

# Centre Guidance

## GCE Media: Communication & Production

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Advanced Subsidiary GCE (Single Award) 8771  
Advanced GCE (Single Award) 9771  
June 2011

Please pass one copy of this booklet to the teacher responsible for the subject as soon as possible.

THIS BOOKLET CONTAINS ESSENTIAL PHOTOCOPIABLE MATERIAL AND DETAILS OF NEW PROCEDURES. FURTHER COPIES OF THIS BOOKLET CAN ALSO BE FOUND ON THE EDEXCEL WEBSITE ([www.edexcel.com](http://www.edexcel.com)).

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## 1. Summary of key dates

Event	Date	Other information
Submission of Application form Centre Consortium Arrangements for Centre- assessed Work	31 January	If the form is not received prior to this date, different moderators may be allocated to the consortium centres.
Despatch of OPTEMS to centres	April	Full despatch schedule will be displayed on the Edexcel website during March.
Coursework submission deadline	15 May	Moderator must receive centre coursework by this date.
OPTEMS/Centre mark return date	15 May	A final mark for each candidate, for each unit, must be submitted to Edexcel using the OPTEMS/via Edexcel Online/via EDI
Retention of work	20 September	The centre must retain all sampled candidates' work until the deadline for requests for 'Enquiries About Results' has passed. Requests for EARs cannot be accepted if work for all candidates in the sample has not been retained by the centre.

**IMPORTANT - Coursework will be moderated via a postal sample. The details of your allocated moderator will be printed on the OPTEM and sent to you in April.**

## 2. Entry information & Summary of examination requirements

All Advanced GCE (Single Award) qualifications comprise six equally-weighted units and contain an Advanced Subsidiary (Single Award) subset of three AS units.

The AS (Single) contributes 50% of the total Advanced GCE marks. The A2 (Single) comprises the other 50%.

It is essential that centres ensure that their candidates are entered for all the relevant individual unit(s) rather than just the cash-in code. If candidates are entered for the cash-in code only, entries for the individual units will not be registered.

Cash-in Code / Specification Title	Unit Codes
Advanced Subsidiary (Single)	
8771	6973, 6974, 6975
Advanced (Single)	
9771	6976, 6977, 6978

There is no restriction on the number of times a unit may be attempted prior to claiming certification for the qualification. The best available result for each unit will count towards the final grade. Coursework units can be improved upon and re-submitted, but unit 3 will have to be re-sat as the theme changes each summer.

These specifications are not available to private candidates.

AS (Single Award)		
UNIT 1 Industries, Texts and Audience	UNIT 2 Skills for Media Production	UNIT 3 Media Production Brief (Externally set)

Advanced (Single Award)		
UNIT 1 Industries, Texts and Audience	UNIT 2 Skills for Media Production	UNIT 3 Media Production Brief (Externally set)
UNIT 4 Research and Development for Media Production	Unit 5 Media Production Project	UNIT 6 Professional Practice in the Media Industries

Teacher-assessors are advised to check the assessment evidence required for each unit as stated in the specification.

## Overview of Units

Unit	Title	Unit Code	Level	AS	GCE	Assessment mode	Assessment availability
1	Industries, Texts and Audiences	6973	AS	Compulsory	Compulsory	Internal	June 2011
2	Skills for Media Production	6974	AS	Compulsory	Compulsory	Internal	June 2011
3	Media Production Brief	6975	AS	Compulsory	Compulsory	External	June 2011
4	Research and Development for Media Production	6976	A2	N/A	Compulsory	Internal	June 2011
5	Media Production Project	6977	A2	N/A	Compulsory	Internal	June 2011
6	Professional Practice in the Media Industries	6978	A2	N/A	Compulsory	Internal	June 2011

### 3. Marking candidate work

Teacher-assessors must mark individual units separately for each candidate using the appropriate Assessment Grids of the revised specification for each Unit.

For guidance on applying the Mark Bands please refer to Page 80 in the revised specification and also the Assessment Guidance for each unit.

Portfolios will be marked by the centre and externally moderated by Edexcel. Each of the internally and externally assessed units has an assessment criteria grid, divided into three broad mark bands, showing how to award marks in relation to the task and the assessment objectives. The assessment criteria grids indicate the required assessment outcomes as well as the quality of the outcomes needed for achievement in each of the mark bands.

The teacher-assessor should ensure that:

- All marks are recorded accurately and the arithmetic is correct
- The total mark is transferred correctly onto the OPTEMs or via EDI
- The candidate and the teacher, as appropriate, sign any required authentication

It is not possible to moderate work unless the centre has carried out the initial marking as required by the specification and Assessment Grids for each unit have been completed correctly.

For internal record-keeping centres may wish to make a copy of the Assessment Grid for each candidate and use it to record the mark for that unit. The GCSE and GCE Code of Practice require assessors to show clearly how credit has been assigned.

#### Internal Standardisation

Where marking for this specification has been carried out by more than one assessor in a centre, there must be a process of internal standardisation to ensure that there is consistent application of the criteria laid down in the assessment criteria grids.

This procedure ensures that the work of all candidates at the centre is marked to the same standard. The statement confirming this on the OPTEMs or the EDI printout MUST be signed.

*'I declare that the work of each candidate for whom marks are listed is, to the best of my knowledge, the candidate's own and that where several teaching groups are involved, the marking has been internally standardised to ensure consistency across groups.'*

*Signed .....*      *Date .....*

It may not be possible for external moderation to take place if effective internal standardisation has not been carried out. If the Moderator suspects that internal standardisation has not been carried out, s/he may adjust the marks accordingly which will affect the whole cohort.

#### 4. Submission of centre marks (OPTEMS/online/EDI)

In April all centres will receive Optically Read Teacher Examiner Mark Sheets (OPTEMS) for each unit which has been entered.

Centres will have the option of submitting their marks to Edexcel in one of the following ways:

EITHER

- by recording marks on the OPTEMS and posting these to Edexcel in the envelope provided. If the centre does not have a pre-addressed envelope the address is printed on the side of the OPTEMS.

OR

- by submitting marks on Edexcel Online (for registered centres).

OR

- by recording marks on computer for transfer to Edexcel by means of Electronic Data Interchange (EDI).

However the centre chooses to submit its marks the deadline for mark submission is as follows:

**The marks for each unit must be sent to Edexcel no later than 15 May.**

##### 4.1 Additional candidates (late entries)

Candidates are listed according to the latest entry information received from your centre at the time of printing. Additional candidates should not be added to the form without first receiving confirmation from the Edexcel Entries and Certification Centre (ECC) that the entry has been made. If such confirmation has been received, candidate details should be entered in the blank spaces at the bottom of the form (if applicable) or on a blank form (supplied). If a blank OPTEMS is used the correct unit code, centre details, candidates' names and candidates' numbers must be added accurately. It is only acceptable to notify Edexcel of marks in this way if confirmation that the entry can be made has been received from ECC: the addition of candidate details to existing documents such as the OPTEMS will not generate an entry.

Marks must be submitted for all units of the specification. A total mark out of 60 for each unit should be entered.

(a) 0 (zero marks) should be entered only if work submitted has been found to be worthless. It should not be used where candidates have failed to submit work

(b) X for any candidate who has been absent, withdrawn or has failed to submit any work, even if Special Consideration or an aegrotat award has been requested.

Centres are reminded that it is their responsibility to ensure that internal standardisation of the marking has been carried out within each unit across all teaching groups and across all media specialisms.

OPTEMS - Once completed and signed the three-part sets should then be divided as follows:

(a) **Top copy** of the completed OPTEMS for each unit must be despatched to Edexcel.

If the centre does not have a pre-addressed envelope the address is printed on the side of the OPTEMS. Please remember that this form must not be folded or creased

(b) **The centre should dispatch second copy.** The second copy should be dispatched with the sample work to the moderator.

(c) **The centre must retain third copy.** It will be required should the moderator not receive the yellow copy.

#### 4.2 Amendments (pre-Results Day)

It is the centre's responsibility to ensure that marks are submitted correctly. It is not the moderator's responsibility to check that the marks awarded to the candidate have been correctly totalled on the Assessment Matrix and correctly transferred.

If marks that have already been submitted require amendment it is the centre's responsibility to notify Edexcel of the amended mark. This can be done by contacting Edexcel Customer Service.

A valid reason for amendment must be provided. The late submission of additional work does not qualify as a valid reason.

#### 4.3 Amendments (post-Results Day)

If an error is found with the marks that were originally submitted by the centre after the issue of results, the centre should contact Edexcel via the Post-Results line. Centres should note that amending the centre mark of one candidate at the centre might have an effect on the final marks and subsequently the grades issued to all candidates at the centre.

Upon receipt of post-results amended mark(s) Edexcel will analyse the effect the amended mark(s) will have on the marks /grades for all candidates at the centre. If the amended mark(s) will lead to a downward adjustment to marks/grades for any candidate at the centre apart from the specific candidate(s) for whom the error was reported, Edexcel will contact the centre to notify them of the effect the amended mark(s) will have and to obtain the centre's approval prior to the actual amendment of the mark.

**In all cases Edexcel will require proof that an error has been made prior to amending any mark.**

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## 5. Moderation process

Coursework will be moderated by sending all sample candidates work to the moderator. The details of your designated Moderator will be printed on the OPTEM. All sample candidate work must be sent by post to the moderator by May 15<sup>th</sup>.

The teacher-assessor must mark all the work of all the candidates for each unit, however only the work of the candidates in the moderation sample should be presented for moderation, although all work should be available if required

### 5.1 Sample candidate work

The sample selected will consist of work from ten candidates for each unit, where less than ten candidates are entered for the unit all candidate work will be moderated. The sample is selected by the centre and should consist of work across a range of abilities and include the highest and lowest scoring candidates. Where a candidate has completed all three units, at either AS or A2, all three units should be sent for that candidate in the moderation sample. This is because evidence for one unit can often be found in another unit. Where possible, the same ten candidates should be selected for all three units. However, each unit should be separately labelled.

### 5.2 Postal moderation

The moderator's address will be printed on a label at the bottom of the OPTEMS form and available via Edexcel Online.

The following Material must be sent to the moderator by 15<sup>th</sup> May:

- A completed and signed OPTEMS/Edexcel Online/EDI print out for each unit.
- A complete portfolio of evidence for each of the sample candidates for each unit.
- Teacher annotation is vital in assisting the moderation process.
- A signed candidate authentication statement must be signed by every candidate for each unit.

The samples of work will be returned to centres between 1 and 15 October 2011, if any work is retained for Awarding purposes you will be informed in writing.

### 5.3 Ensure the following is completed before 15 May

- Apply for Special Consideration if necessary (through the Examinations Officer)
  - Arrange dispatch of work
  - Ensure internal standardisation has taken place within each unit across all teaching groups and across all specialisms
  - Make a copy of the Authentication Form for each candidate
  - Mark all units of work, for all candidates, using the appropriate Assessment Grids and transfer a final mark for each unit for every candidate on to the relevant OPTEMS/Edexcel Online form/EDI form
  - Arrange display/folders of work for the candidates in the moderation sample, ensuring that work for each unit is clearly identified and accompanied by the Assessment Grid and Authentication Form
  - Ensure all work in the moderation sample is clearly identified and accompanied by the Assessment Grid and Authentication Form for each Unit.
  - Ensure all paperwork has been correctly completed and is dispatched to the moderator
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## 6. Final mark procedure

The following is an explanation of the procedure for determining the final coursework marks of candidates based upon the marks awarded by the centre and the moderator. All centres have this procedure applied, even those for which the moderator sees all candidates' work. This is to ensure that all centres are treated equally, whether the entry is large or small.

For the candidates sampled by the moderator, the marks awarded by the centre and the moderator are compared and if the differences all lie within a given number then the centre's marks are accepted.

If at least one candidate's mark is outside the designated allowable difference then an adjustment to candidates' marks is considered.

However, if the 'adjusted' marks for all candidates lie within the given range when compared to the centre marks then, again, the decision would be to accept the centre's marks.

If the condition stated above is not satisfied then the 'adjusted' marks would be recommended. Please note that this adjustment is applied by unit across all teaching groups to every candidate at the centre.

## 7. Edexcel Contact List

Customer Services	Tel: 0844 576 0025 General Fax: 0207 190 5700 Online: Please use Online Enquiries Form
Publications Division	Tel: 01623 467467 Fax: 01623 450481 E-mail: publications@linneydirect.com
Media Subject Team (for ICE booklet and Assessment queries)	Tel: 0844 576 0025 E-mail: creativemedia.assessment@edexcel.com
Entries and Certification Centre (for entry queries)	Email: serviceoperations @edexcel.com Fax: 020 7424 1728
(for submission/amendment of centre marks and EAR queries)	Tel: 0844 576 0025 Fax: 020 7190 5611/2 e-mail: coursework@edexcel.com
Special Requirements Department (for special considerations queries)	Tel: 0870 240 9800 Fax: 020 7190 5606/7
<p>Edexcel One90 High Holborn London WC1V 7BH</p> <p><a href="http://www.edexcel.com">www.edexcel.com</a></p>	

This form should be reproduced for each candidate

### Authentication Form

Specification Title .....

Specification and paper number .....

Centre Name (Block Capitals) .....

Centre Number .....

Candidate Name (Block Capitals) .....

Candidate Number .....

Examination series .....

#### Declaration of Authentication:

I declare that the work submitted for assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment.

Signed (candidate) .....

Date .....

Signed (teacher-examiner) .....

Date .....

Please attach this form to the candidate's submission