

L3 Lead Examiner Report 1901

January 2019

**L3 Qualification in Creative
Digital Media Production**

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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, at Distinction, Merit and Pass.

Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the external 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 is 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 external assessment 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 assessment, because then it would not take accessibility into account.

Grade boundaries for this, and all other papers, are on the website via this link:

<http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx>

Unit 8: Responding to a Commission 31674H

Grade	Unclassified	Level 3			
		N	P	M	D
Boundary Mark	0	12	24	36	48

Introduction

This is the fourth version of this external assessment that requires learners to respond to a commission and the first that had been set following changes to the paper recommended by the DfE. In this version of the paper, there were restrictions on the type of notes and content learners were able to bring into the examination (particularly images) and a different weighting to the four activities. Activities 1 and 2 were one mark more each (16), whereas Activity 4 was worth five fewer marks (20) with the overall paper being out of 72 (as opposed to 75 as previously). In addition, there was guidance in the paper about the amount of time that learners spent on each activity as previously, learners were felt to be taking more time over the first section (Activity 1 Rationale) than was necessary and then rushing the final section (Activity 4 Treatment). Despite this, many learners appeared to be best prepared for Activity 1 and perhaps spent more time than was proportionate on this Activity (with 16 marks).

It was clear from the work received for this unit that centres continue to make good use of the lead examiner's report from the previous series, as well as the Sample of Marked Learner Work and training events made available by Pearson.

As a result of, many centres appearing to have been influenced by the sample of marked learner work (that was commissioned through one centre in advance of the first live series of this paper), many learners produced lots of primary research that in some cases did not support their ideas development.

There was evidence that some learners went over the word limit for Activity 2 in which they are required to pitch their idea to the commissioning client. Where the learners failed to adhere to the word limit they were unable to access the higher mark band that requires them to make effective use of this constraint.

The two most popular sectors for ideas development were moving image and games. Very few learners developed audio products or websites.

It is clear that the best performing learners in this assessment were those who had practiced producing proposals, treatments leading up to this test. Where learners appeared to be unfamiliar with the process they found it difficult to express how they intended to create their ideas. In some cases, learners proposed ideas for a computer game, for example, and then proposed that the production of this be outsourced to a third party 'games designer' or 'programmer' making it difficult to have confidence that the learner had a clear understanding of the production

processes themselves.

Overall, there were some very creative and well-formed ideas within the learner cohort. Learners performed best where there was a clarity of intention within their proposed idea. Stronger candidates were able to precisely define techniques they would use to produce their product, knowing why this would benefit the audience and be appropriate for the commission.

Introduction to the Overall Performance of the Unit

Learners tended to respond well to the stimulus material that was focused on healthy lifestyles in this commission. It was evident that some learners were well-practiced in writing proposals and creating treatments making it easier for them to precisely communicate their ideas.

This paper is broadly in line with the previous January series in terms of accessibility. There are significant changes to both the format of the paper (in terms of marks distribution) and the materials that learners can produce in their preparation stage and bring in to the controlled assessment (restricting the ability to effectively create much of the storyboard material in advance). This has had more of an impact at the top end of the mark range (where it might be possible for learners to get very high marks through a carefully constructed treatment that relies on previously obtained images) than at the pass boundary.

The scenario of the commission in this paper is more accessible than the one in the preceding series. In this series learners were asked to respond to commissions connected with a campaign promoting healthy lifestyles. This is quite a straightforward concept to visualise and explain as opposed to the scenario in the preceding paper (identity theft).

The best performing candidates were able to choose precise techniques and explain how these could be utilised as part of a well-formed response to the commission, justifying their use through an explanation of the impact on the audience. Weaker candidates tended to give generic responses to sections of the paper (particularly the proposal) about the legal and regulatory considerations for their ideas and logistical implications such as budget and scheduling.

Individual Questions

The following section considers each question on the paper, providing examples of learner responses and a brief commentary of why the responses gained the marks they did. This section should be considered with the live external assessment and corresponding mark scheme.

ACTIVITY 1 – RATIONALE

Within this activity many learners at the Pass boundary would typically include lots of primary research about the topic that did not directly inform the development of their ideas in responding to the commission. Typically, learners might survey their local peer group to discover that they were all from the same geographical region. Ideas themselves would be poorly expressed and somewhat generic so that it was unclear how they would effectively target the brief. Rationales were less formulaic due to the assessment rule changes and perhaps learners spent less time than previously on this aspect of the assessment.

At the distinction boundary learners would be able to link the content in the commission to their ideas and explain their choices effectively. In many, examples learners would choose appropriate secondary research and discuss how their ideas would emulate these responses to a similar brief.

The ideas will be well thought out and detailed enough to give the reader confidence that they meet the commission.

The following response gained 13 marks

Rationale

Understanding the Commission

Move it is a not-for-profit organisation that has been made to promote healthy lifestyles to all different groups of people within the UK. It raises the benefits of a healthier lifestyle with exercise. The organisation wants to target members of the UK to create and produce a healthier lifestyle and allow themselves to be a better person in the way they act and the way they feel due to becoming a lot healthier. It is a well known and respected organisation due to it being funded by UK sports and fitness industry. They wish to create a media campaign to encourage people in the UK to “move more” and be more active.

Justifications of the commission

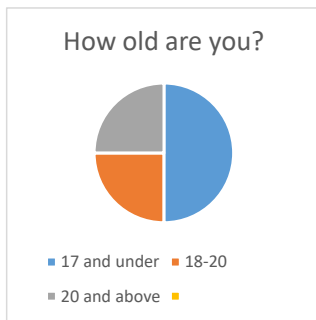
The reason why Move It wish to create a media campaign is due to £61 billion of the NHS money is going to obesity costs between 2014 and 2015 also due to 63% of adults in England were overweight or obese in 2015 and still a large amount of people within the UK are still very inactive or have a very low active life. They also believe through research that there are many benefits to having a healthier population as data shows that healthier people tend to have happier lives and a lot more fun and also would allow less pressure on the NHS and on service that cover and help mental health.

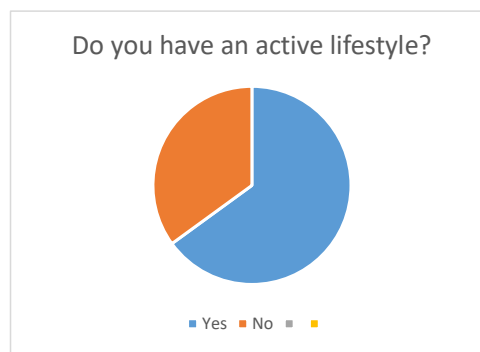
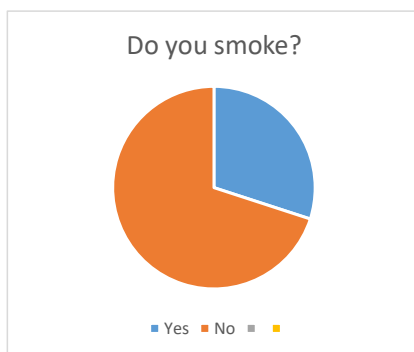
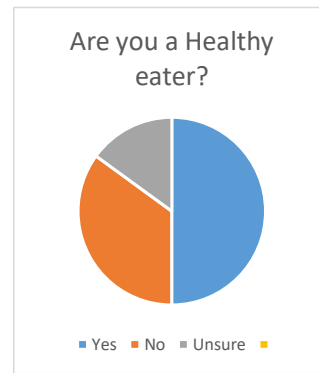
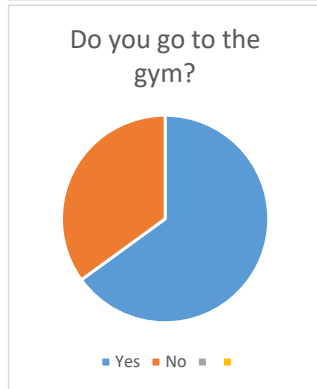
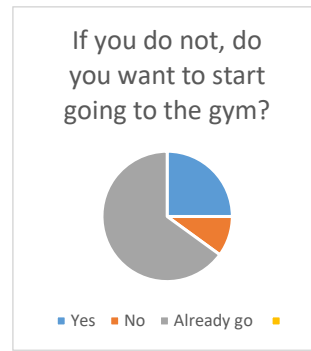
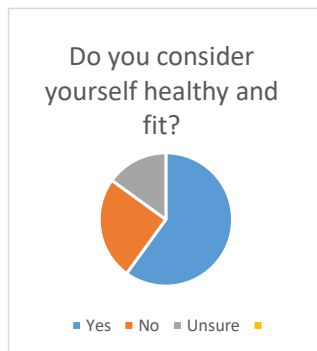
Who are they targeting?

Move It organisation wants to target the less active groups of people in the UK and help them to allow themselves to be more confident and be active. Even though this is who they would prefer to convince into being more active, Move It dont have a demographic and just want the population of the UK to take more exercise and live more healthier lives.

Primary Research

For my primary research i asked 20 people 10 being girls and 10 being boys. I used the age ranges of 17, 18-20 and 20 above, due to this being a demographic that would be more involved with exercise and also due to them being more approachable when talking about fitness.





By looking at my Primary research it is clear to see that the Move It campaign is needed. For my first question I asked How old the participants were to show i used different ages and to also give a better understanding of the demographics. 20 people in total were asked and 10 of them were women and the other 10 were men. 10 were 17 or under, 5 were 18-20 and another 5 were 20 above.

My second question was simple but direct where i asked if the participants consider themselves to be healthy and fit, 12 people said yes to this and the other 8 said no or that they were unsure. I believe some of the people who said yes believe they are but arent. Also with 8 of 20 people saying they dont believe themselves to be healthy is a staggering amount.

The next question followed the previous one and simply asked if they attend the gym, I was surprised to find out that 13 of the 20 people do go to the gym while 7 do not. Due to this it can allow the campaign to be helped as can encourage more young people to go if they see others attending. But it also does show the large amount of individuals who still aren't going out to the gym.

To find out how active they are at the gym and if they go enough I asked how often do they go. With the options; most days, twice a week and once a week. Most days would be 3 or more times a week, this got an answer of 7 while twice a week got 3 as well as once a week and then never with 7 due to the group of people not going to the gym. With these results it can be shown to give a correct amount of time spent at the gym and help encourage other groups who don't attend as much to go more.

To see if the campaign would have people interested in it I asked the group of people who don't go to the gym if they would want to start going where 5 of them said yes and 2 of them said no. By seeing that 5 of the people do want to start going can allow the campaign to see that there are groups of people wanting to start going to the gym but they just aren't motivated enough. And so the campaign can look at this and try and focus and encourage this type of demographic to attend.

The follow up question looked at the eating habits of the participants where I tried finding out who considered themselves a healthy eater or not. Where I got the results of 10 believing that they are healthy when it comes to eating and 7 that don't think they are and a 3 on the side which are unsure. Due to individuals being unsure it shows that people need to be made more aware of a healthy balanced diet and for the people that say no need to be shown what can happen to them not having a healthy diet.

Question 7 was to find out about their health outside of eating and gym work, which would be on smoking cigarettes. I was quite surprised from the outcome of the results due to 6 of the 20 people actually smoking. This is something that is very unhealthy for the body and affects a lot internally such as your lungs. Even though it is a positive that more people choose to not smoke 6 is still a quite high number and so can show the campaign that smoking affects need to be shown more and to why they shouldn't be used.

The final question I asked was focused on activeness in the lifestyle, as I asked if the group have an active lifestyle whether it's a type of sport during the week or just a hobby, 13 members of the group said yes and 7 of the group said no. This again can be seen as a positive as it allows Move IT to know and understand that more people are active than passive also it allows us to see the demographic of young people who aren't active and so can create a larger focus on them and allow the organisation to find ways for them to be motivated and attracted into being healthier and more productive.

Secondary Research

<https://www.sportandfitness.bham.ac.uk/blog/link-between-exercise-and-health-2/>

- Positive mind-set - the endorphins released during physical activity can help us see the world in a brighter light and enhance mental wellbeing.
- Stress management - likewise, regular physical activity can help us to manage life stressors much better, through both release of endorphins and as a distraction technique. As discussed, exercise can help you achieve a more positive outlook as well as improve sleep quality, both of which are important in managing stressors. It is also thought that exercise can help to improve our ability to activate the control centres in our brain and the nervous system, which helps us rationalise situations – very helpful when we are under pressure.
- Body composition - increased physical activity levels can reduce body fat and increase muscle tissue – contributing towards an overall positive body composition profile. Body fat percentage is a more useful tool when looking at body composition than body weight alone. The gym at sport & fitness offers muscle and weight analysis tests which can assess your body fat percentage.
- Improved physical function - regular activity can improve our physical capabilities, enhancing muscle strength as well as overall fitness and stamina. This can make daily tasks much

easier and increase our quality of life. This is particularly important as we get older. The ageing process results in the loss of muscle tissue, and exercise can help offset some of this muscle loss, helping to preserve strength and function.

- Reduced risk of disease- exercise is one of the most powerful preventative medicines we have in reducing our risk of developing diseases such as type 2 diabetes and cardiovascular disease. It can also be beneficial in managing and rehabilitating these conditions, so exercise can be preventative as well as useful for recovery.
- So what is the recommended amount of exercise?
- The american college of sports medicine (acsm) recommends that we aim for a minimum of 150 minutes of moderate exercise, or 75 minutes of vigorous exercise a week – that's only 30 minutes for five days a week! This is the minimum and ideally, we should be aiming for more. Walking more – whether it be taking the stairs instead of the lift or as part of your commute – can be a great way to add a bit more physical activity into a busy lifestyle.

I used this website for part of my secondary research due to it showing what the positives are of becoming more healthy and leading a more active lifestyle. Also the site looked very serious and professional with the knowledge and understanding of healthier people. Also seeing that it uses research from colleges that take in a lot of depth and detail in to these particular subject it shows a state of it being a reliable source and containing a lot of knowledge. I only took the positives from this website as I believe that they aren't shown enough and most campaigns and organisations mainly focuses on negatives that are introduced into being unhealthy. It also shows a sense of competition as allows Move It to know and understand what other places and organisations know and so shows them how they can become different and appeal more.

<https://www.foundationforpn.org/living-well/lifestyle/>

Maintain a regular exercise routine

No, you do not have to force yourself into intense workouts at the gym but you need to keep as active as possible. You can stick to easy floor exercises, swimming, walking, or simply keep yourself moving by doing some household chores. Do what your body allows you to do. What is important is that you continue exercising. Give at least twenty to thirty minutes a day to exercise at least three to five times a week. Have a routine; see to it that you have enough physical activity each day.

Be conscious in your diet

To maintain a healthy lifestyle, you need to keep eating healthy. Add more fruits and vegetables in your diet and eat less carbohydrates, high sodium and unhealthy fat. Avoid eating junk food and sweets.

Avoid skipping a meal—this will only make your body crave more food the moment you resume eating. Remember to burn more calories than you eat.

Engage in the things you are passionate about

Every now and then, to keep the stress and the demands of life from taking over, take a break to do something you love doing.

Surround yourself with positive energy

In order to have a sound mental and emotional state, you must surround yourself with positive energy. Yes, not all problems can be avoided. But it helps to face such obstacles with an optimistic outlook. Surround yourself with encouraging friends and people that will provide you with constructive criticism every once in a while to help you improve.

This website I used as I felt that the website was very direct to the reader due to the term 'you' being used a lot. The part that I obtained from the website just gives instructions to the audience and what

they need to take into consideration about the way they are living their life. The main reason to why I liked this site was just due to its directness to the audience this is a very effective way to one gather the audience's attention and two to allow what is being said to be placed into the mind of the reader and make them think about the meaning behind what is said and whether they feel that they should do it or not. Also the site doesn't go into too much detail where the reader would suddenly get lost and not understand what is being said, by keeping the knowledge simple and correct for the audience they will read more and continue to understand what is being said to them and how they can respond to it.

Competitors within the same industry

Due to Move It wanting to create a media campaign to attract more individuals in the UK to become more fit they will have some competition. Throughout UK advertising there have been many companies trying to get more groups of people to get involved in fitness. An example of this would be from the National Lottery where they produced a female based fitness and achievement advert known as 'This Girl Can' (<https://www.youtube.com/watch?v=jsP0W7-tEOc>). This was a smart idea as most adverts were aimed at men and so women didn't want to or feel like they were being invited into the fitness world and so when this advert was produced it allowed a much larger and wider audience to be introduced further into the fitness world. Another brand that did this same concept was Nike and their 'Women Better For It' campaign which again from the title can be seen as it focusing on women and attracting that group of people.

Nike also created a campaign called 'Find Your Greatness' which I believe was very effective this wasn't just focused on only one gender or size, the advert produced many different scenarios where we could see people becoming more healthier and using different ways to achieve this. A memorable part of this advert was an overweight young boy who we would see running towards the camera as we tracked back along on a long road just running with so much sweat running down him. This I believe was smart and effective as it showed a size many people wouldn't want to see but I believe it created motivation and passion in the minds of many overweight groups of people who watched the video and made them wish to start becoming more fit and maybe take on running.

Because of all this it shows that Move It needs to be different and maybe go into more detail and show something people think that people would find upsetting and not want to see.

Ideas

Idea 1 – Shows an overweight individual laying on a couch and a celebrity randomly appears in front of him and tells him he needs to be healthy and they go through this whole montage of the man getting fit and his life begins to be overwhelmed with options and activities he didn't have before. I believe that using a celebrity that people look up to and want to be like is quite an effective way of transitioning the message that is trying to be issued out to the public. Locations: House, gym, towns

Idea 2- Shows a split screen of the two people's lives one who is healthy and has a good lifestyle and another who is unhealthy and has a dull boring life. They somehow randomly meet and the unhealthy individual wishes to become as healthy as the other person. They become more successful in life and we see them as a happier person. Location house, town/city, gym

Idea 3- Women smoking in house kid comes down and begins coughing and begs mum to stop smoking she then eats more junk food and so the son watches and we zoom into his face and come out and we see him continuing the future like his mother. But then we see a side where she does begin to stop smoking and begins eating healthier food and being more active with her child, scenes of the boy playing a sport and being dominated by opponents while mum carries on smoking and what he could be like if the mother and son become more healthy together. Location house and long road, gym

I have chosen idea 2 as the advert I wish to make this is due to the fact of it being direct to the message that Move It wish to show and also I believe that using a split screen will be very effective and will not have been seen before on an advert. Also will allow the audience to pick a side that they

would want to be more like and allow them to see the positives and negatives of exercise and healthier lifestyles.

Developments to the idea

I have chosen to add some scenes into the idea, i believe that by adding the scenes it will create a more effective and relateable concept for the younger and older audiences. Within the split screens we will see these two young 17 year olds who go to the same school. The audience will see how the healthier more active individual is more confident and smarter through different scenarios that take place. For example, the unhealthy boy will be sitting alone at break and lunch while the healthy boy is with a large group containing boys and girls, they will also be seen playing football in PE and the healthy boy is dominating against the other participants especially the unhealthy boy. A rapid montage will then go through the split screen after that moment of the boys success and life as they get older. Through this advert the audience will see how the healthy boy attends the gym and goes on morning jogs while the other boy doesnt do anything. I believe this to be an effective method into gaining attention of the younger audience as well as the older audience this is because the younger audience will thrive and want to be like the healthier participant girl or boy and also due to the older generation wanting to set a good example for their children and also maybe wanting to see if their life will improve as did the healthy boys.

Final Idea

The advert will start by showing Move Its brand and how individuals will be able to get more information looking at the website or contacting them. It will then fade to where it shows a split screen of the two peoples lives one who is healthy and has a good lifestyle and another who is unhealthy and has a dull boring life two adverts will be made one focusing on boys and another focusing on girls allowing a larger audience to relate and create more understanding and acceptance. We begin the advert in the morning with the two boys waking up, the healthy boy waking up early to go on a jog and gets up straight away we see him get ready to go for a jog and eat a healthy breakfast while this is occurring the unhealthy boy is still in bed pressing the snooze button until he finally gets up where we see the healthier person already home and showering for the day ahead. We see the two boys with their parents, the unhealthy boy is arguing due to his tiredness and wanting a lift while the healthy boy says bye to his parents hug them and leave smiling. When the two boys reach school we see that they go to the same school and begin to learn that they are in the same class. The montage then begins where we see the healthier person answering most questions within the class and getting a lot of attention off the opposite gender and from groups during breaks. While the unhealthy person can barely answer a question and is very dull and alone. We then see a PE session where the unhealthy individual gets the ball in football and is shoulder barged to the ground by the healthy boy and as he looks up we have a rapid montage showing the future of the two one being successful and the other working a low paid dull life flashback to the moment and the unhealthy boys gets up determined and begins to chase. Due to a high budget i believe that this production will look a lot better after editing and will provide meaning, understanding and allow the audience to relate in some way and make them want to become fitter and more active within their life.

The Rationale has elements of Band 2 and Band 3. Each idea shows a reasoned consideration of the commission. There is a sound interpretation of the supporting material and although the analysis of the content, scope and purpose of the commission is only critical in places, effective connections are made between the research findings and the requirements of the commission. There is also competent reference to relevant existing practice.

The following response gained 6 marks

Rationale

starting to read the brief and get a rough idea of what is needed for the move it advert, I wanted to come up with a few ideas so that I can see which one will be best fit to the brief. My first idea I came up with was about charitable organisations coming together to get a younger audience to be more active and take part in community activities. I wanted it to show the impact that charities and communities can make to the younger population. The advert will be off the children playing games such as football, netball and rounder's. Because they are fun to play and will get children at home to see this and want to be a part of it. The second idea that I came up with is following a women who is around 25 and the shot will be side by side of her as a fit and in shape person on the left and on the right I wanted to have the same women but as overweight. And I wanted to show the difference that she would have on an ordinary day when she is healthy to when she is unhealthy. The way I was going to do this is by have similar shots such as on the left she will be putting her running shoes and going for a run and then on the right she will be putting her slippers on and struggling to get out of bed. The reason I felt this could work as an advert is because it has an emotional side to it and when people watch it who aren't as healthy as they want to be, it will make them want to change their ways and be more active. When I finished these two ideas I needed to see which one was more fit to the press release from MOVE IT. Starting with the first one I started to realise that the target audience that I was going for wasn't what was matching the target audience that was wanted for the MOVE IT advert, so straight away there is a big disadvantage in using this idea. But then on my second idea I went for the target audience of 20-40 year old women because the age range that is wanted

from MOVE IT is around that age and also they wanted to have women as the main course of action. The NHS are one of the reasons MOVE IT want this advert to be released. So I looked at data about obesity in the past couple of years to see how bad obesity has risen in numbers in the UK. A release from NHS showing the body image and confidence issues in the UK between men and women, 40% of women are not confident in their body compared to the 20% of men who aren't confident in their body which shows that women are one of the main targets for this advert. Another statistic that I found about women's weight in the UK is 62% of them are overweight. Which is a very high number compared to the low number of 38% who are fit and healthy. This made me want to do some of my own research and conduct surveys and getting women to respond to these, I made sure that the women filling out these were in the exact age range that I am going for. I asked them if they could do more exercise which nearly all of the results I got back were a yes, this shows that they are not pushing themselves enough to get healthy. Then I asked why is it that you don't do as much exercise as you should be doing and some people said because I can't be bothered and some said they don't have the time for it because they're busy which shows that they are not getting enough of a boost to push them to get back into a healthier state. The reason obesity is putting a strain on the NHS is because of over 617 thousand admissions in the HS for obesity is happening and I feel like the advert I will do will push these women to help the NHS out but most importantly themselves. When reading the brief again and again looking at what has to be met when it comes non-profit organisations I had to look at what was important about these organisation because MOVE IT is a non-profit organisation. So I had to make sure that it either meets a religious, scientific, research or educational setting which it does and to make sure it is furthering a particular social cause. So that's why I had to make sure that the advert meets every single detail that entails in the brief.

This rationale seems to be focussed on explaining the problem that the commissioner is attempting to solve rather than explaining their understanding of the commission. There is some research evident but only basic consideration given to the content (there is limited linking between the research and the idea) (bullet point 1, band 2). There is a descriptive analysis of the commission and some literal connections made (bullet points 2 and 3 in band 2). Finally, there is almost no consideration given to existing practice (bullet point 4, band 1).

ACTIVITY 2 - PITCH

At the Pass boundary, learners would typically describe an idea without making it feel particularly plausible in terms of how the production would be made. Some learners would spend too much of the pitch reiterating the commission back to the commissioner or describing the importance of the theme (rather than the reasons to choose their idea).

Mostly learners at the Pass boundary would have demonstrated an intention to make their pitches persuasive but this may be limited to some generic statements about the quality of their work eg “we always produce the highest quality games so you should have no concerns over choosing us”.

In some cases, at Distinction level the pitches will make effective use of the word limit through a coherent structure to the pitch.

Learners' pitches would give the reader a clear idea of their production based on the commission. For example, a learner might say – the split screen effect will be lit and colour graded so that the version of the character who decides to exercise is portrayed in bright and vibrant colours, whereas the other side of the split screen would be slightly de-saturated to convey a more sombre mood. The ideas will also generally be justified in terms of why they are appropriate for the audience. Learners at this level also have made a clear and coherent attempt to sell their proposal to the client with the effective use of persuasive language. Ideas would be conveyed with precision explaining key features of the production such as the style or approach that make it distinctive from generic ideas.

The following response gained 14 marks

Move it have commissioned me to create a product to promote healthy lifestyles. This commission inspired me to focus on a story of two college friends that take different pathways. I aim to show the target audience the importance of making the right choices whilst they are young and show the impact different lifestyles can have.

The title of my promotional video is "Future" and aims to raise awareness of the benefits of taking regular exercise and how the choices they make now will impact their them later in life as adults.

The product will be 6 minutes long and will showcase the lives of Lucy and Ryan and their daily routines. After an introduction scene, the screen will split in two showing Lucy leading a healthy lifestyle justified with brighter colours and soft lighting whereas the other side shows Ryan and his unhealthy lifestyle supported by dim lighting and monochrome colours, making it visually appealing to the target audience. As they meet

up, the split will disappear and the lightning and colours will be become one. The following shots will be point of view shots that act as interview style shots from both characters to show their side of the story, this is the informative section of the product where it shows the target audience about the dangers of obesity but also the benefits Lucy has had form taking regular exercise.

My idea shows simplicity but also suits the target audience as it uses the results found form my questionnaire and includes brief information. Following Lucy's healthy lifestyle will influence not only Ryan but also the target audience to change and this why it meets the objectives of the product.

For my product, I aim to use a good quality camera and equipment as the client receives substantial financial support and this will help me make the product the best quality. I will also use Premier Pro as it is the best industry standard software available.

In conclusion, the product will show the everyday lives of two young college students and showcase how their lifestyle choices will impact their future as this product aims to influence them to choose the healthier lifestyle.

This is a persuasive pitch that includes a clear and plausible idea to go into production. The learner demonstrates a good understanding of production processes (use of POV camera technique) throughout (bullet point 1, band 4). There is a clear link throughout the pitch back to the commission (bullet point 2, band 4). There is a deliberate attempt to persuade the reader about choosing this idea (bullet point 3, band 3). The idea could be slightly more developed in order for the last bullet point to reach the top mark band.

The following response gained 7 marks

Pitch:

I have proposed that my final commission is to be done for the MOVE IT organisation, as a persuasive video that will ideally aim to campaign all of the beneficial points that loom through doing regular exercising either through a mile walk which can burn calories or even to drink more litres of water in the day. To fundamentally aim to encourage those people to whom are deemed least inactive in the country, to take up a brand new resolution that doesn't have to be set at the start of a new year but at any seasonal time in note form. The video that i want to compose for the client, will introduce guidelines to ways of kickstarting daily routines for having a more healthier approach in life, which i will campaign as something that can be done in the smallest doses possible and it doesn't have to be a liability to be taken into consideration. The video will also be addressed to every age bracket, to allow for a better social impact when this is covered as i will produce my content in the post production phase to be as friendly as possible and includes the appropriate terminology for the audience that isn't done in a offensive manner that is vulgar but i will show it through contributing benefits that occur in a person's head from burning fat and calories through taking part in team-orientated activities and the positive feelings you will receive from doing this physical process on a regular basis and how it can change you as a person for the future ahead.

The opening shot will conduct a close up to two characters, that will both be waking up through a parallel technique with set alarms to start their days off. They then contrast what their actual palates are by heading down to the kitchen, for what health experts believe to be the most important meal of the day that is breakfast. One man is in prime condition with his shape and the types of foods he will intake on a given day, which shows him to eat a high fibered breakfast bowl, with orange juice and the second man on the other hand is shown to be eating a full fry up that consists of starchy and fatty substances on one small plate, which will aim to educate young teens and broaden the adults knowledge, to the recommended substances that you should eat for your breakfast from health experts to make your day even more productive

An overview of the proposed content is offered with some sense of narrative flow. However, despite a persuasive tone, the Pitch does end rather abruptly and would have benefitted from further clarity in terms of linking production processes to the commission brief.

ACTIVITY 3 – PROPOSAL

Learners at the pass boundary were more likely to describe what they would produce without going into very much detail about how they were going to do it.

Some sections of the proposal template may have generic or limited information in them (particularly around aspects such as legal considerations, planning and scheduling implications and technical consideration).

In moving image proposals at the Pass boundary, there would likely be a disconnect at this level between the content described and the techniques chosen to realise them.

With distinction boundary proposals, learners will have covered all sections more evenly than weaker learners.

Learners will have selected specific techniques and approaches will be conveyed with detail and these will be informed by the commission requirements.

When completing the scheduling section there will be a realistic timetable that belies an understanding of the production processes. There are likely to be pertinent examples of where the producer would need to consider legal and ethical issues.

The following response gained 18 marks

Proposal

Shot list:

Scene 1 Shot 1- Medium shot of individuals getting up from bed, we see their whole bed and them to show audience how both of the people live and act

Scene 1 Shot 2- Close medium shot of unhealthy person still in bed pressing snooze on phone, while healthy person has tracking medium shot of the person jogging

Scene 1 Shot 3- High angle shot of individual finally getting up as we look down on him, cut to healthy boy walking back into house.

Scene 1 Shot 4- Close up of healthy person brushing teeth and tracking shot of unhealthy boy rushing to get everything prepared

Scene 1 Shot 5- Unhealthy person arguing with parents due to tiredness and wanting a lift, while healthy person hugs their parents bye and leaves smiling.

Scene 1 Shot 6- Tracking close up of healthy boy walking to school , and close up tracking of unhealthy boy getting a lify, which then leads to an over the shoulder shot of the school.

Scene 1 Shot 7- Looking through a window we see on one side camera focusing on healthy person and a camera focusinhg on the unhealthy person. We see healthy person happy and doing work and answering questions and opposite for unhealthy person.

Scene 1 Shot 8- Then cut to break, high angle medium close up looking at the healthy individual surrounded by a group of people laughing and enjoying themselves, while we have a close up of unhealthy person alone eating looking upset and tired.

Scene 1 Shot 9- Then we cut to the football PE game, high paced tracking of healthy person running around dominating the field then, medium shot of unhealthy person getting ball and being shoulder barged by the healthy person slow motion drops to the ground track shot of unhealthy while other camera has a low angle shot of healthy person running off with the ball.

Scene 1 Shot 10- Zoom in on both boys and then begin to see life past by, mainly filmed with medium shots and some close ups.

Scene 1 Shot 11- Medium close up of boy getting up, close up of determined expression then runs from the camera and fade to black.

Equipment

Tripod- DJI RONIN-MX GIMBAL STABILISIER £1099, Manfrotto 546gbk video tripod £594

Lighting- Data vision Dual Ledgo Bc kit £852

Microphone- Neumann U 87 Ai Microphone £2000

Boom pole- Ambient Recording QSM Mini Premium Carbon Fibre Boom Pole, 11ft 3in £528

Batteries x3- Panasonic HC X1000 4k £56.06

Camera- Panasonic HC-X1000E 4K £1678

Camera operator -£250

Editor – Daily £300, Hourly £40

Tripod	DJI RONIN-MX GIMBAL STABILISIER Manfrotto 546gbk video tripod	£1099 £594
Lighting	Data vision Dual Ledgo Bc kit	£852
Microphone	Neumann U 87 Ai Microphone	£2000
Boom Pole	Ambient Recording QSM Mini Premium Carbon Fibre Boom Pole, 11ft 3in	
Batteries x3	Panasonic HC X1000 4k	£528
Camera	Panasonic HC-X1000E 4K	£56.06x3= 168.18
Operator	Camera operator	£250x3= 750
Editor	Editor	£300x6=1800
		Predicted Cost around- £8790

Due to Move It being funded by the sports and fitness industry it has allowed a large budget to be used for the media campaign. This has enabled production levels to be high and for me to be able to get the correct equipment and what is most necessary. By having a high budget like this one it has allowed a more professional looking media campaign and also allows more experienced groups of people to get involved. It also gives the media campaign more depth and scenarios where we are able to give the message out to the demographic Move It want to convince into getting fitter. We will also need to make sure that any music that is used within the advertisement is not being illegally used and that we are given permission to use when needed. If we do not this can go against the legal copyright laws that have been applied to many pieces of music with the use of a high budget it has enabled the media campaign to have easier accessibility to components such as this.

The camera I have chosen to look at is a Panasonic HC-X1000E 4K, I chose this camera as I believe that it is a relatively good price and that the quality of the production will be 4K. This will allow the picture to be good and we will be able to get as much as detail as possible on the expressions of the characters and also in the activities and scenarios being encountered. Also with this camera it will get better lighting and also just create a much better advert for the spectators. The camera costs itself is £1678 to buy but I believe we can't rent it for a lot cheaper. I decided to look at getting 3x batteries for the camera this is due to the fact of not knowing how long the production will take and also just to create a more efficient production when using the camera. To make the production look professional I think that hiring a camera operator will be most useful this is due to the fact of the person knowing the best positions to place the camera and also due to the experience they obtain. We would want a high quality professional video as it will attract the audience more and allow more engagement, this is because if we filmed in low quality with awful position of the camera and just poor camera usage then the audience will get bored and not want to involve themselves or spectate the advertisement.

To also allow a higher quality production I have looked at boom poles and microphones to use, the microphone I have focused my attention on would be the Neumann U 87 Ai which is £2000. Luckily Move It are being funded by the sports and fitness industry and so therefore have a high budget to allow equipment like this to be bought. This microphone is expensive due to its good quality and how well it captures sounds. To improve this even more it will be on a boom pole which I have looked at the Ambient Recording QSM Mini Premium Carbon Fibre Boom Pole, 11ft 3in which costs £528. By applying this into the production it will enhance the quality and sound level of the microphone due to the boom pole allowing the microphone to get a lot closer to the actor and also allowing it not to be seen. The boom pole measures at 11ft 3 inches and so is able to stretch very far and also allow a more professional advertisement.

Also included would be an editor I believe that this is a very important job and will need a professional to allow a much higher level of editing. To hire an editor it will cost daily £300 but an hourly rate of £40, by using this to our advantage it will allow again a much higher quality and professional scenario

for the advert and media campaign. By having an experienced editor it will mean that shots and transitions will be better adapted into the film sequence and will also create a more engaging advert for the audience. Also with high quality editing it can allow us to get another opinion on what we should add within the advertisement whether it being a different shot to use or just how the scenes can be changed to make the production look better while still carrying out the message we are trying to tell people. Also due to the advert being made twice it will mean that twice the editing is needed to be done and so using an editor will be more efficient and to what I believe to save and quicken up the timing process. The editor will be needed throughout the film even in pre-production so they can decide what shots will be better and how they can use the camera to make the scene better.

Another object of equipment that I believe will create a better production would be a tripod, this will be useful when providing shots that need to be steady and also to give a better angle. The tripod I was looking at that I believe will be useful and effective would be the Manfrotto 546gbk video tripod which is at a cost of £594. Even though this is very expensive I believe this is a must have, due to the size of the camera equipment I believe a strong and steady tripod will be important and useful. And also will allow the camera operator to have all the equipment needed to work with a camera. Another product that I believe will also help the operator out and provide a better quality production would be a DJI RONIN-MX GIMBAL STABILISIER this goes around the camera and is very similar to a tripod but instead it allows the operator to carry it and create a much better looking tracking and panning shot. Tracking shots are used in some scenes of the advert and so will therefore they need to be up to the standard of quality as well as making the scenes look as professional as possible so the audience being shown can engage more. The stabiliser is a very useful piece of equipment and costs £1099.

One final piece of equipment needed for the production would be lighting this will be used in production when located inside of a building. By having these included it can allow a better quality production as can allow the actors to look better within the filming and also allow the camera and the audience to see the actors expressions. By creating a better image with parts such as expressions the audience can understand how both people are feeling and also allow them to engage and relate or begin to gain feeling of emotion towards the characters being shown. The lights that are being used are Data vision Dual Ledgo Bc kit which costs around £852.

Due to filming a media campaign at a high quality professional level, we will need different areas of where to film and how and why they would be useful. Also it will need to be checked to see if these locations provide what is needed to create a more safe and better workplace for the crew working on the media campaign.

Locations- For the filming itself I have decided to add and apply a few different locations to allow the story within the advert to be continuous and also allow a more active and engaging sequence. One location that will be needed will be 2 households. We need 2 due to the two people in the campaign having much different lives and it allows us to show more of what effects occur. A household is also useful as it is very accessible and it will allow space for equipment when not using, it is also a much safer environment for the crew and plays a big part in the scene for the campaign itself. A household is easy to find and use and shouldn't really cost a lot of money due to having a crew some may allow filming to take place if not we can ask property owners if a house can be used for the production of the campaign. Another location that will be used and needed is a school this is due to the characters still going to school. A school should be easy to use and will just need to be contacted and asked and also getting permission off parents to allow people within the school to be filmed if needed. A school provides a lot of space and room for the crew to move around and to also put equipment in a safe place when not needed. By using a school/college it can allow a more realistic approach and create a more engaging and relatable advert for the audience watching. Within the rapid montage we will see the healthier individual become more successful and be a CEO of a company, so another location that might be needed would be an office of some kind. Now this is relatively easy to find and should be very accessible for the campaign and the allowance to film. If people ask for rent money or to be paid to use these locations we are able to do so due to the high budget being given to us.

Sound- Sound is a very important and useful part of a production and so we will need to make sure noises that aren't the actors or aren't wanted are to be lowered or prevented. An example of this would

be in a school at times of break and lunch it is very loud and noisy from other people talking and doing whatever at break. Even though this will apply a more realistic approach it can provoke the characters' dialogue to be disembodied. So for this we will have to either record background noise and then lower the volume and up the characters' dialogue volume or we just get the actors to do all their talking within a booth on a microphone. A house shouldn't have much unnecessary sound due to it being within walls and not really able to consist of loud noises and so noises such as cars driving past or ambient sound of birds and other parts of the street shouldn't be very loud. Some of this will still be applied into the sequence just to again give a more realistic approach and to also provide sound if the scene is quite quiet.

Lighting- Through the outdoor scenes the only lighting that will be needed is the natural, this is because it makes the scene look more natural and realistic. Also with natural lighting already in place it will be quite hard to gain an effect with the lighting we have provided. During indoor scenes the lighting within the buildings can be used but these aren't very strong and may not be applicable into showing the sense of expressions and when creating shadows. Because of this the lights bought with the budget may come into place and be used just to provide a stronger better light than the ones within the school and house. With the rapid montage scenes the lights bought will be being used this is due to the fact of wanting the healthy person's future to look bright and strong indicating happiness. It will also allow the scenes to be seen better and create better quality for the spectators within the audience. Also some lighting may need to be taken away or added depending on the weather of the location as it could be very sunny which can create glare and may affect the camera quality or it may be very dark and so extra lighting could be added.

Facilities- Throughout the filming process facilities will need to be near the crew and easily accessible for disabled people as well as the crew themselves. Due to the crew working they will need appropriate facilities such as places to get food and also a place to go to the toilet and space and storage for equipment that isn't being used. Within the location of the house it should be very easy to access and provide parking in front of the home and around it, the house also will consist of a toilet and food will be supplied. A house is a very easy place to film due to it having most of the components needed for the crew. With space and storage I believe places will be reserved to place the equipment but would need to be watched in case someone breaks in which is rare to occur. Also within the school all facilities are taken and provided for. For example, the accessibility there will be parking for all the crew and it will also consist of many easy and accessible ways for disabled people to be introduced in. Also due to the location being a school it will provide a canteen where we can get lunch made for the crew when on a break. There are also many rooms and storage cabinets where the equipment can be placed and retrieved very easily. Other parts of the rapid montage will most likely be in a studio or a set and so will have facilities such as toilets and places nearby to go and eat and to also have parking and better accessibility.

Practicality- The practicality of the filming process is very high and the use of the locations wanted should be easy to get and within these locations filming should be easy. In the location of the house filming may be harder to produce as there could be less space for crew members to film and use all the equipment purchased from the budget. Also within the school/college it may be difficult when filming due to students in the school. This is because some may find it funny to mess about during when filming takes place and so causing a re-shoot and also may try and touch the equipment provided creating broken equipment and a less efficient production. Also with the use of split screen and having to make two of the same production may find out to be difficult and allow pressure onto the crew but I believe that it will be very effective and work during the production of the film.

Risk assessment- A risk assessment is a legal obligation to be taken before any of the filming is done and protects the Move It organisation as well as myself. A risk assessment is a task done before filming where different hazards will be looked at and wrote down to warn members of the crew and to help us try and make them safer, by doing a risk assessment it can allow the organisation and myself to not be sued if someone in the crew hurts themselves in some shape or form. This will need to take place within all locations that we will be filming at to allow a safe production. A school should have already have a risk assessment taken place but as a safety measure another one will be done, also

within the house one will need to be done as the crew may be able to hurt themselves such as hurting themselves over counters or falling over something in parts of the house.

This is a Band 4 response. The learner has recognised that this is a big-budget production and demonstrates comprehensive knowledge regarding the video production process and the technical considerations. The content and structure of the proposed video would also effectively target the audience and although some of the logistical implications have been considered in detail, this is not comprehensive enough to fully meet the Band 4 criteria.

The following response gained 7 marks

Proposal

Content Overview

When the player first starts the game the player will see a menu. At the top of the menu will be the game name 'New Me'. Under that will be three buttons. The first button will say 'start' and will be the button that the player will click on to access and play the actual game. The second button will be an 'Options' button which will allow the player adjust audio settings such as music, sound effects and master volume. The third button will be an 'Exit' button which is for when the player wants to quit the game. When the player clicks on the start button they will be taken to a loading screen.

Once the game is loaded, the player will then be taken to a character customization screen where they will be able to edit their characters head and attire. When editing the head of their character, the player will be able to change the hairstyle hair, colour, eye colour and facial hair. When editing the attire, they will be able to go through options for the top half of the body, the lower half as well as what shoes the character wears. Once complete, the player will load into the game where they will see their character in their living room. On screen they will have five buttons. One will be in the top left which will be the 'Exit to Main Menu' button which will take back to the menu. There will also be another button just below it which will be the save, button which allows the player to save as of when they would like to. The last three buttons will be at the bottom of the screen which will be the way the player navigates around the game. The first one of the three will positioned in the bottom

left and the button will take the character to their house. This is where you will take the character if they need to get some sleep to get some energy. Energy can be replenished with food but only when the character is not tired. The second button will be at the bottom middle of the screen and will be the option to go to the kitchen. This is where the player takes the character in order to keep him happy and not hungry but also the character gains energy which can be used at the gym. The third button will be in the bottom right and will be the gym button. This is where the character will most likely be most of the time. Here you can get do exercises where the player will have to do timed clicks/taps or quickly click/tap in order for their character to get maximum effort out of the workout. The player will also see two meters in the top right of their screens. Each meter has a certain role. The first one is food and when the mood meter is going below 50% the character is starting to get hungry. If the meter drops down below 15% the character is now starving and the player will have to feed as it will also affects the energy bar which is the second meter. When this meter is full it means the character is ready to go to the gym but when the energy bar drops below 10% it means the character needs sleep and that's when the player must take their character back to the house in order to get some rest.

Technical Considerations

During production there could be some issues that we could run into if we aren't careful. For example, a hard drive could corrupt or an asset someone's worked on hasn't saved correctly. Therefore to reduce the damage done, if one of the hard drives go corrupt, we will back up everything up on to multiple hard drives so the damage done isn't severe. To avoid an asset not saving or not saving correctly we will have multiple saves of an asset so if one doesn't save properly then you can get a version of the asset that isn't too far from you recently worked on.

Contributors, Location, Assets and Equipment

For the game I will not need any contributors as the staff I will working with me is all I need to create

the game. Any external would be a waste of money for the project and a waste of time for both parties. Locations will not be a factor when it comes to creating my game as the locations in game will be designed by the graphic designer. The location needed for the game is the office space which is located in Birmingham. We chose to have the office in Birmingham because the All the staff live in and around the Birmingham area. When it comes to managing assets we will be using a software known as 'AssetBank' which £14.99 a month. We decided to go with the software as it used by big companies such as ITC, BBC etc. and it also has 5 stars on Trustpilot. For equipment, I decided to go for 2D game development minimum equipment as the game going to be produced will be for web browser and mobile I thought it better to go with 2D game development as it cheaper and also more efficient when it comes to this style of game. The equipment being used we be shown below;

- Computers and Monitors x2 = £742.40
- Desks x2 = £330
- Chairs x2 = £120
- Mouse's x2 = £120
- Keyboards x2 = £180

Legal and Ethical Considerations

Legal considerations such as copyright and age ratings will not be a problem. Copyright would not be a problem as I am not going to use anyone else's work in my game. All of the content that is in the game will be made by staff including the audio within the game. Age ratings won't be a problem as the game is going to be used for educational purposes and not commercial use.

Ethical considerations like stereotypes, violence and how addictive the game will not be a problem. Stereotypes will not be a problem as the game isn't forcing the 'obese' character to eat junk food. Instead the game gives the player the freedom to make the character eat whatever they want so stereotypes will not be an issue. Violence won't be an issue because there will not be any violence

featured in my game at all. The game will not be addictive at all. The experience the player should get is to want to play the game again but not want to play it all day every day as that isn't the purpose of the game.

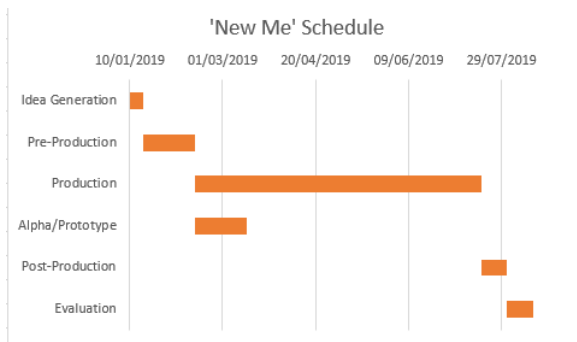
Scheduling and Planning Considerations

Budget

Staff will be working 5 days a week 9 – 5.

Staff/Hardware/Software/Marketing/	Costs	Total (7 Months)
Programmer	£7.50/hour	£9,900
Sound Engineer	£7.20/hour	£9,504
Graphic Designer	£7.50/hour	£9,900
Lead Developer	£10/hour	£13,200
Unreal Engine 4	Free	Free
Audacity	Free	Free
Photoshop	£29.99/year	£29.99
Food & Drink	£50/week	£1,650
Mini Fridge	£79.99	£79.99
Gas & Electricity	£55/month	£385
Wi-Fi	£50/month	£350
Computers and Monitors x2	£742.40	£742.40
Desk x2	£330	£330
Chair x2	£120	£120
Upload: Web Browser	Free	Free
Upload: Mobile (Android)	Free	Free
Office	£1410/year	£1410
Social Media	Free	Free
Word of Mouth	Free	Free
YouTube	Free	Free
Blog	Free	Free
AssetBank	£14.99/month	£104.93
Total	-----	£47,706.31

Schedule



The Proposal demonstrates a simplistic understanding of the process of producing a game. However, despite its limitations, the target audience is generally appropriately considered. The game proposal uses some technical language and is structured appropriately (e.g. use of subheadings). However, the proposal displays a certain naivety in its consideration of logistics and is too simplistic to meet the Band 3 criteria.

ACTIVITY 4 - TREATMENT

The realisation of the idea at the lower end of the mark range would also be somewhat unclear and lacking in detail (we then see the character being happy after exercising). Print responses would perhaps not include designs that were appropriate for the target audience or client (using multiple varied fonts and layout designs without justification, for example).





Learners at the lower level would perhaps not fully use the template, leaving some cells or entire pages blank. Justification sheets may be used, however the justifications at this level are likely to be mostly descriptive.



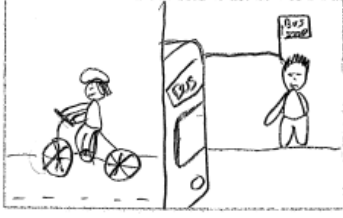

At the higher end of the mark range, the treatment will include detailed justifications that makes clear links to the requirements of the commission. There will be a consideration of the target audience and why the styles used would be effective at communicating the necessary message to them. Overall, styles and techniques will be used purposefully with an intent to meet the needs of the brief.





With the treatment the distinction boundary, work does not necessarily need to demonstrate high levels of technical skill although the intention of the proposal has to be clear. Storyboards should include clear references to timing, audio and shot transitions. The sample text for print commissions should be written in an engaging style that meets the targeted audience for this commission.


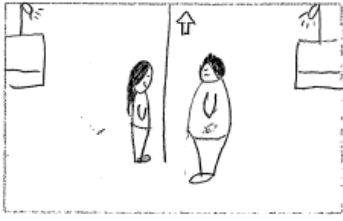


The following response gained 17 marks



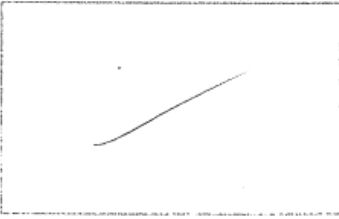


Treatment

Storyboard	Producer name	Title	Page number
Edit:	Audio	Description	
	Intro music	Close up on Ryan/Lucy Camera is still whilst they walk out of shot	
	Continued intro music	Title slides down from top to middle of screen as Ryan/Lucy walk out of shot	
	Start to lower music	Wide shot showing college Pans around to Ryan and Lucy with friends	
	Start track 1 - low Dialogue between Lucy and Ryan	Medium/Two shot Lucy/Ryan talk about hectic lines Exit the frame opposite ways and split screen comes down	
		Duration: 18 seconds	

Storyboard	Producer name	Title	Page number
Unit	Audio	Description	
	Track 1 Continued	Close up shots: Lucy getting on time Ryan missing his alarm Duration: 18 seconds	
	Track 1 Continued	Head and shoulders shots: Lucy having healthy breakfast Ryan having fast food breakfast Duration: 18 seconds	
	Track 1 continued	Wide shots: Lucy cycling to school Ryan getting the bus Duration: 18 seconds	
	Track 1 Continued Minimized talking sound in background	Two shot with depth: Lucy participating in class Ryan falling asleep in class Duration: 18 seconds	

Storyboard	Producer name	Title	Page number
<p>Edit:</p> 	<p>Audio</p> <p>Track 1 Continued</p>	<p>Description</p> <p>Medium shots: Lucy doing homework Ryan plays video games and eats junk food instead</p> <p>Duration: 18 seconds</p>	
	<p>Track 1 lower</p> <p>Intro of Track 2 (dim music)</p>	<p>Wide shots: Lucy at gym with friend Ryan is getting stressed with the overload of work he is behind on.</p> <p>Duration: 18 seconds</p>	
	<p>Track 2 continued</p>	<p>Medium shots: Lucy at work Ryan in pain</p> <p>Duration: 18 seconds</p>	
	<p>Track 2 continued</p> <p>Doctor talking fade to quiet</p>	<p>Medium shots Lucy at gym with friend after work Ryan goes to the doctor, who warn him</p> <p>Duration: 18 seconds</p>	

Storyboard	Producer name	Title	Page number
Edit:	Audio	Description	
	<p>Start track 3 dim to start gradually higher Dialogue</p>	<p>Head and Shoulders shots: Ryan rings Lucy after leaving the doctor. Fade to black. Duration: 18 seconds</p>	
	<p>Continue track 3 Dialogue between Lucy and Ryan</p>	<p>Wide shot of park: Ryan meets up with Lucy to tell what's happened Duration: 18 seconds</p>	
	<p>Continue track 3 lowered Ryan dialogue</p>	<p>Lucy's point of view shot of Ryan telling her the problems he has recently by not being healthy Duration: 18 seconds</p>	
	<p>Continue track 3 lowered Lucy dialogue</p>	<p>Ryan's point of view shot of Lucy telling him the benefits of doing sport. Duration: 18 seconds</p>	

Storyboard	Producer name	Title	Page number
Edit:	Audio	Description	
	<p>Continue track 3 Minimal dialogue</p>	<p>Two shot of Lucy and Ryan on bench as Lucy shows him a video that inspired her</p> <p>Duration: 18 seconds</p>	
	<p>Continue track 3 Minimal dialogue</p>	<p>Two shot of both of them as they hug after Lucy asks Ryan to join her and he agrees.</p> <p>Duration: 18 seconds</p>	
<p>MOVE IT! Your future is Now! Get your discounted gym membership www.moveit.co.uk</p>	<p>Fade into end music</p>	<p>Camera pans over to the phone next to them to fill the screen. Insert text as shown</p> <p>Duration: 18 seconds</p>	
		 <p>Duration:</p>	

Justifications of your decisions

Scene 1: Introduction to the characters

The first four shots on this first page serve the purpose of introducing the audience to the characters, their surroundings and their lives.

The first and second shot will continue into each other as the first the audience will see a brief look at who the main characters are too be and then as they walk out the shots, whilst the camera is stationary, the title "Future" will slide down from the top to the middle of the screen. I found that this would appeal to the target audience more as the stereotypical title popping up and then fading out would not grab their attention from the start unlike this will.

The third scene is the opening shot to the promotional video as it shows Ryan and Lucy sitting at a lunch table with friends doing work and laughing. Here, the audience will be able to see the location of the college which will denote to them that they are a similar age to the characters and will make them feel more familiar with the environment straight away. This shot is located in a college as this where the brief said they want the product to be available for. The panning down and around of the camera is to show them the location before it gets to the characters and will, like the title, make the beginning more interesting.

The fourth scene of the first page confirms who the main characters are as they start conversing about how busy their schedules are over the next couple of months and that they won't be able to see each other very often. This shows the target audience another piece of information that allows them to relate to the characters. This information was included because of the answers found in my questionnaire.

Scenes 2 and 3: Ryan and Lucy's daily routines

The following shots are to illustrate to the target audience the difference between Lucy's healthy lifestyles to Ryan's unhealthy one. It is worth noting that this product will have colour, not black and white as suggested in the storyboard, so Lucy's side will have soft lighting with normal/bright colours whereas Ryan's side will be composed of dim lighting and monochrome colours. This was done as I feel it will make the separation between the two sides clearer for the audience.

All the shots in the second scene aim to show the audience the difference between a healthy lifestyle and an unhealthy one by giving them four examples. They will include various shots, starting with a close up then a head and shoulder shot, a wide shot and finally a two shot. These shots get bigger as they go along as its purpose is to break the audience into their lifestyles by then reuniting them in the fourth shot but only to still be separated because they are not leading the same lifestyle.

In the fourth shot, it shows Lucy paying attention in class and participating whereas Ryan is falling asleep and is very unhappy. This is to show the audience of the side effects of an unhealthy lifestyle and not balancing everything properly when he should be following Lucy as a role model.

In the third scene, the first shot still shows Ryan playing video games when he should be doing like Lucy on the left; his homework. It is in the following shot when he realises that he has become overloaded with work because he hasn't prioritised it. These two shots are relatable to the target audience as students often prefer to defer from their work and do something more enjoyable before but then suddenly realise about the amount of work they have to do. Its purpose is to make them aware they are doing so that they can then move on and find a solution.

In the third shot of the third scene, Lucy is at work but Ryan feels a pain he then goes to the doctors in the following shot where they tell him his pain is linked to him being overweight and he needs to change his lifestyle or there could be serious consequences. These shots are important as it shows the dangers of living an unhealthy lifestyle is obesity and that this impacts not only them negatively in the future and now but also becomes a burden on the NHS. Its aim is to show people the consequences of unhealthy lifestyles to then prevent them from doing so.

Scenes 4 and 5: Conclusion

In the first shot of the fourth scene, Ryan calls Lucy to ask to meet up. I chose to have a head and shoulder shot as it enables the audience to see how upset Ryan is and prevent the audience to get into the same case but also if they are in a similar case to call a friend as they can help.

The following wide shot shows both of them as they meet up and it is only then that the split screen is brought back up as they face each other because it is at this point that Ryan understands the benefits of living healthy lifestyle and the dangers of continuing how he is living currently.

The third and fourth shots of fourth page are the most essential informative part for the audience watching this promotional video. A point of view shot is usually used to show what someone is doing in first person view which is what I have applied here. But in this case, they are facing each other so Lucy's POV would be Ryan talking to her, and versa, meaning it seems like Ryan is only talking to her but is also talking to the audience as he voices his concerns directly into the camera and the same for Ryan's POV when Lucy is talking about the benefits of sport not only to him but also the audience.

These point of view shots are essential as they cover key elements mentioned in the brief; the benefits of taking regular exercise, living healthier lives means being happier and having more fun as shown by Lucy and the burden of obesity of the NHS, reaching the less active groups of people and the dangers of leading unhealthy lifestyles as shown by Ryan.

In the next two following shots in the next scene, Lucy is showing Ryan the video that inspired her to start leading a better life. She then asks if he wants to join her, he agrees, and they hug. This is to show the audience where they can find the information about doing regular sport as the camera pans over to the phone on the bench showing the end titles on the screen. As the last shot of the video, this enable the audience to fully see where the characters got their information from, a problem that arose earlier in the questionnaire findings.

The treatment is for a creative idea. There is clear understanding of techniques and processes such as split screen that enhance the product (bullet point 1, band 4). There is some concern over the timing and pace of the product (each shot at 18 secs) which restricts the second bullet point to band 3. There is a clarity to the communication of the idea (bullet point 3, band 4). Here, the learner has used over six pages for their treatment. If you are faced with this scenario, choose the strongest six on which to base the mark (in this case the final storyboard page was discounted).

The following response gained 12 marks

STORYBOARD SHEET

Page No. 1 Scene 1 Production MOVE ^{IT}

Shot No.	Image	Type of Shot	Dialogue - Sound - Camera Movement	Timing
1		CU	"Music begins" Woman on the left put on her Running shoes whilst woman on the Right puts her slippers on.	24 Secs
Edit:				
2		MS	Woman on left is getting Ready for a Run whilst the woman on the Right is struggling to get out of bed "introduces the characters"	24 Secs
Edit:				
3		CU	Shows the difference between what the healthy woman drinks and the healthy unhealthy in healthy women drinks "no dialogue" "sound of drinking"	24 Secs
Edit:				
4		CU	The shot on the right has a big impact showing what obesity can do. but because it is a shot of her in the hospital. "makes the viewer feel sympathy"	24 Secs
Edit:				
5		CU	Represents the difference in which someone who is healthy eats and someone who is not. "You see me in both sides of the road"	24 Secs
Edit:				




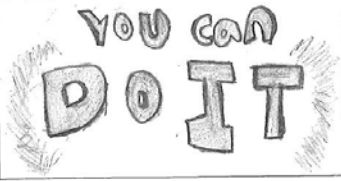

STORYBOARD SHEET

Page No. 2 Scene 2 Production MOVE IT

Shot No.	Diagram	Type of Shot	Dialogue - Sound - Camera Movement	Timing
6		LS	<p>Dialogue - Sound - Camera Movement</p> <p>a long shot of the healthy women playing football and on the right the man is playing computer games, shows the difference between how they both do activities</p>	24 secs
7		CU	<p>Dialogue - Sound - Camera Movement</p> <p>on the left you see a close up of a scale and other stuff around the gym. this is a medium shot because it shows the one main place where you can get into shape</p>	24 secs
8		MS	<p>Dialogue - Sound - Camera Movement</p> <p>this is a side by side shot of who is happy and who is sad. its a mid shot because then you see the difference that obesity has on your body.</p>	24 secs
9		LS	<p>Dialogue - Sound - Camera Movement</p> <p>the shot we don't stay as a side by side but just a shot of the healthy woman playing sports showing that you can have fun even when getting fit</p>	24 secs
10		CU	<p>Dialogue - Sound - Camera Movement</p> <p>text shows onto the screen saying a blunt but serious message "be more like her" which is telling the viewers to try sports and to get into shape.</p>	24 secs

STORYBOARD SHEET

Page No. 3 Scene 3 Production MOVE IT

Shot No. 11		Type of Shot CU	Dialogue - Sound - Camera Movement Shot of the Unhealthy Woman watching television being lazy and not getting any exercise " music changes to an upbeat hip hop music because it is showing not to be like her	Timing 24 Secs
Shot No. 12		Type of Shot CU	Dialogue - Sound - Camera Movement make a blurt message being shown because it's telling the viewers that you don't have to sit at home and do nothing but get out and get active	Timing 24 Secs
Shot No. 13		Type of Shot MC	Dialogue - Sound - Camera Movement the healthy women sits inside the studio "be more confident" the starries show they are not at the moment and they advert telling them the book	Timing 24 Secs
Shot No. 14		Type of Shot CU	Dialogue - Sound - Camera Movement "You can do it" shows onto the screen with fireworks in the background because it's representing a celebration of a new start and a chance to change your life around	Timing 24 Secs
Shot No. 15		Type of Shot CU	Dialogue - Sound - Camera Movement the company name pops up showing what and who is wanting them to change and it also advertises them for their apps and other platforms such as social media	Timing 24 Secs

Script

Scene 1

(Shot of both of them putting their shoes on)

"Music begins"

Healthy Jessica:

On a normal day for me I start with a run to get myself
energised

Unhealthy Jessica:

On a normal day for me I'll go downstairs and watch TV, whilst
eating some sweets

(You see them both grabbing a drink of the table)

Healthy Jessica:

Normally I like to drink water but when I want to treat
myself ill have an orange juice

Unhealthy Jessica:

Most of the time ill drink fizzy pop because I think water is
just not an exciting drink

(A shot of both of them with their arms out)

Healthy Jessica:

I like to keep a watch on me at all times so then I can stay
on top of my schedule

Unhealthy Jessica:

Once again I am in the hospital because of the stupid thing
they call "obesity"

(The camera zooms into unhealthy Jessica's arm to see tubes
coming out of her because she isn't doing herself any favours
with drinking all the fizzy pop)

Unhealthy Jessica:

"Sigh" why me, why can't I just be healthy again

Character profile

Name: Jessica green

Age: 25

Hobbies: going out and doing activities such a running, football and plenty more

Ethnicity: White

What role does she play in the advert: she is the women who is fit and healthy, and is the one inspiring people to get back into shape

Why is she important: because she is resembled as a mascot and is someone that you can inspire to be.

Name: Jessica green

Age: 25

Hobbies: staying inside and not doing much

Ethnicity: white

What role does she play in the advert: she is the one that doesn't get much exercise and when people are watching it they do not want to be like her

Why is she important: she is important because there is a lot of people who are just like are when looking a statistics so she is trying to persuade you not to be like her

The treatment is for a creative idea and this has been well expressed through the storyboard and script (bullet points 2 and 3 are in band 3). There is only a sound understanding of techniques demonstrated within these documents, however with each shot lasting 24 seconds, for example (bullet point 1 , band 2).

Summary

Based on their performance on this paper, learners should:

- Practice creating proposals, pitches and treatments under time constraints to prepare for having to do this in the examination.
- Communicate clearly, using precise terms and technical language throughout.
- Ensure an appropriate amount of time is given to each task (based on the marks available for each activity and guidelines in the question paper)
- Explain both what they are proposing to make as well as how they are going to achieve this using precise technical language
- Constantly refer back to the client commission to ensure that the ideas meet the requirements of the target audience and the client.
- Deliberately make stylistic decisions about a product and then justify why these would be effective in meeting the commission.

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