

Examiners' Report/  
Lead Examiner Feedback

**June 2015**

NQF BTEC Level 1/Level 2 Firsts in  
**Creative Digital Media Production**

Unit 8: The Industry in Context  
(21647E)

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## Grade Boundaries

### What is a grade boundary?

A grade boundary is where we set the level of achievement required to obtain a certain grade for the externally assessed unit. We set grade boundaries for each grade (Distinction, Merit, Pass and Level 1 fallback).

### Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the assessment. When we can see the full picture of performance, our experts are then able to decide where best to place the grade boundaries – this means that they decide what the lowest possible mark should be for a particular grade.

When our experts set the grade boundaries, they make sure that learners receive grades which reflect their ability. Awarding grade boundaries is conducted to ensure learners achieve the grade they deserve to achieve, irrespective of variation in the external assessment.

### Variations in external assessments

Each test we set asks different questions and may assess different parts of the unit content outlined in the specification. It would be unfair to learners if we set the same grade boundaries for each test, because then it wouldn't take into account that a test might be slightly easier or more difficult than any other.

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

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## Unit 8: The Industry in Context (21647E)

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	14	22	30	38

## **General Comments**

This is the third series of the Unit 8 exam and there are some encouraging signs that learners are able to show their depth of knowledge within their responses, with many learners able to provide reasoned and well considered explanations and discussions around issues that affect an ever-changing media landscape.

It is however imperative that centres ensure that they deliver the entire unit content to all learners prior to their sitting the examination as it is important that the breadth of their knowledge is also evident within their responses. This requires not only a knowledge of the main topics covered by the individual learning aims but also greater understanding of the wider implications, benefits and drawbacks as indicated within the specification.

Given the nature of learners' experiences and consumption patterns, it is often the case that they are able to negotiate questions relating to new and emergent technologies rather well. However they must also experience and investigate more traditional media. They would benefit from an understanding of the development of and changes to the industry over time; this in turn will provide a greater insight into the impact of these changes across a broad cross section of the sector.

**Centres may wish to note the following observations which relate to each item and which should be used as guidance in future series.**

**Q01a**

**Targeted Specification Area: Learning Aim C2**

Learners consistently under-performed with this question and seemed to confuse what we meant by the term 'product'. Although answers were names of valid products such as 'TV programme' or 'Eastenders', these were not within the context of the question. In addition, some learners responded with a type of working practice e.g. collaborative.

This was a poor performing response (0 marks awarded).

1 One type of media product is an independent production.

(a) Name **one** other type of media product.

(1)

Film

This was a high performing response (1 mark awarded).

1 One type of media product is an independent production.

(a) Name **one** other type of media product.

(1)

Mainstream production

**Q01b**

**Targeted Specification Area: Learning Aim C2**

For this question learners could usually identify at least one correct response but again seemed to confuse the question with working practices, learners would state two characteristics or benefits of working independently.

This was a poor performing response (0 marks awarded).

(b) State **two** characteristics of independent media products.

(2)

1 Not government funded

2 Has to pay for licence

This was a high performing response (2 marks awarded).

(b) State **two** characteristics of independent media products.

(2)

1 limited marketing

2 Importance of word of mouth.

**Q02a**

**Targeted Specification Area: Learning Aim C2**

The majority of learners were able to offer a valid method of recruitment from the range identified within the specification, the most popular responses tended to be the press or internet based.

This was a poor performing response (0 marks awarded).

**2** One method of recruitment within the creative media industries is networking.

(a) Give **one** other method of recruitment within the creative media industries.

(1)

runner

This was a high performing response (1 mark awarded).

**2** One method of recruitment within the creative media industries is networking.

(a) Give **one** other method of recruitment within the creative media industries.

(1)

advertising in the trade press

**Q02b**

**Targeted Specification Area: Learning Aim C2**

Learners often were only able to offer one reasonable benefit and sometimes confused networking with social networking such as Facebook, rather than the traditional method of making contacts through 'rubbing shoulders' with potential future employers. LinkedIn was rewarded as this is an online professional network.

This was a poor performing response (1 mark awarded).

(b) Give **two** benefits of using networking as a recruitment method within the creative media industries.

(2)

1. It is a faster process

2. This way you are more likely to get candidates.

This was a high performing response (2 marks awarded).

(b) Give **two** benefits of using networking as a recruitment method within the creative media industries.

(2)

1. The chances are higher that you'll have someone with the right experience apply

2. You can save a lot of money on not advertising in the papers/trade magazines.

**Q03a**

**Targeted Specification Area: Learning Aim B3**

The majority of learners were able to identify that this offered a structured way of working that was often provided by the client in the form of the brief.

This was a poor performing response (0 marks awarded).

**3** There are many ways of working within the creative media industries.

(a) Give **one** benefit of working for a client in the creative media industries.

(1)

you can have sick pay

This was a high performing response (1 mark awarded).

**3** There are many ways of working within the creative media industries.

(a) Give **one** benefit of working for a client in the creative media industries.

(1)

The client sets you a specific task instead of starting from scratch

**Q03b**

**Targeted Specification Area: Learning Aim B3**

This question was responded to well. However, some learners confused working independently with freelance working and tended to give answers along the lines of 'being your own boss', however most were able to offer a reasonable variation of increased skills and creative freedom.

This was a poor performing response (0 marks awarded).

(b) Give **one** benefit of working independently in the creative media industries.

(1)

you can have it any way you want it and can do whatever you want



This was a high performing response (1 mark awarded).

(b) Give **one** benefit of working independently in the creative media industries.

(1)

Multi-tasking, as it increases your skills.

**Q03c**

**Targeted Specification Area: Learning Aim B3**

The majority of learners were able to identify the benefits of collaborative and group working as sharing skills, ideas and resources. Very few learners were unable to offer a valid response directly from the specification.

This was a poor performing response (0 marks awarded).

(c) Give **one** benefit of working collaboratively in the creative media industries.

(1)

It helps to increase the audience share.

This was a high performing response (1 mark awarded).

(c) Give **one** benefit of working collaboratively in the creative media industries.

(1)

You can get the job done faster as a group  
Bounce of each others ideas.

**Q04a**

**Targeted Specification Area: Learning Aim C1**

Many learners were able to identify that a fixed term contract was for a certain period of time. They were able to take a prompt from the question and offer a valid response.

This was a poor performing response.

4 There are a number of different types of contract in the creative media industries.

(a) What is meant by the term 'fixed term contract'?

You only work for the company for <sup>(1)</sup>  
1 year  
the contract is up and they choose ~~to~~ if they want to carry it on or not.

This was a high performing response (1 mark awarded).

Q04b

**Targeted Specification Area: Learning Aim C1**

Some learners had not fully understood the question and were not fully digesting what was required of them in the response. Many learners could offer at least one valid response for this question by identifying at least one benefit. However, there was a great deal of confused responses that offered benefits to the **employer** and not the **employee**.

This was a poor performing response (0 marks awarded).

(b) Give **two** benefits to the employer of using fixed term contracts.

<sup>(2)</sup>  
1 Don't have to give maximum wage to the employee  
2 They can get rid of him/her when whenever they wish.

This was a high performing response (2 marks awarded).

(b) Give **two** benefits to the employer of using fixed term contracts.

(2)

- 1 It allows them to see if you are up to the job giving them a good chance to assess you.
- 2 ~~The~~ The employer only has to pay an individual until the contract ends.

**Q05a**

**Targeted Specification Area: Learning Aim B3**

Learners did not seem to understand the term 'institutional censorship' and very few were able to identify the two correct responses. Many learners would repeat the contents of the scenario and change it to warnings of content. It is possible that the wording of the question was too complex and learners encountered difficulty in accessing it.

This was a poor performing response (0 marks awarded).

**5** To ensure the content of a film is suitable for its intended audience, an age rating classification is provided prior to distribution to cinemas or DVD release. This is a form of institutional censorship.

(a) Name **one** other form of institutional censorship.

(1)

Viewer ratings

This was a high performing response (1 mark awarded).

**5** To ensure the content of a film is suitable for its intended audience, an age rating classification is provided prior to distribution to cinemas or DVD release. This is a form of institutional censorship.

(a) Name **one** other form of institutional censorship.

(1)

Warning before a film starts for example  
violence warning or flashing images to alert audiences.

Q05b

**Targeted Specification Area: Learning Aim A1**

This was a 4 mark question and many learners were able to offer at least a 2 mark response. There was often a level of repetition or confusion between children being exposed to unsuitable content and the perceived consequences of this exposure. Distinction level responses were able to offer two reasons with at least one appropriate explanation. There was less repetition and identification of distinct reasons were evident in the response.

This was a poor performing response (2 marks awarded).

(b) Explain **two** reasons why it is important to provide an age rating classification for films or DVDs.

(4)

1 So parents know wether the content is safe for their children

2 So you have an idea about<sup>to</sup> what extent graphic content will be in the film

This was a high performing response (4 marks awarded).

(b) Explain **two** reasons why it is important to provide an age rating classification for films or DVDs.

(4)

1 so that people know what they are watching and can prepare themself's if there is going to be violence

2 to protect children from bad language of violence, this would be so children could not copy what they see

**Q06**

**Targeted Specification Area: Learning Aim B2**

Professional conduct was often difficult for learners to identify and many could only offer one potential reason. There seemed to be a gap in learners' understanding of professional guidelines and codes of conduct and they were confused by what this actually means and why it exists within the media industry.

This was a poor performing response (1 mark awarded).

**6** Media producers should work within professional guidelines.

Give **two** reasons why professional codes of practice exist.

1 To separate work from social/family life.

2 To ensure that everyone is treated fairly.

This was a high performing response (2 marks awarded).

**6** Media producers should work within professional guidelines.

Give **two** reasons why professional codes of practice exist.

1 To maintain professionalism in the work place.

2 To protect things such as equality

**Q07**

**Targeted Specification Area: Learning Aim B1**

There were a large amount of learners that responded with 'protecting data'. Also the Data Protection Act (DPA) only requires data to be processed fairly and for specific purposes and not to be shared without permission. Many learners may not have covered the contents of the act in lessons and often quoted that it 'stopped people stealing your data'. Those learners that had covered the Act in depth were able to quote the DPAs purpose as in the Distinction example below.

This was a poor performing response (0 marks awarded).

7 What is meant by the term 'data protection'?

It's the protection of someone's data.

This was a high performing response (1 mark awarded).

7 What is meant by the term 'data protection'?

peoples/ organisations private data  
to be stored, protected and if only  
used if necessary/ with permission  
(Total for Question 7 = 1 mark)

### Q08a

#### Targeted Specification Area: Learning Aim B2

This question targets a topic that is familiar to learners and within the realm of their consumption patterns. Many are aware of the existence of illegal downloads and the penalties that can be meted out to those that break the law. Learners are aware of the developments in any piracy software. Unfortunately, some learners were under the impression that media producers can create new laws to close down the internet.

This was a poor performing response (1 mark awarded).

8 The creative media industries are affected by unlawful practices such as music sharing and piracy.

(a) Give **two** ways in which the creative media industries can prevent unlawful practice.

(2)

1 Remove the internet

2 Lower Prices on DVD's and music

This was a high performing response (2 marks awarded).

8 The creative media industries are affected by unlawful practices such as music sharing and piracy.

(a) Give **two** ways in which the creative media industries can prevent unlawful practice.

(2)

1 warnings and fines

2 audience awareness

Q08b

**Targeted Specification Area: Learning Aim B1**

There was a good level of differentiation which relates to a learners' ability to provide two valid reasons or two valid reasons and explanations. Many learners were able to identify monetary motivations relating to the issue outlined in the question, however, higher level responses provided a potential impact on future production/output/creativity.

This was a poor performing response (2 marks awarded).

(b) Explain **two** ways piracy has a negative impact on the film industry.

(4)

1 This stops the film industry being creative with their work.

2 This also stops them gaining the profit they expect to reach after a film is published to the audience.

This was a high performing response (4 marks awarded).

(b) Explain **two** ways piracy has a negative impact on the film industry.

(4)

1 it can cause companies to lose money as people would no longer buy DVD's or go and see films

2 as well as it may be posted online before the actual film release date so people can criticize the film and stop people from seeing it

**Q09a**

**Targeted Specification Area: Learning Aim B1**

Most learners did identify that a risk assessment was required but there was also a range of other responses that did not relate to health and safety. It could be that these learners were confused by the wording of the question; although some felt the need to explain the process rather than name it.

This was a poor performing response (0 marks awarded).

9 Paperclip Productions is producing a music video using both studio and outside location sets.

(a) Name the health and safety procedure the production company should complete before starting production.

(1)

make sure there are no one on the set that not sposed to be there.

This was a high performing response (1 mark awarded).

9 Paperclip Productions is producing a music video using both studio and outside location sets.

(a) Name the health and safety procedure the production company should complete before starting production.

(1)

Risk assessment.

**Q09b**

**Targeted Specification Area: Learning Aim B1**

The key differentiator here was the learners' ability to separate the need to ensure the safety of the workforce from the threat of potential litigation. Whilst the latter is often a regrettable outcome in a litigious society, it is not the reason why Health and Safety legislation exists and must be obeyed.

This was a poor performing response (0 marks awarded).

(b) Give **one** reason why it is important for creative media companies to obey health and safety legislation.

if something went wrong they could get<sup>(1)</sup> sued



This was a high performing response (1 mark awarded).

(b) Give **one** reason why it is important for creative media companies to obey health and safety legislation.

Otherwise these staff could be injured and the company would be responsible. (1)

**Q10a**

**Targeted Specification Area: Learning Aim A1**

This question was responded to well by many learners and it was clear that there had been good coverage of Public Service Providers and the role of the BBC. Very few learners were unable to identify the remit and responses such as 'to inform and entertain'.

This was a poor performing response (0 marks awarded).

**10** The BBC works within a public service remit. Part of this remit is to promote education and literacy.

(a) State **one** other responsibility of a public service broadcaster.

To promote the government. (1)

This was a high performing response (1 mark awarded).

**10** The BBC works within a public service remit. Part of this remit is to promote education and literacy.

(a) State **one** other responsibility of a public service broadcaster.

To stimulate creativity. (1)

**Q10b**

**Targeted Specification Area: Learning Aim A1**

In the higher performing responses learners were able to provide two possible means of educating the audience and how it would be achieved. Learners were able to fashion their responses to the BBC remit to educate.

This was a poor performing response (2 marks awarded).

(b) Explain **two** ways in which the BBC can promote education and literacy.

(4)

1 through TV shows for children. for example the BBC makes educational shows for children all about learning

2 through news, they will tell you the statistics of what is happening in schools.

This was a high performing response (4 marks awarded).

(b) Explain **two** ways in which the BBC can promote education and literacy.

(4)

1 The BBC can produce programmes on children's channels which aim to educate viewers (its target audience of young children) at the same time.

2 Literacy could be promoted by the BBC producing a specific website which could be for different age groups and abilities, which helps improve people's literacy with texts to read and spelling quizzes.

Q11

**Targeted Specification Area: Learning Aim B2**

The poorly performing responses offered some reasonable explanations and elucidation. Learners were often able to offer rationales that related to their own gaming experiences and also mentioned or discussed the role of existing regulatory bodies. Higher performing learners were also able to identify the potential for this to result in lack of creativity and/or user engagement/enjoyment.

This was a poor performing response (3 marks awarded).

Discuss the advantages and disadvantages of censorship of the video gaming industry.

The advantages of censorship in video gaming are that if the game is meant to be a 15 and swearing in it they can take it out. If the game is very gory and does not reach the standards it can be removed so no one can play it. If there is racism in the game it can be removed so it doesn't offend people. If there is parts in the game which wouldn't be acceptable for a certain country it will be removed so it doesn't offend.

The disadvantages of censorship in video gaming are that some parts of the game are taken out so the game might not make sense. Characters might be removed but later on spoken about so you won't know what's going on.

This was a high performing response (7 marks awarded).

Discuss the advantages and disadvantages of censorship of the video gaming industry.

An Advantage of censorship in video games is that children or young people who own the games won't be shown the very graphic things as they would be censored. Also if swearing or taboo language is censored in video games people won't be hearing it and learning what the words mean. However it limits creativity greatly as the creators of the games themselves wanted to have those features in. Furthermore the censorship shouldn't really be needed as there is an age rating already. So if children somehow do get games that are graphic then it isn't the games companies themselves who are at fault. In extension video games teach people a lot about certain things and also question a lot. So if they were all heavily censored a lot of good lessons in life wouldn't have been learned. A lot of people see video games as a work of art and you don't see art getting censored because someone found something offensive.

Q12a

**Targeted Specification Area: Learning Aim A4**

The majority of learners are aware of brand names and are avid media consumers so were able to identify a suitable response.

This was a poor performing response (0 marks awarded).

12 21st Century Fox distributes satellite broadcasting services in the UK through the brand name SKY. Another example of a brand is the BBC.

(a) Give **one** other example of a brand name used within television broadcasting.

British board of film classification.

(1)

This was a high performing response (1 mark awarded).

12 21st Century Fox distributes satellite broadcasting services in the UK through the brand name SKY. Another example of a brand is the BBC.

(a) Give **one** other example of a brand name used within television broadcasting.

(1)

ITV

Q12b

**Targeted Specification Area: Learning Aim A4**

Many learners understood that a strong brand identity makes a company recognisable to the audience. Those performing in the upper mark bands were able to discuss how this had the potential to increase profits through attracting greater advertising revenue and audience loyalty to a company/brand that they trust to make products with suitable audience appeal.

This was a poor performing response (3 marks awarded).

It is important to have a good strong corporate identity, this is because when they bring out a product, the public will know whether the quality of that product is good or not.

If the company is good then people will go and see the film just because it has been produced by them. Having a good brand can make the company lots of capital and bring more and more consumers.

This was a high performing response (7 marks awarded).

Discuss the importance of a strong brand identity for JL Productions.

(8)

Strong brand ~~identity~~ identity in the industry is very important because it will allow the company to get ~~re. re~~ recognican. This recognican is vital in the industry as it will attract better crew and cast who will want to make movies with the company. Through the well known cast the company will get a wider audience which will allow the company to grow in popularity. This growth in popularity will also help the company make more money as their profit will grow from the ~~large~~<sup>large</sup> audiences and then through their bigger profit they can spend more on effects and equipment making their movies more appealing to watch.

Through this <sup>and strong brand identity</sup> recognican the company will also be able to start competing with other companies. If JL are able to exceed another company because of their large audience or the money that they make they can ~~over~~ either buy the company depending on how much JL exceed the other company, or they can again increase their audience as the audience from the other company would be able to see that the JL company make a products that are value for money.

~~These~~ Those are the reasons why brand ~~id~~ identity is important in the industry.



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