

# Edexcel GCE

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

Moderation Summer 2011

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**.

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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 7 and 8. 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 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 in response 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

### Make a change

Everyone is now aware of on-going concerns about the potential problems of climate change and global warming. Films such as *An Inconvenient Truth* and *The Age of Stupid* have raised the public's awareness of global warming. There have been alternative views expressed in programmes such as *The Great Global Warming Swindle*.

You have been commissioned by **makeachange.me.uk** to produce a media product to raise awareness of the ways in which young people can change their lifestyle. Change should have a positive effect on global warming and climate change. This might mean using less energy, recycling, switching to renewable energy or even growing your own food.

Governments have set targets for lowering carbon dioxide emissions. Young people will have to sign up to making this happen if these targets are to be met.

**makeachange.me.uk** have a fund available to produce material specifically aimed at young people. They have asked schools and colleges to develop media products that could be used to raise awareness in young people of how their current lifestyle can affect global warming and climate change. Each media product should encourage young people to examine their current lifestyle and how they might make changes. **makeachange.me.uk** have suggested two distinct audiences – 12 to 14 years and 15 to 19 years. You will have to decide which audience you want to target with your media product.

**makeachange.me.uk** do not expect you to budget for any costs of duplication, printing or postage for your media product.

Your media product can be in any style or genre. You will need to decide which medium you are going to work in and the **audience you intend to target**.

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

## **Brief 1: Moving Image**

At **makeachange.me.uk** we want young people to be aware of the effect of their actions on global warming leading to climate change. We see young people as being the driving force behind changing people's attitudes towards the way they live their lives. Young people need to know how their actions today can affect the future of the planet. Getting the message out to young people and providing them with relevant information is essential to our work.

We want you to research, plan and produce a moving image product that will inform your chosen target audience why they must take personal responsibility for changing their lifestyles. We are happy for your moving image product to be produced in whatever format you think would be suitable for the target audience. We would welcome conventional and unconventional approaches to the subject but the moving image product must be relevant to the target audience.

The moving image product you develop in response to this brief could be in a fictional or factual genre, and we do not want to restrict your choice of style, content or length. However, the finished product must have an appropriate message for the target audience.

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

## **Brief 2: Audio**

At **makeachange.me.uk** we want young people to be aware of the effect of their actions on global warming leading to climate change. We see young people as being the driving force behind changing people's attitudes towards the way they live their lives. Young people need to know how their actions today can affect the future of the planet. Getting the message out to young people and providing them with relevant information is essential to our work.

We want you to research, plan and produce an audio product that will inform your chosen target audience why they must take personal responsibility for changing their lifestyles. We are happy for your audio product to be produced in whatever format you think would be suitable for the target audience. We would welcome conventional and unconventional approaches to the subject but the audio product must be relevant to the target audience.

The audio product you develop in response to this brief could be in a fictional or factual genre, and we do not want to restrict your choice of style, content or length. However, the finished product must have an appropriate message for the target audience.

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

### **Brief 3: Print**

At **makeachange.me.uk** we want young people to be aware of the effect of their actions on global warming leading to climate change. We see young people as being the driving force behind changing people's attitudes towards the way they live their lives. Young people need to know how their actions today can affect the future of the planet. Getting the message out to young people and providing them with relevant information is essential to our work.

We want you to research, plan and produce a print product that will inform your chosen target audience why they must take personal responsibility for changing their lifestyles. We are happy for your print product to be produced in whatever format you think would be suitable for the target audience. We would welcome conventional and unconventional approaches to the subject but the print product must be relevant to the target audience.

The print product you develop in response to this brief could be in a fictional or factual genre, and we do not want to restrict your choice of style, content or size. However, the finished product must have an appropriate message for the target audience.

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

### **Brief 4: Interactive Media**

At **makeachange.me.uk** we want young people to be aware of the effect of their actions on global warming leading to climate change. We see young people as being the driving force behind changing people's attitudes towards the way they live their lives. Young people need to know how their actions today can affect the future of the planet. Getting the message out to young people and providing them with relevant information is essential to our work.

We want you to research, plan and produce an interactive media product that will inform your chosen target audience why they must take personal responsibility for changing their lifestyles. We are happy for your interactive media product to be produced in whatever format you think would be suitable for the target audience. We would welcome conventional and unconventional approaches to the subject but the interactive media product must be relevant to the target audience.

The interactive media product you develop in response to this brief could be in a fictional or factual genre, and we do not want to restrict your choice of style, content or file size. However, the finished product must have an appropriate message for the target audience.

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

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## 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>

Continued on page 8

	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
<b>Total marks</b>				<b>60</b>	

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