

**Pearson BTEC Level 3 Nationals Extended Certificate/Foundation
Diploma/Diploma/Extended Diploma**

Window for supervised period:

Tuesday 07 May 2019 - Wednesday 8 May 2019

Time: 6 hours

Paper Reference **31674H**

Creative Digital Media Production

Unit 8: Responding to a Commission

Part S

You do not need any other materials.

Instructions

- This booklet must be issued to learners as defined by Pearson and should be kept securely.
- This booklet must be issued to learners during the 2-week period and under the conditions specified by Pearson. The period will allow centres to timetable appropriate supervised sessions for all learners.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in that series.

Information

- The total mark of this set task is 72.
- This booklet should not be returned to Pearson.

Turn over ►

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Pearson

Instructions to Teachers/Tutors

Centres should refer to the BTEC Nationals *Instructions for Conducting External Assessments (ICEA)* document for full information on the correct conduct of monitored and formally supervised assessment.

This set task has a preparation period followed by an assessment period of **six hours**. Both the preparation and assessment periods must be scheduled over the **two weeks** timetabled by Pearson. The periods will allow centres to timetable appropriate supervised sessions for all learners.

The set task has a monitored preparation period of **two hours**. This must be scheduled by the centre. Within this time, learners should review the information provided in this booklet, conduct research activities and make notes to take into the supervised assessment period.

Learners may also undertake some independent research outside of the monitored preparation sessions. It is suggested they spend up to **10 hours** on this research.

This can include activities such as:

- carrying out primary and secondary research into the target audience and similar products
- identifying appropriate research sources.

Centres may need to make facilities available to learners to support independent research. Where learners want to carry out research, these outcomes may be brought into the monitored preparation sessions but only notes produced in monitored preparation sessions may be used during the formal supervised assessment.

Learner notes are restricted to:

- **three sides** of A4 notes, which can be handwritten or typed. If typed, the text must be a minimum of 10 point font size
- information from primary and/or secondary research
- facts related to the commission and existing practice.

Learner notes cannot include:

- pre-prepared answers for activities
- assets or materials to be used in the activities.

Teachers/Tutors should note that:

- learners should not be given any direct guidance or prepared materials
- learners should not be given any support in writing or editing notes
- all work must be completed independently by the learner
- learner notes produced under monitored conditions must be checked to ensure that they comply with the limitations
- learner notes should be retained by the centre between the monitored sessions and the formal supervised assessment
- learner notes should be retained by the centre after the completion of assessment and may be requested by Pearson.

The supervised assessment will take place over **six hours** in the **two-week** period timetabled by Pearson. Centres should schedule all learners at the same time or supervise cohorts to ensure there is no opportunity for collusion.

Maintaining security during the supervised assessment period

- The assessment areas must only be accessible for the individual learner and to named members of staff.
- Learners can only access their work under supervision.
- Any work learners produce under supervision must be kept secure.
- Only permitted materials for the set task can be brought into the supervised assessment.
- During any permitted break and at the end of the session materials must be kept securely and no items removed from the supervised environment.
- Learners are not permitted to have access to the internet or other resources during the supervised assessment period.

There are four activities within the set task. All the activities will be completed under the **six hours** supervised assessment period.

Activity 1: Produce a rationale **1 hour** approximately

Activity 2: Produce a pitch of the idea **1 hour** approximately

Activity 3: Produce a proposal **2 hours** approximately

Activity 4: Produce a treatment **2 hours** approximately

The set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the BTEC Nationals *Instructions for Conducting External Assessments* (ICEA) document to ensure that the supervised assessment is conducted correctly and that learners submit evidence that is their own work.

After the sessions the teacher/tutor and/or invigilator will confirm that all the learner work had been completed independently as part of the authentication submitted to Pearson.

Outcomes for submission

- Rationale, pitch, proposal and treatment combined in a .pdf file
- A completed authentication sheet

This must be submitted no later than 10/05/2019

Instructions for Learners

Read the set task information carefully.

You will be given **two hours** of monitored preparation, which will allow you to review the information in this booklet, carry out research and make notes. This will be followed by **six hours** of supervised assessment sessions.

You can carry out independent research outside of the monitored preparation sessions. This can include activities such as:

- identifying appropriate research sources
- carrying out primary and secondary research into the target audience and similar products.

You may bring this research into the monitored preparation sessions but only notes produced in monitored preparation sessions may be used during the formal supervised assessment.

You are allowed to prepare **three sides** of A4 notes to take into the supervised assessment sessions. Your notes can contain:

- information from primary and/or secondary research
- facts related to the commission and existing practice.

Notes can be handwritten or typed. If typed, the text must be a minimum of 10 point font size.

The notes cannot include:

- pre-prepared answers for activities
- assets or materials to be used in the activities.

Your notes must be your own work and will be retained by your centre until results are issued.

The set task is assessed over **six hours** under formal supervision. You will have a number of sessions organised by the centre to complete the set task. Plan your time carefully and allow time to produce your outcomes for submission.

During the supervised assessment sessions you will be permitted access to:

- pens and drawing materials
- computers
- specialist software and equipment.

Outcomes for submission

You must submit:

- a rationale, pitch, proposal and treatment combined in a .pdf file
- an authentication sheet.

Set Task Information

Switch Off

Switch Off is a UK organisation that wants to promote a healthy balance for young people between their use of digital technology and other activities. The organisation is developing a media campaign to encourage young people to switch off their devices and participate in different activities.

Read through the information provided.

Choose ONE of the five commissions offered to plan your response.

In responding to the commission, you must incorporate this research into your final response.

PRESS RELEASE from Switch Off

Switch Off is a government-funded organisation based in the UK. Switch Off is commissioning a media campaign to encourage young people in the UK to reduce screen time so they have better mental and physical health and increase their chances of doing well in school.

Research shows that the benefits of balancing time connected to technology and time doing other activities away from screens can have a positive impact on young people. Switch Off wants to encourage young people to do more activities away from their digital devices.

Research also shows that people have a 10-point drop in their IQ when they know that they have unread messages on a device and that an extra hour of screen time per day for 16 year olds is associated with dropping a grade in two GCSE subjects.

Switch Off wants this campaign to be ready for the start of the next academic year so it has the greatest impact in supporting young people who are studying for their GCSEs.

Switch Off has a large budget for this campaign, however it will want to see value for money from the campaign.

We are looking for media practitioners to provide initial responses to one of the following commissions:

COMMISSION 1: VIDEO ADVERT (30 secs approx.)

COMMISSION 2: WEBSITE (3 pages min.)

COMMISSION 3: AUDIO PODCAST (6 mins approx.)

COMMISSION 4: MAGAZINE (3 pages min.)

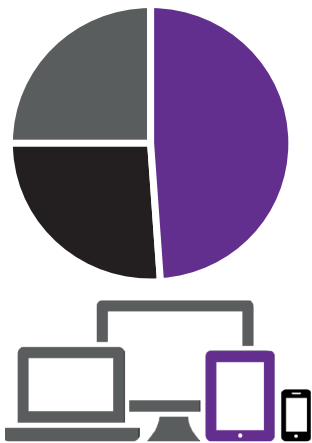
COMMISSION 5: DIGITAL GAME (web and mobile)

We expect this resource to be available in schools and colleges for the start of the next academic year, so you will need to consider the timescales and logistics involved.

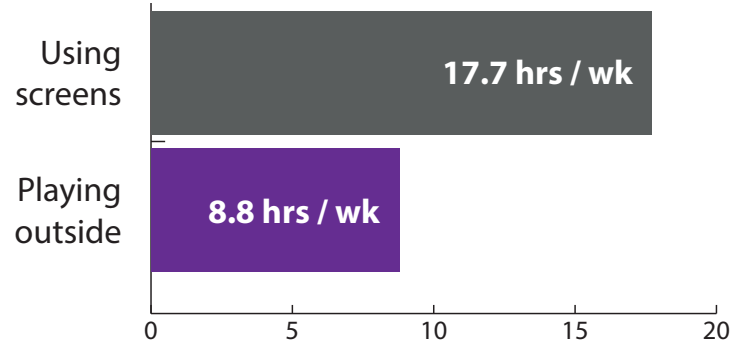
It is worth pointing out that we have sent this request to a number of media producers, so we will need you to persuade us that your idea is worth taking forward.

We look forward to working with you.

SWITCH OFF



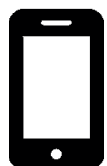
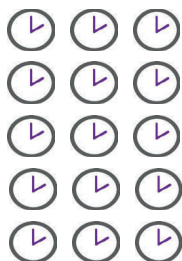
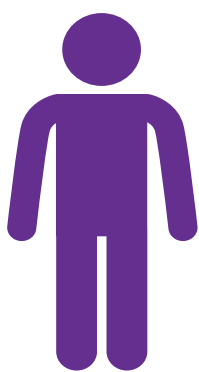
OFCOM research found that 12 to 15 year olds spent 49% of their time online using tablets, 26% using mobile phones and the rest on other devices.



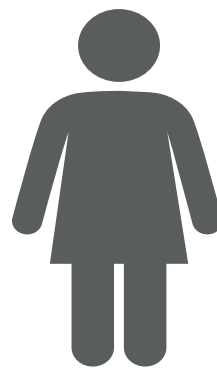
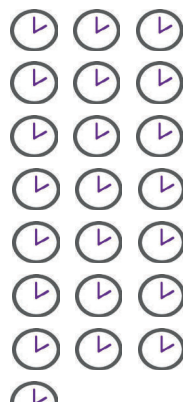
Young people spend on average 17.7 hours per week using screens recreationally. This is double the amount of time spent playing outdoors (8.8 hours per week)



Cambridge University research suggests one hour more online each day leads to a 9.6 drop in GCSE points (or one grade lower in two subjects)



15 year old males spend 15 hours per week using a mobile phone and 15 year old females spend 21.5 hours per week



10 IQ points

A study at Kings College London found that a person's IQ drops by 10 points when they know they have unread text, email messages or notifications

SOURCES

Children and Parents: Media Use and Attitudes Report - Ofcom 2017

International journal of behavioral nutrition and physical activity 12 (1), 113

Set Task

You must choose **one** of the commissions.

You are required to complete four activities.

Activity 1: Produce a rationale (1 hour approximately)

Activity 2: Produce a pitch of the idea (1 hour approximately)

Activity 3: Produce a proposal (2 hours approximately)

Activity 4: Produce a treatment (2 hours approximately)

You must complete ALL activities in the set task.

Activity 1: Rationale (1 hour approximately)

Write a rationale of your ideas in response to the commission you have chosen.

Your rationale will be assessed on:

- the consideration of the commission
- interpretation of the commission
- meeting the requirements of the commission
- justification of approaches used to inform ideas.

(Total for Activity 1 = 16 marks)

Activity 2 – Pitch (1 hour approximately)

Write a pitch of your idea to Switch Off, which is **no more than 350 words**.

Your pitch will be assessed on:

- your idea and solution in relation to the stimulus material
- refinement and succinct communication of the pitch
- your understanding of the potential of the commission
- practicality of your solution.

(Total for Activity 2 = 16 marks)

Activity 3 – Proposal (2 hours approximately)

Write a proposal for your idea.

Your proposal will be assessed on:

- your understanding of technical media production processes
- use of the medium and targeting of audience
- communication of a plausible idea
- consideration of logistical implications.

(Total for Activity 3 = 20 marks)

Activity 4 – Treatment (2 hours approximately)

Switch Off needs to know what your idea will look or sound like.

Produce a treatment for your chosen commission. Your treatment can be up to **six A4 pages**.

Your treatment only has to cover an appropriate sample or taster of the product.

You must select pre-production materials from the table below that are relevant to the medium of your commission. You must include **one or more** of these in your treatment and include justification of ideas.

Visual materials	Written materials	Diagrams and graphics
<ul style="list-style-type: none">• Storyboard• Visuals• Mock-ups• Layout• Interface or menus	<ul style="list-style-type: none">• Audio script• Descriptions of scenes and transitions• Audio descriptions• Body copy• Character description• Shot descriptions• Rules and gameplay	<ul style="list-style-type: none">• Navigation• User flow chart• Wireframe

Your treatment will be assessed on:

- your understanding of media production processes
- use of the medium in targeting the audience
- communication of style
- justifications of your decisions.

(Total for Activity 4 = 20 marks)

TOTAL FOR TASK = 72 MARKS