

Examiners' Report/
Principal Moderator Feedback

January 2013

Edexcel Level 2
Principal Learning in Creative and
Media

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CM207: Project Report

The unit requires learners to gather feedback from a range of sources to work produced in unit 2, 3 or 4. They are required to analyse responses to assess the success of the work.

Reports based on units 202, 203 and 204 were all seen with audience questionnaires, focus group meetings and one-to-one interviews with 'experts' being the most popular methods used to gather responses to work.

Work submitted was generally of a similar quality to that seen in previous January series.

Administrative issues

Centres are again reminded that reports must be submitted on a single CD and that learners must use the template provided.

The following administrative issues/problems were noted during this moderation series:

- Some centres used a single CD for each learner
- Some learners did not use the response booklet

Section A

Many learners understood the importance of data collection, and endeavoured to seek out responses from multiple sources in relation to the work they had completed in units 2, 3 or 4. Those who achieved the highest marks, gave detailed accounts of their research methods, and ensured that they asked relevant questions of reliable people.

Learners at the lower end of the mark range simply described methods used and presented data without drawing any

Conclusions from the information gathered. Some learners had simply gathered responses from peers and/or friends and family without indicating why these sources were considered to be reliable.

A small number of learners misunderstood the requirements of this section of the unit and described research undertaken whilst completing the work for units 2, 3 or 4 rather than gathering responses to the completed artefacts, products or performances.

Section B

Many learners used headings based on the bullet points in section B thus ensuring that they discussed each required area clearly and concisely. Some learners addressed strengths and weaknesses in their work and reflected back on their findings from section A to support their arguments. Those at the higher end of the mark range also provided a well-detailed discussion of the ways in which their work could be improved.

The use of responses gathered for section A to justify comments was however often limited or not included. Some responses included only a narrative account of the project undertaken and where this was the case the work attracted limited marks.

Presentation of reports

Many learners produced well-structured reports that made good use of headings, subheadings and bullet points. The standard of written English was generally good and many learners made use of relevant images including pie charts, screen grabs and photos.

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

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