

FAO: The Head of Media

Dear Colleague,

Re: Specification Issue 2

You will have recently received a copy of the revised specification for Applied GCE Media: Communication and Production together with a booklet of Sample Assessment Materials. This letter will clarify a few points which will help you in the first year of assessment.

First assessment - Summer 2010 - Both AS and A2 Candidates

As you are aware, Edexcel have updated its Applied GCEs to bring them in line with the new suite of GCEs and the revised specifications will be for first teaching from September 2009. The changes are relatively minor, mainly to assessment, and you'll find that you don't need to change your current teaching and learning approach to accommodate these changes. The most important point to note is all candidates both AS and A2 will need to be assessed under the revised specification. In other words, all candidates sitting in June 2010 will need to be assessed under the new "four" Mark Band in the specification.

AS and A2

Mark band 1 has been split into two parts. You will see that there is an opportunity to differentiate between candidates who provide limited evidence and those that provide adequate evidence of achievement. There are no changes to the marks awarded for Mark band 2 and 3.

There is now a requirement for candidates to demonstrate Quality of Written Communication in all units. You will see that there is an element in an appropriate place in each unit for you to award marks for QWC. These have been designed to be assessed in an activity where learners will be producing elements of written work.

There will be an opportunity to review these issues and consider how to address them in the forthcoming Achieving Success in GCE Media events in London and Manchester. Further information about these events is available on the Edexcel website.

Should you have any queries regarding this letter or any other issues relating to the Media specification, please contact our dedicated customer service line on 0844 576 0025. Alternatively, please use our "Ask the Expert" service which can be accessed through the Edexcel website.

Sincerely Yours,

Zakir Santally

Qualification Delivery & Award Manager
Creative Arts Team
GQ Assessment - Coursework