital Media Production

## Unit 8: Responding to a Commission

**Part B**

Monday 8 May 2017–Tuesday 9 May 2017

**Supervised hours: 5 hours**

Paper Reference

**31674H**

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

### Instructions

- You will need your research notes from **Part A** (maximum four A4 sides).
- **Part B** contains the activities for the completion of the set task under supervised conditions.
- **Part B** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- Fill in the boxes at the top of this page with your name, centre number and learner registration number.
- Complete all activities.
- This booklet should not be returned to Pearson.

### Information

- The total mark for this paper is 75.
- The marks for **each** activity are shown in brackets  
– use this as a guide as to how much time to spend on each activity.

### Advice

- Read each activity carefully before you start to answer it.
- Try to answer every activity.
- Check your answers if you have time at the end.

Turn over ►

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## Instructions to Teachers/Tutors

This paper must be read in conjunction with unit information in the specification and the BTEC Nationals Instructions for Conducting External Assessments (ICEA) document. See the Pearson website for details.

Centres are free to arrange the 5 hours of supervised assessment under the level of supervision specified and in accordance with the conduct procedures.

The set task must be carried out under supervised conditions and consists of four activities, these are:

- 1 the rationale
- 2 the pitch
- 3 the proposal
- 4 the treatment.

Work for all activities can be completed in the **Answer and Template Booklet**. **Activity 4** can be completed using alternative sheets from any other appropriate template.

Work submitted for **Activity 4** is limited to a maximum of three sides of visualisations, supported by three sides of justifications/explanations.

Learners must not bring anything into the supervised environment (other than specified in the instructions to learners) or take anything out without teacher/tutor approval.

During any break in the supervised conditions, materials must be kept secure.

All learner work must be completed independently and an authentication sheet is required.

All work is then submitted to Pearson by the centre.

### Maintaining security

- During the supervised assessment period, any network assessment area must only be accessible to the individual learner and to named members of staff.
- Learners can only access their work under supervision.
- Any work learners produce under supervision must be kept secure.
- Any materials being used by the learners must be collected in at the end of each session, stored securely and given back at the beginning of the next session.
- A fully completed authentication sheet must be completed by each learner.
- Any assessment materials not required by learners for submission must be collected and held securely by the Exams Officer until the EAR deadline at which point they may be recycled or destroyed.
- Learners are not permitted to access the internet during the supervised assessment period.

### **Outcomes for submission**

- Completed **Answer and Template Booklet** (printout or PDF of the completed electronic answer booklet or a handwritten paper copy).
- An authentication sheet is required confirming that learner work has been completed as directed.
- The work should be submitted no later than 15 May 2017.

## Instructions for Learners

Read the set task information carefully.

You must plan your time accordingly and be prepared to submit all the required evidence within the time specified.

You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised assessment period and should not share your work with other learners.

During the supervised assessment **Part B** you are **not** allowed to work with others.

During the supervised assessment **Part B** you **will** be allowed access to:

- **Part A** (the commission)
- **Part B**
- the **Answer and Template Booklet** (electronic or hard copy)
- templates for **Activity 4** that are included in the **Answer and Template Booklet** or any other appropriate template
- pens and drawing materials
- storyboarding software
- up to 4 sides of A4. These can include notes, visualisations and images and can be in hard copy or digital format.

### Outcomes for submission

- Completed **Answer and Template Booklet** (printout or PDF of the completed electronic answer booklet or a handwritten paper copy).
- An authentication sheet is required confirming that learner work has been completed as directed.

## Set Task

**You must complete ALL activities.**

You will need to refer to the task information in **Part A**. You must complete all four activities for your chosen commission.

### Activity 1 – Rationale

GO CREATE is looking for ideas that meet its commission.

The charity has asked you to provide a rationale for your ideas in response to the commission you have chosen. It wants to know how you have used the information it provided to form your ideas.

Use the **Answer and Template Booklet** provided to write your rationale.

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**(Total for Activity 1 = 15 marks)**

### Activity 2 – Pitch

GO CREATE will have many people hoping to secure this commission. You will need to convey your idea in a succinct and persuasive way through a written pitch. You will need to 'sell' the idea to the client by including an overview of the content and style of your idea to persuade the client that it is worth considering. (maximum 500 words)

Use the **Answer and Template Booklet** provided to write your pitch.

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**(Total for Activity 2 = 15 marks)**

### Activity 3 – Proposal

GO CREATE needs you to expand on the original idea in the pitch and give further details of how the media product will be produced. GO CREATE requires details of:

- full summary of content
- technical considerations
- contributors, assets, locations and equipment
- legal and ethical considerations
- scheduling and planning considerations.

Use the **Answer and Template Booklet** to complete these sections of your proposal.

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**(Total for Activity 3 = 20 marks)**

## Activity 4 – Treatment

GO CREATE wants a small sample of what your idea will look and/or sound like.

Using the templates provided (or any other appropriate templates), you will be able to submit a maximum of three pages for your treatment. You should include a justification of your ideas and the media production processes that you have used (total six pages).

Select the treatment below for your chosen commission.

Ensure that your ideas are an expansion of your pitch and proposal.

### Treatment 1 – Promotional Video

Create a storyboard that shows the opening sequence.

You may submit a maximum of **three** storyboard sheets plus **three** justification sheets (total six pages).

### Treatment 2 – Website

Create diagrams showing the navigation and page layouts of your website. You need to include:

- the navigation of the site showing content areas
- designs for the home page and **one** further linked page on the website.

You may submit a maximum of **three** diagram/layout sheets plus **three** justification sheets (total six pages).

### Treatment 3 – Audio Podcast

Write an audio script for the start of your podcast.

You may submit a maximum of **three** script sheets plus **three** justification sheets (total six pages).

### Treatment 4 – Leaflet

Provide a mock-up of your leaflet to include:

- the layout of both sides of a tri-fold A4 leaflet
- the copy (text) for one of the pages.

You may submit a maximum of **two** layout sheets, **one** copy sheet plus **three** justification sheets (total six pages).

## Treatment 5 – Digital Game

Create a visualisation for your game that shows:

- a screen layout with details of how to access the menus and control interface
- storyboards of the introduction / gameplay.

You may submit a maximum of **one** screen layout, **two** storyboard sheets plus **three** justification sheets (total six pages).

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**(Total for Activity 4 = 25 marks)**

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**TOTAL FOR PAPER = 75 MARKS**

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