

BTEC Level 1 Introductory

First teaching September 2016



Sample Marked Learner Work

Subject: Digital Media

Unit DM6: Designing an Interactive Presentation

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You will need to refer to the appropriate specification for **DM6 Designing an Interactive Presentation** these sample materials.

*This sample marked learner work includes graphic design evidence that is available on our website within the course material area on the subject page.

Note:

The learner work generated is an exemplar of standard for a particular Assignment Brief. We expect centres to use this resource to exemplify how to structure a response to a task. We also encourage centres to use this work to standardise their Assessment teams and demonstrate to learners the level of work expected to achieve the different targeted grades outcome .

Introduction and commentary – Digital Media

The learner work that follows has been assessed accurately to national standards. This is one example of Merit achievement.

The assignment brief covers **Learning Aims A and B**.

The Assignment Brief

There are no authorized assignment briefs and the one used here is structured on the suggested scenario given within the specification and has been adapted by the centre to fit local needs, by way of encouraging the learner to use the website to promote a hobby. When writing Assignment Briefs to be used for the assessment of the BTEC Level 1 Introductory suite of qualifications, the Assessor should ensure that all tasks clearly meet the targeted assessment criteria.

The structure of the tasks **will always target an entire learning aim**. This is a fundamental cornerstone of this suite, as it enables any learner to achieve the best grade for them.

The assessment criteria are not a set of sequential activities but a way of making a judgement. For example, if a Pass specifies a 'description' and a Merit an 'analysis', these do not require two different activities but rather one activity through which some learners will provide only description evidence and others will also provide analysis evidence.

A Learning Aim must NOT be broken down into discrete tasks. It is not acceptable to have tasks or sub-tasks that target, for example, a Pass criterion only. All tasks must encourage the learner to challenge themselves and aim for the highest level of personal achievement.

In this instance the Assignment Brief contains one task for Learning Aim A and one task for Learning Aim B. The Assignment Brief presented is fit for purpose.

The overarching task for Learning Aim A is to gather and arrange information for a presentation for a film festival. The mode of presentation is noted as open-ended, though it does lean towards the use of a slideshow. The assignment embraces the requirements of the Essential Information for the unit. There is sufficient scope for learners at all levels to achieve.

The overarching requirement for Learning Aim B is to present the findings to a group using the media created for Learning Aim A. This embraces Learning Aim B fully and, again, allows for full coverage of the levels.

For Learning Aim A the learner has to Design and create an interactive presentation.

The learner has achieved A.D1 by using a slideshow to **produce a logical and well-organized interactive presentation that successfully embeds media such as**

video, images and sound with no technical problems.

The slideshow is 5 slides long, contains sufficient media to meet the Essential Information for the unit and is more than 5 minutes long. The media are sufficiently different to ensure robust coverage and are not the same medium used several times over.

The learner has chosen to focus on her favourite film and this is appropriate. The presentation content and animation are fit for purpose and their design shows creativity and a clear understanding of the brief and the target audience.

For Learning Aim B the learner has to Present and communicate information through an interactive presentation.

The learner has met B.M2 by using adequate communication skills with appropriate language and tone of voice. The work is presented well and the learner has used appropriate and engaging content for the presentation that meets the requirements of the brief.

The Distinction criterion requires that the learner is not reading directly from their notes or **from the screen**. This has not been met on this occasion. This can be seen in the video and from the assessor notes.

The work collated for the presentation meets the Distinction criterion but the presentation itself lacks the final element need to achieve the Distinction.

The assessor has made suitable comments to validate the award of the Merit and has used the grading criteria well in feeding back to the learner.

Assignment brief

Qualification	BTEC Level 1 Introductory Certificate in Digital Media
Unit number and title	DM6: Designing An Interactive Presentation
Learning aims	A Design and create an interactive presentation B Present and communicate information through an interactive presentation.
Assignment title	Jarrow Film Festival
Assessor	Alfred Hitchcock
Issue date	4 April 2017
Hand in deadline	28 April 2017

Vocational Context	<p>Jarrow is considered by some to be the cultural capital of the North. It has decided to hold a Film Festival where people can tell others about their favourite TYPE of film. You have been invited to take part.</p> <p>You can focus on a genre of film or you can focus on one particular film.</p> <p>The presentation must be interactive and embed at least three different types of media.</p>
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Task 1	<p>Gather information for your presentation and select the key areas of content you want to include.</p> <p>You should then draft your presentation, working out the number of slides you need and choosing the media you want to embed.</p> <p>You also need to decide on the design and style of the slides.</p> <p>You should then produce a final version of the presentation, running through the timings, making sure the embedded media content works and practise delivering it.</p>
Checklist of evidence required	Leaflets, websites, record of sources, slideshow, other relevant media.

Learning Aims covered by this task:	
Learning Aim reference	To achieve the criteria you must show that you are able to:
A.P1	Produce a basic interactive presentation, with limited design considerations, that shows some attempt to use media within it.
A.M1	Produce an interactive presentation that shows a clear consideration of design and that uses media appropriately within it.
A.D1	Produce a well-structured and engaging interactive presentation that creatively uses design features and media within it.
Task 2	You will then present it to a group, talking through your slides, communicating clearly and using the embedded media content. How you present it is up to you.
Checklist of evidence required	Slideshow/ app / observation record
Learning Aims covered by this task:	
Learning Aim reference	To achieve the criteria you must show that you are able to:
B.P2	Select and present outline information that meets some parts of the brief, demonstrating limited communication skills.
B.M2	Select and present information that meets most areas of the brief, demonstrating clear communication skills.
B.D2	Select and present relevant information that meets the requirements of the brief, demonstrating clear and confident communication skills throughout.
Sources of information to support you with this Assignment	
Other assessment materials attached to this Assignment Brief	<i>None. Please refer back to your class notes.</i>

LEARNER ASSESSMENT SUBMISSION AND DECLARATION

When submitting evidence for assessment, each learner must sign a declaration confirming that the work is their own.

Learner name: Ellie Griffiths		Assessor name: Alfred Hitchcock
Issue date: 04/04/2017	Submission date: 28/04/2017	Submitted on: 24/04/2017
Programme : BTEC Level 1 Introductory Certificate in Digital Media		
Unit DM6 : Designing An Interactive Presentation		
Assignment reference and title: Jarrow Film Festival		

Please list the evidence submitted for each task. Indicate the page numbers where the evidence can be found or describe the nature of the evidence (e.g. video, illustration).

Task ref.	Evidence submitted	Page numbers or description
Task 1	Slideshow/ Trailers/ Images	
Task 2	Slideshow/ Video	

Learner declaration

I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

Learner signature: *Ellie Griffiths* Date: 24/04/2017

Learner Work



MY FAVOURITE FILM

Is one of 8 films in a series that has been made since 2001

It made me cry for an owl of my own and look for a letter on my birthday

The movies come from the books and my favourite is number 1.
The genre is fantasy

Can you guess what my favourite film is? Click the button for the answer

This slide has a dark background with a colorful, wavy border at the top. The title "MY FAVOURITE FILM" is centered in white. Below it are four lines of text in white. At the bottom right, there is a red square containing a white play button icon.

REASONS WHY IT IS GREAT

It is about a boy who lives an ordinary life until he discovers that he is not ordinary at all

Harry is really a wizard and gets to go to Hogwarts Wizard School
There, he meets great friends, Hermione and Ron, and is a really good person.

I like that Hermione is the clever one



GOODBYE

I have been Ellie

Thank you for watching my presentation

Make sure that you watch all of the Harry Potter films and enjoy the Jarrow Film Festival!



ASSESSMENT RECORD SHEET				
Programme		BTEC Level 1 Introductory Certificate in Digital Media	Learner name	Ellie Griffiths
Assignment title		Jarrow Film Festival	Assessor name	Alfred Hitchcock
Unit no. & title		Unit DM6: Designing an Interactive Presentation	Targeted learning aims/assessment criteria	AP1, AM1, AD1, BP2, BM2, BD2
First Submission				
Deadline		28 April 2017	Date submitted	24 April 2017
Targeted criteria	Criteria achieved? (Yes / No)	Assessment comments		
AP1	Yes	<p>A well-structured and engaging interactive presentation which successfully embeds a range of media. Evident are animated gifs, sound files, images and a video. All working without any technical issues. The media, content and structure of the presentation show a clear understanding of the audience and the brief. Ellie, you chose to discuss your favourite film as Harry Potter and the Sorcerer's Stone. Content is engaging and appropriate, for example, the 20th century fox spotlights and music provide a sound entrance to the presentation which also contains a trailer for the movie as an embedded clip. Your presentation is well timed and you incorporated a button for user directed navigation to support a little audience engagement in the form of a "Guess what my favourite film is". Ellie, you have competently used; transitions, animations and a consistent template to organise your presentation.</p> <p>Clear evidence supports attainment of B.P2 and B.M2. Ellie, you selected and presented information that meets the requirements of the brief. Your tone of voice and clarity of diction are good. Unfortunately, B.D2 is not eligible for award as the presentation lacked verbal fluency. You read from both your notes and from the screen during the presentation.</p>		
AM1	Yes			
AD1	Yes			
BP2	Yes			
BM2	Yes			
BD2	No			
General comments				
Assessor declaration		I certify that the evidence submitted for this assignment is the learner's own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.		
Assessor signature		<i>A Hitchcock</i>	Date	2 May 2017

		Date of feedback to learner	2 May 2017
Resubmission authorisation by Lead Internal Verifier*		Date	
<p>* All resubmissions must be authorised by the Lead Internal Verifier. Only one resubmission is possible per assignment, providing:</p> <ul style="list-style-type: none"> • The learner has met initial deadlines set in the assignment, or has met an agreed deadline extension. • The tutor considers that the learner will be able to provide improved evidence without further guidance. • Evidence submitted for assessment has been authenticated and accompanied by a signed and dated declaration of authenticity by the learner. <p>**Any resubmission evidence must be submitted within 10 working days of receipt of results of assessment.</p>			