



Examiners' Report/
Lead Examiner Feedback

January 2020

BTEC Level 3 Nationals in Creative Digital Media
Production

Unit 8: Responding to a Commission (31674H)



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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.

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Unit 8: Responding to a Commission

Grade	Unclassified	Level 3			
		N	P	M	D
Boundary Mark	0	11	22	34	47

Introduction

This is the sixth version of this external assessment that requires learners to respond to a commission and the third 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), compared to the original iteration of this exam, 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. Many learners in this activity felt it necessary to pitch the idea of making these products back to the commissioning body who is asking them to make them which seems somewhat implausible.

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.

Learners are allowed to use specialist software to create visualisations (for example for Storyboard This being used for Activity 4). In most cases, this did not benefit the learners as the storyboards produced in this way appeared to be quite limited in terms of camera angles and less flexible than their sketched equivalents.

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 learners 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 stress at work. 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. Both this and the series last year were affected by the changes to both the format of the paper (in terms of marks distribution) and the restrictions on 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, as last year, 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 felt to be as accessible as the one in the preceding series. In this series, learners were asked to respond to commissions connected with a campaign promoting awareness of stress at work. This is quite a straightforward concept to visualise and explain.

The best performing learners 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 learners 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. In some cases, and especially with activities 1 and 2, some of the weaker learners spent a lot of their time arguing the case for the commission back to the commissioner. Learners should be prepared to focus their energies on explaining their idea in terms of content, style and how this will be effective for the target audience and commission purpose. Later the learners should focus on how they will make their idea to give the reader assurance that the product could be made were the learner awarded the commission.

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.

It would be useful to have the unit mark scheme when reading the following commentaries on learner work. The mark schemes for each activity are made up of mark bands (vertical columns) describing things indicative of the work for each aspect or trait (horizontal rows) of each activity. If a Rationale, for example delivered some initial ideas that were extremely well-justified and this justification was linked to existing practice that the learner had reviewed through purposeful secondary research, then the response would be meeting the phrase in the bottom right corner of the mark scheme for Activity 1 "Justification of approaches to response are supported with convincing reference to pertinent existing practice." This would be referred to in the commentary as Trait 4, Band 4. Sometimes, a learner's work meets some of the Band 4 phrases as well as others from different bands. Where this is the case, a best-fit approach is taken to grading the activity.

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.

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 16 marks

Target audience research: <https://www.hse.gov.uk/statistics/causdis/stress.pdf> from my research I have discovered that the most affected group are those aged 25-54 are the most affected by stress at work. Women are also more affected by stress at work however the commission is meant to help people overall so I will not be targeting women over men as the aim is to help the general working public. My primary audience will be employees suffering from stress at work as the client expressed a worry about the effects that stress can have and I believe that helping the audience recover is the upmost priority and will show the audience how much the client cares for their health. The secondary audience will be employers as the client also expressed a need to inform employers on how to improve their employees' health in the work place.

As the target audience ranges from young adult to adult this effected how I appeal to the audience. It made me decide to use a podcast as my choice of media as it gives a larger amount of time to convey my message and help the audience but also because I plan to have it broadcasted on the radio if I can. This is because workers will often listen to the radio when commuting to and from work.

Primary research: my primary research consisted of a survey that asks the audience various questions about their work life and how they reduce stress. This is a key section of research as it allows me to get specific answers that are needed for the production.

Those who answered had an age ranging from 16-57 which is around the same ages that are recorded to be the most effected by stress at work making my finding more accurate overall with a wide range of results.

One of the first questions asked the participant 'how stressed do you feel due to your work?', the participant was asked to rate their stress on a scale from 1 to 10 with 1 being almost never stressed. Most of the participants had chosen 6 while 4 and 7 were the second most chosen option. This shows how important it is to help employees as most are feeling higher levels of stress which is why they are my primary audience. I also noticed a trend where the younger participants generally chose a lower number while the adults chose the higher ones confirming the target audience statistic and making me target the adult audience over a younger one.

One of the main questions was 'what causes you the most stress at work?'. 29.41% of people had said that a heavy work load was the main cause of their stress while 17.65% had said that tensions with co-workers or the company's performance. These were the three most chosen options. This means that I incorporated advice on how to reduce these stress inducing problems. This made me research further into how people can reduce or work through heavy workloads and how work can be made easier through communication.

This leads to another important question being 'How do you think your employers could reduce stress?'. A third had expressed a need for greater communication between employer and employees. Many had suggested that more meeting was needed as tasks were not always fully understood. This has lead me to decide to put an emphasis on communication when discussing how to improve employees health as it was the most common answer to the question.

Another important question is 'Does your employer help reduce stress in the workplace?'. 35.29% had said yes to the answer however 29.41% had said no and 35.29% had said sometimes. This tells me that although some employers do try reduce stress there is still an equally large amount that do not consistently try to reduce stress and another portion that do not try at all. This has made me include a larger section that is aimed at employers that advises them as these statistics show that there is still a lot of improvement needed shown by the lack of 'yes' answers.

Finally, one of the most important questions was 'How do you reduce stress?'. What I learned was that different people will have different coping methods and that I should inform people that the best way to reduce stress is doing what makes you feel most comfortable. I do not want the audience to think that just because the advice I gave them does not work that no methods will work for them. There were a few recurring answers such as listening to music or talking to other/socialising. Because of this I will include these methods as some of the ways you can reduce stress and also include calming music in the background of the podcast as it seems to be an effected and widely used way to relax.

Secondary research: I gathered my research online and one of the first things I search was what was the main cause of stress in general, his is because I wanted to get to the root of the problem. According to <https://www.perkbox.com/uk/resources/library/interactive-the-2018-uk-workplace-stress-survey> the main

cause of stress is the lack of sleep. Stating that it is the biggest effect that stress has on workers being 65% of them. This is quite a large amount create over half of the stress caused showing its important when it comes to reducing stress and lead me to research how to help the audience improve their sleeping experience. By reducing this issue the audience will hopefully feel less stressed overall in their lives. <https://www.nhs.uk/live-well/sleep-and-tiredness/how-to-get-to-sleep/> I have gathered information from the NHS as they are a reliable source on how to improve your sleeping experience. A few of their suggestion were to relax before going to sleep to help the process of going to sleep. Another tip was to not use electronic devices before going to sleep as it has been show that the blue light emitting from the screens could have a damaging effect during sleep and it is recommended to use night mode. Finally sleeping at regular times, a job may cause you to have some irregular sleeping patters so you should try to sleep at a regular time as much as you can to help improve sleep.

https://www.nhs.uk/oneyou/every-mind-matters/stress/?WT.tsrc=Search&WT.mc_id=Stress&gclid=EAlalQobChMis-TpaHv5glVCLDtCh2_4QsOEAAAYASAAEgIz6fD_BwE

I have taken further information from the NHS on how to reduce stress and the signs it may have to help the audience understand how to reduce stress and how to recognise others who are experiencing stress-. For example, stress may be reduced through being active, breaking down tasks which will help with a heavy work load, socialise and ask for help. It also had information I already gathered such as that everyone has their own personal way of reducing stress but recommended listening to music and sleeping. I also found out why stress causes you to feel certain ways to help the audience understand what they are feeling.

<https://healthengine.com.au/info/reducing-stress> I also searched what employers can do and what benefits it can have for them. This is to encourage them to actively go and help their employers reduce stress. For example reducing stress can improve your productivity and reduce the number of days off of work improving your company's performance. I also will be using the statistics given by the client to help persuade and help the audience. <https://www.medicalnewstoday.com/articles/324417.php#about> finally I searched breathing exercises to help reduce the stress of the audience and relax them for the podcast.

Understanding the commission: The charity has expressed a want to help employees reduce stress and its effects such as depression and anxiety. Because of this there will be advise on how to reduce stress in order to reduce these effects. There is also a want to make big companies pay more attention to their employees' health with their want to be able to recognise the signs of stress and put in a system that improves those who are suffering from stress. Raising awareness of this is key to ensure that the problem does not increase further.

The Message: The client wants to help those in need and improve the lives of workers through raising awareness of stress at work and making it a topic that should be taken more seriously. They also want to encourage big companies to care for their employees more and show them how their workers are being affected in negative ways due to a lack of a system to stop them from experiencing such stress.

Who are they targeting: the commission is aimed to help reduce the growing amount of people experiencing stress, to help those who are suffering with the effects that stress can cause. And to encourage employers to put systems in place to help reduce the stress of their employees.

Restrictions: Due to the client being a charity there is a budget limit so the production will have to be made using recourses we have and only using money when it is really necessary. ASA codes of conduct do not limit us very much but we must be aware of what is said taking precaution to ensure no offense will come to the audience and that there will be no discrimination. Care is also needed when ensuring it is child friendly as it may be heard by children, this means no vulgar langue. The main concern is the policies of medical advice. It cannot suggest that the advice given to help reduce stress will cure your stress or that the signs we have said could be stress that the cause of these signs are always stress. This is because it could make the audience avoid a medical professional and only use the advice we have given.

The competition: One company that I will have to compete with is mharp.

https://mymharp.works/?gclid=EAlalQobChMlqpDXq6z35gIViLPtCh0asQJfEAAYAiAAEgI-BvD_BwE . This company aims to help those who are experiencing and provides recourses that can help reduce stress. They

have given the user many options such as: listening to music, poetry, using breathing techniques, yoga routines, podcasts and more. This would make them a popular choice as the large range will mean that they will have something for a large range of audience. Due to this I have decided to also included a large range of solutions that could reduce stress appealing to a large audience.

My ideas: My first idea is to have a podcast that is more focused on reducing stress and will provide a calming experience almost like a meditation session. This would include a breathing exercise to begin with the calm the audience, the podcast would then move on to listening to a range of calming sounds and music including the sound of nature such as rain. It would then move on to how the audience could reduce stress giving them advise on how to reduce their stress levels

My second idea is that I will conduct an interview with an expert or an employer that has helped reduce the stress of their employers. This wold help other employers understand how to improve their own employer's health. The interview would consist of question that explore what systems could be put in place to help employers but also how it has effect company's success. This would again encourage employers as they have been given the ideas and know how it has positively impacted other companies.

My third idea is somewhat a combination of the first two. This podcast aims to inform the audience and give them the recourses they needed in order to reduce their stress and the stress of others. It would begin with a breathing exercise to help calm the audience and show. I would then proceed to explain the signs of stress and why they appear without overwhelming the audience so the information will be short but impactful. Then move on to how to reduce stress. Finally, then appeal to employers and explain how it can effect a company's performance.

I have chosen idea number three as it appeals to both my primary and secondary audience. Not only that but it is also more informative t the overall audience. This option provides the most help to the audience. This idea developed when I saw the fault in my first two ideas as they7 bother catered to different audiences so I took as section from them both to help appeal to my whole audience.

This is an excellent response. There is a reasoned and well-developed consideration of the brief that has led to a clear understanding of the commission requirements. The research is varied and purposeful and leads to some clearly expressed ideas that meet the commission. There is a sense that the interpretation of the brief has led to effective research which has then informed a response that is linked to the research findings.

This response is consistently band 4 and achieves full marks for this response.

The following response gained 6 marks

We are producing a Video Advert, for the UK charity known as Stress at work to raise awareness about the increasing problem of stress in many work environments in the UK. Stress at Work is working to get more companies to become more open and understanding of the increase of stress at work using a video advert, encouraging employers to become more knowledgeable about how to recognise the signs of stress, and how to relieve this stress. This is in response to Health and wellbeing week, where mental foundations strive to raise money to provide people with the tools & knowledge to aid mental health. This cause is being summarised to the 5 ways to improve wellbeing, these being: Connect, Get Active, Be mindful, Keep Learning & Give to Others.

Stress at work wants to submit this idea further, producing this advert to expand the idea of the campaign, they want employers to understand the concept and effect of stress, affecting not only the workplace, but also the mental wellbeing of their employees. So, something that they can understand / relate to, conveying the effect of stress.

Stress in the workplace has cost the UK economy around £6.5 billion a year, with over 10.4 million working days being lost to the effects of stress each year. According to numbers around half a million people say they suffer from stress at work, this can be caused by numerous factors, such as the general atmosphere or the workload, but it has been found that those who have job insecurity and those that don't feel valued or appreciated in their workplace suffer the most, feeling as if they aren't putting in enough effort, or that any effort being put in isn't being put into consideration when evaluating their worth in the workplace.

From a survey taken from 18 people who work in urban work environments:

- 11 disagreed that their workplace provides enough information about seeking help for stress,
- On a scale of 1 – 5 of how effective they felt the help with stress was in their workplace 1 – 7 | 2 – 3 | 3 – 7 | 4 – 1 | 5 – 0 (Left: rating, Right: votes),
- 10 voted No when asked if their workplace had parameters to deal with stress,
- 17 voted yes when asked if they felt stressed out in their workplace,
- When asked for their opinion on how they'd improve this, most replied with more ways of assisting stress such as hiring trained professionals who could help them in times of stress.

This campaign is aiming to spread these facts to the nation, targeting those who suffer the most. The most common worker to suffer these effects belong to companies who exist world-wide, populated in big cities / urban areas, such as London and Birmingham, or even as far away as Edinburgh.

Charities such as Stress at work need the public opinion to enhance the effect of their cause, mainly because funding relies on it. Charities often gain their funding through Crowd funding, or if they apply for it, Government funding (if they feel the cause is worthy of it, from public opinion and effect). Campaigns featuring commissions such as video adverts are the best ways of communicating the cause to people across the UK, since the nation can be influenced through informative media, and because a large fraction of the UK is honest about the fact that they feel stressed at work, they can relate and understand the cause and choose to work alongside it. Employers can also be influenced this way, especially if they can recognise the signs of stress based off the advert and apply it to their employees, puzzling the correlation between stress and work ethic.

Other Charities, such as Mind, also work to submit this subject to people across the nation, producing many other solutions to battle stress, including:
Reassuring those who suffer from stress,
Identifying the causes of stress,
Identifying the warning signs that someone suffers from stress,
Tips for reaching out to those who suffer,
Supporting Health (Physically and mentally) through exercise and nutrition,
Regular Sleep Patterns,
Organisation and Prioritisation,
Breaking bad Habits,
Proactivity (Accomplishment),
And Satisfaction.

As can be seen, these steps can work on behalf of those who directly suffer, and those who know someone who is / can be suffering from stress. Meaning that it is known that the best way to produce this advert is to make it adhere to those who need help and those who can help. It is also a good idea to make links to these other charities that have successfully submitted this concept to help the cause already through intertextuality in the advert, referring directly to how they can help.

This a mixed response. There is a good consideration of the commissioning brief within the answer (although in some sections the learner is appearing to sell the idea of the commission back to the commissioner). For the first trait / bullet point this is quite strong (band 3). Overall, there is a literal interpretation of the brief (traits 2 and 3 in band 2) and there are no ideas set out to form an initial response to the commission (trait 4 in band 1).

When scoring a response we apply the 'best-fit' approach for this paper. Here, the majority of the traits are in band 2 and we have a trait in band 3 and one in band 1. This puts the response for this activity at 6 marks (halfway in band 2). The reason this is 6 and not 7 is that the issue with the lack of ideas that have been set out is not outweighed by the consideration of the client brief (due to the issue of repeating much of the stimulus material).

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).

Some learners may have ignored the restriction of the word count (down from 500 to 350 words) and this would affect their ability to score highly on the trait in the mark scheme related to the structure of their pitch.

Mostly learners at pass boundary would have demonstrated an intention to make their

itches persuasive but this may be limited to some generic statements about the quality of their work (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 practises mindfulness techniques 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 12 marks

The pitch

This podcast will help the audience improve their health through a relaxing experience that makes the idea of stress and working towards improving it daunting. This podcast will help the audience understand what happens to them during stress and why it happens to further make the experience less daunting as they can understand the situation better.

Brief description part one: the podcast begins with calming music and introduction of what will be discussed and a breathing exercise using the 4-7-8 method. Guiding the audience through the breathing exercise. Then move on to the signs of stress and why they happen giving facts and statistics. Then moving on to where advice is given starting with the main problems, how to improve sleep and dealing with a heavy work load. Then discussing more personal methods and recommending things such as music and socialising.

Part two: the focus then shifts to employers first discussing that you may see signs of stress in your own employees. This section will discuss how stress at work affects the economy and how reducing stress in the work place can lead to a better performing company, again the information will be brief but clear on what actions should be taken to help employees. The podcast then comes to an end where the audience will be given a reminder on the advice in the few closing sentences

Listener experience: the audience will experience a relaxing and informative podcast with a calm atmosphere created by soothing music. They will learn many new things in a relaxed environment that will encourage them to reduce the amount of stress in their lives.

Why my commission be chosen: I will create a podcast that focuses on the audience's well-being, showing how the client truly cares about the public's health over all. I will create a cost effect high quality production that fully conveys the wanted message.

The podcast will be produced using the facilities from Newbury college. Recording will be done using a USB microphone and a soundproof room. Editing will be done using a computer using adobe audition.

When considering an audio commission on this paper it is worth remembering that by their nature it is perhaps more difficult to demonstrate creativity when devising a podcast. Podcasts are generally, a series of discussions or interviews with guests that could perhaps include jingles and other audio sources but are quite straightforward in their form / style.

This pitch allows the learner to demonstrate a competent understanding of production (trait 1, band 3) and this idea, clearly links to the stimulus material (trait 2, band 3). The pitch is written in a persuasive style and is mostly well-structured (trait 3, band 3). The idea itself is expressed well in terms of content moving the final trait into band 4.

The following response gained 5 marks

This campaign is produced on behalf of stress at work, producing a short 90-second video advert to raise awareness of the signs of stress and how this can be helped / avoided.

It appeals to Employers, employees suffering from stress at work, and the general public whose help is needed to raise awareness, and raise funding for the cause.

This Video advert aims to effectively express the importance of the cause, this is done only using a 90 second timespan, efficiently producing the full detail of the cause in a short, easy to understand format.

The advert will take place in an average office workplace, one that represents most office areas in urban areas, following around the employees on their day, seeing how every individual person has to deal with some form of stress from work, the idea is to show no matter who the person is, or what they're doing or what they look like / act, they are very likely to suffer from stress of one of many forms.

In terms of the budget, it's been calculated that the overall cost would be around £20,000, this being for the cost of actors, crew, hardware & the filming location throughout production, and then the crew, hardware and editing software needed for post-production.

The audience, length and style have all been selected on the ideal that it will give a general idea of stress in the workplace, while also suggesting that there is still a lot more to learn about stress, and not to "brush it off" as a secondary concern.

The length allows the viewer to gain a reasonable amount of information regarding stress in a reasonable amount of time, the idea is to be short and effective so that people, especially employers, can gain enough information to truly understand what stress is and how to help it.

This advert is sure to raise awareness on a heart-to-heart level, not only looking at the facts but also looking to the people and presenting their thoughts and feeling to the cause, so that some may not suffer as they have.

The pitch from this learner does not give a clear vision about how the product will communicate with the audience. We are told that the product will be a video set in an office environment but other than this the idea remains opaque, vague and difficult to discern. This point puts the first trait (which refers to how much the response gives us an indication of the learner's understanding of how they are going to make the product) into band 1. It is clear that the learner is targeting the requirements of the brief in their intentions (trait 2, band 2) and their pitch does have structure to it and is attempting to be persuasive (trait 3, band 2). The idea itself is not fully developed, restricting the fourth trait to band 2. Overall, 5 marks is the score that has been applied to this response using the 'best-fit' approach.

ACTIVITY 3 – PROPOSAL

At the pass boundary learners 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 there would likely be a disconnection at this level between the content described and the techniques chosen to realise them. In some sectors, there may be an admission that others would need to be hired to create the product (e.g. a games designer). Some Proposals belied a sense that the learner proposing the solution to the commission had never made a similar media product in this format and that they were discussing media production processes in a superficial way.

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. Learners will have covered all sections more evenly than weaker learners.

The following response gained 20 marks

Proposal

An overview of the scenes that my advert will include will be mentioned and discussed here, the advert make use of cross cutting and multiple locations to increase its audience reach and appeal.

The advert begins with 2 simultaneous narratives of a male and female worker, and revealing their current situations at work.

Scene #1 – Workplace office environment: In the office, a man is introduced in a wide close shot, using a wide angle lens to emphasise his features and character. He sits at the desk whilst slowly the ambient non- diegetic noise of the workshop around him fades out and darkens. The mise en scene is traditional and almost stereotypical of a workshop so that people can recognise the setting and relate to it. The effect of the face-on close up is to engage the audience -immediately, because it is said that audiences are increasingly unengaged with content that doesn't immediately shock or stimulate them. The rhymed narration also begins here, the voice is calm and soothing: "Do you ever feel like things are just getting on top of you?" the accent is non- formal and appeals to a lower class/ lower middle class audience who would in fact be in this position themselves. A note for the remainder of the advert is that, the character on screen does not speak, however the non-diegetic narration is always spoken by what seems to be the person seen on screen. This provides accurate representation of the TA as well as being a unique storytelling technique that is engaging. As this dramatic line builds, the tension is released through the lighting change back to a customary lighted 3 point light, suggesting that the characters moment of stress or tension is now released/ or broken, what triggers this is a *stack of papers* being dumped on the desk by a co-worker, implying he is to do the work.

The visual cuts to a 3rd person behind the back wide shot of the man at his desk, he then holds his head in his hands. This wide shot behind the worker suggest that someone else is looking at him, it also means that from the very beginning of the advert the audience are able to "recognise the signs of stress" such as a co-worker holding his head in his hands.

Scene #2 Care worker in a home: The care worker is in a kitchen holding a baby whilst other kid's run round her furiously. The diegetic noise on screen is first heard and fades quickly underneath the audio of the main narration which says: "Like there's one too many things to do..." The care workers environment is essential in the representation of multiple occupations, this particularly emphasising the role of the care worker because they are a key demographic in the suffering of stress at work. The mise-en-scene is of great importance to the viewer because the audience will need to quickly imply the chaotic situation of the character, this is done by use of pots and pans, and dirty on the counter piled high, stained carpet and the actor's facial expression which denotes stress. By having both female and male characters, the advert becomes more accessible to a unisex audience, which is important because the brief does not specify gender, and to increase the over awareness of the signs of stress is imperative to the success of the campaign.

Scene #3 and #4 The scenes both intercut again, the male is shown to complete the stack of papers and documents through the cinematic technique of a time-lapse, the box of files slowly decrease and the daylight in the room decreases. Not does the advert show what other people need to recognise about the signs of stress. The strong connections to the characters make it so if you are *personally* suffering from stress, you know that this advert represents you. The female (in scene 4#) is depicted as needing to go to the bathroom multiple times during her work hours and therefore, signifies to the audience that if a co-worker goes to the loo a lot, you might want to check up on them. The reasoning behind not using more than 2 locations for the advert is practical and functional, it means that the crew are able to shoot these locations in ample time for the project's completion (many sets may be unrealistic for the time we have) and also that the audience are not likely to understand when there are too many locations. It is confusing and takes away from the emotional attachment of the main characters.

Scene 5# *The Office of the employer (same location as scene 1)*: The managers door is seen to be open through a mid-shot looking into the office, this perspective is of an employee looking *into* the office and therefore stimulates any managers to take up the tough perspective of an employee, if they decide to take action from this advert. The authority figure of the boss is also subverted, my advert uses a non-traditional presentation of a manager, who is here presented as kind and gentle faced through his appearance, to ensure that a managerial/employer TA are not turned off by the stereotypical "emotionless" depicted of managers in the workplace. The manager sees the man outside the office and signals to come in, this is implied that this advert has a resolution and a "happy ending" giving hope to the audiences that they too can get help from their managers to resolve issues in the workplace. This is also the situation in the parallel narrative of the social care worker, who asks her employer about her stress by going to see him, both situations are resolved.

The preferred reading of this is that *employers*, having seen this vibrant and welcoming character in the advert, will implement a system (*more of a simple technique*) in allowing people to enter their office so that employees can speak to the employer about any issues that they might be having. The commission stated that it wants "employers to recognise the signs of stress" with the ultimate goal of "putting systems in place" and I believe this is a brilliant way of subtly suggesting the ways in which employers can do this. To address the concern of "putting systems in place" it said that mostly, employers need to be accepting when employees say they are stressed, group therapy sessions, staff exercises are a great way to increase productivity reduce stress and heighten job security. However, having the office door open is something easy that the employer can do to initiate a friendly conversation and address the situation of workplace stress, therefore having the adverts main focus on this simple message is a great way to have an *easy* call to action.

The final segment of the advert is a plain black background with a white font reading: "In 2018, 74% of people have at some point felt they are so stressed they are unable to cope..." "£6.5 billion is the amount of money stress causes in the UK each year" "Look around you." The first fact is meant to put the audience in a position of confidence where they know that what they are feeling is not an isolated event in the workplace, it happens all the time. This means that this fact helps those who can relate to these characters speak up about their stress and root for help. Furthermore the short phrase that are the last words of the advert present a *call to action*. Telling the audience what they must do in order to make sure that situations like these are less frequent and therefore fulfilling the commissions purpose to raise awareness. I have also assumed that, due to the statistics they have provided, Stress At Work's ultimate goal is to reduce the number of work days lost, thus, if audiences do eventually seek for help, and solve their chronic stress, it will reduce this "rising number" of work days lost. The second statistic "£6.5 billion..." is to appeal to mainly the employers,

who interest is most likely financial, and therefore upon viewing the loss of money realise there is something to be done. Using *logos* persuasion (meaning it's logical) the preferred reading of this information is that employers and managers understand there is something to be done about this loss of money, and therefore forces them to take action. The use of direct address "You" emphasises the importance of the campaigns message making the audience want to take action and become more "aware" of their own workplace. This short phrase is a concept borrowed from numerous successful digital campaigns, such as the second example of the primary research "Are you Okay?". It is persuasive and yet memorable, key is the campaigns message of spreading awareness because the audience are likely to remember the advert for a long time in the future.

Technical considerations:

There are many aspects of technicality that we will need to ensure are fully functional before the production of the advert takes place, for example this advert needs to be filmed in at least 720p quality at 24FPS, however standard cameras for hire are able to easily film 1080p, this would be more suitable to match high definition TV sets and Mobile devices and people of this generation expect a high quality of media.

Plenty of spare camera SD cards, batteries, cables and reserve cameras will be in store for the production crew to access at any time during pre-production or post production to ensure that none of the footage is lost or the equipment cannot be used on the day of filming. If there is a spillage, which will be avoided through taping down cables to the floor which are trip hazards and lidded cups, it means that we will not have wasted the budget on hiring an office for scene #1 because production will continue as scheduled. This is the same for the sound recording on set, when recording room ambience, we will do so with multiple mics, these being backed up straight away on set to avoid any material being lost. Any changes to the script or the story board will have to be documented and addressed to the director and client for many reasons. One being that the *30 degree rule must not be broken*. Our advertisement, because it will be broadcasted on many traditional media devices, should conform to traditional Hollywood editing that maintains continuity at all times to ensure the audience are focused on the narrative and meaning of the campaign rather than the self-reflexivity of the text. All the hardware will need to pass the up to date safety and regulation checks to ensure that the production team is safe when using, and also that the footage and material is not lost which would set the production back at least a few weeks.

Deadline for production (Late November 2020) is something that needs to be accounted for; and the schedule that I have constructed accounts for all the aspects of production including when the social media marketing promotion will begin, meetings with clients etc.

The camera that will be used for the majority of the production (excluding the unique wide angle shot in the first scene) is the Canon EOS 5D mk III which has a great quality and can be found at camera hire websites for as little as £33.60 a day, this also includes the kit of a Peli case. A standard case that ensures that the camera is not damaged during production, or that when the camera is returned, it has no scratches or marks. Potentially returning a faulty camera would look bad on the production team as a whole and cause some social upset, perhaps not jeopardising the longevity of the campaigns success but overall is not good for reputation.

Other costs include:

- Softbox Lighting kit - £20day
- Tripod - £7day
- Microphone (a) boom pole/(b) clip on mic) - a)£7 b)£10

- Edit suite £180/day / Editor £15-£35 daily
- Sets - £500 for the office however this also requires potential evacuation during office working hours if we are to find a set that really suits the mise en scene of the advert. This means that we may need to pay a surplus because of the workers that would've been working that day.
- B Roll stock images may be necessary for the final sequence of the advert and other aspects of promotion, the website links and *Stress At Work* company name will be layered over the top of this.
- Cam operator - £7 - £75
- Ad Space - [ITV]; £3,000-£4,000/daytime £3,500 - £4,500/peak (during soaps) £10,000 - £30,000 [Channel 4]; daytime £1,000 £2,000/peak (during Hollyoaks) £10,000-£20,000 [Channel 5]; day rate £800 - £1,600/peak : £2,500 - £4,500
- Actors – V/O Artists £100. We will need 2 male voice actors and 1 female voice actor because the on screen actors do not speak what they are thinking in the advert. This will also ensure that the voice acting is of a high standard and suitable for commercial release.

Risk Assessment – There are several aspects to the risk assessment, especially when dealing with a large production crew and several actors. Trips and falls are some of the most common types of incidents that may occur from hazards such as loose wires, tables and chairs. This can be reduced or even completely avoided by touring the whole crew around the locations of the set and making sure they are aware where not to go. Setting maximum limits to the amount of people there are in one area also limits the risk of a situation. For example during a break, the cast and crew may want to all get drinks and coffee, but the kitchen is small which means there is a risk of the hired location getting damaged.

Lighting, or “sparking the light” to use the terms of the industry, is a more dangerous process than one may think. In the risk assessment, the positioning of the camera crew and the bright lights need to be taken into consideration because at times they may be blinded which is a health and safety violation.

A location recce/specialist will help to reduce the risk of set related injuries or damage as they will have the client's and the production team's wants and considerations in mind when they are looking for suitable locations within the budget of the advert. If a location does change throughout production it could cause the mise-en-scene of that desired environment to change too, however we will also carry props to ensure the aesthetic of the advert. In this scenario the crew and the client will be notified.

Legal Considerations

Legally, there are many concerns that may arise during the production of this advert for *Stress at Work*, one being the permissions and talent release forms that warrant the employment of those who are under 18 (potentially in the production crew, however will forbid any under 18's in the crew if the client demands) and also the release forms of the actors.

Non-disclosure forms are essential so that the audience and the general public are not aware of the advert before its official published release in November. They could be fined and forbidden from entering the set if they do break the agreements of the non-disclosure form.

Location permissions and private land restrictions is another aspect of legal requirements, using hired land means that certain rules apply and we must obey these. They could even mean that only a certain number of people are allowed on the property at one time, this being the case and limiting,

we may need to move sets to another location. Obtaining public liability insurance guarantees that the crew are all insured when they are in working hours, any interaction with the public is covered and could save the production money if something does go wrong.

All the crew will be paid according to their job role and regardless of gender, all equally and in accordance with the Equal Pay Act of 1970 and 1984. On top of this the assigned weekly working hours will depend on the age of the person, this being less for someone who is under the age of 18. If there are people who volunteer to work overtime, they will be paid 1.5 the amount however this too will be restricted to a maximum of 3 hours overtime to avoid exhaustion. The Human Rights Act of 1984 and The Licensing Act of 2003 are both legal requirements that I need to consider in my advertisement because they tackle unfair treatment and stereotypes (Licensing Act forbids the inaccurate depiction of mental illness and ethnically diverse characters). Similarly, the Human Rights Act ensures that all the crew are looked after when in production and are not subject to abuse, therefore my operation will have a zero-tolerance policy toward any sort of violence and bad behaviour on set, so that we are working within the legal guidelines.

Finally, the Broadcast Code enforced and regulated by ASA means that any advert broadcasted, if containing facts and references, must be genuine and factual. This applies to the last section of my advert when a graphic with texts fades in during the final few seconds; *"74% of people have at some point felt so stressed they couldn't cope in 2018" Look around you.*" This fact can be backed up through the research provided by *Stress At Work Cited : mentalhealth.org.* and therefore coincides within the rules and regulations of the Broadcast Code.

Ethical Considerations

Ethical considerations are essential too, as audiences need to be aware that the actors and portrayal of characters in this advert are not real. A disclaimer will be added at the end of the advert that says *"None of these characters are real or bare any relation to existing people, any resemblance to real life people is merely coincidence."*

Furthermore, the 9pm watershed is another regulation that prevents children from viewing inappropriate content, this is enforced by Ofcom. However this may not need to be as such of an issue because our advert is aimed at audiences who watch typically between the hours of 9pm-11pm thus the sensitive nature of the advert will be shown after the watershed. Minorities and sub-groups need to be accurately represented to avoid any upset or offense, Ofcom announced that minorities must be portrayed in "a tasteful manner" so this means not putting them in positions of poor mental and physical health.

When promoting our video on social media, our video need to adhere to the IPSA online guidelines, if not the video could be taken down for reasons such as: Hate speech, Nudity, Violence or discrimination, however my advert does not break any of these rules so it is not something to be concerned about.

Proposed Schedule

To confirm that the pre-production, production and post production stages of the production chain are all carried out in efficient time, I have proposed a schedule that take into account the time left of 2020, and the stages of pre-production that have already started/ been completed.

-Brief received (early development of ideas begin) – December 2019 [COMPLETE]

- Proposal submitted (accepted and reviewed, changes made accordingly) – January 2020
- Pre-production begins – Late Jan/Feb 2020
- Talent Licenses signed (and meeting with client performed to ensure they are content) production begins – Mid March
- Main production finished and agreed to – Late April 2020
- Filming review, finish filming, scenes that were unfinished are now complete – June 2020
- Post production begins, editing, colour grading etc. – July
- Final edit finished, social media accounts set up, broadcasting for TV channels clients met and agreed – August 2020
- Final contracts signed by TV companies – September 2020
- Social media posts set and captioned, ready for publication and then broadcasted in time for Health and Wellbeing week in November – November 2020 (DEADLINE set by Stress At Work)

Throughout this schedule, clients may organise a selected time in which they meet with the creative director, so that the outcome of the project is exactly how they envisioned. This could be after the pre-production stage, or when an actor is hired.

This is an excellent proposal and receives full marks. Throughout the proposal, there are examples of the precise application of media techniques that have been purposefully selected to generate meaning for the audience and support the theme of the product. These technical choices are expressed with clarity and build to an excellent idea being expressed in detail.

All traits are in the top mark band and this response receives 20 marks.

The following response gained 12 marks

Proposal

Equipment:
USB microphone
Computer
USB

The production will be created using the free resources that are available to me to reduce the budget and make the production more plausible. This means I will be using the equipment from Newbury College such as a USB microphone, the computers and program I need to edit and a soundproof recording room. This is a better alternative to booking a recording studio and hiring editors. According to <https://www.sound-gallery.net/rates> an audio book recording is £50 an hour and although an hour may be enough there is no guarantee that recording will finish within the hour. Due to this I have decided to use other recourses available to reduce costs. A voice over artist will be hired due to the fact that if the voice does not sound appealing or confident then the audience may not want to continue listening creating less views of the podcast. They may have done none too little experience to keep costs down however this does not necessary mean that the quality will be bad. To ensure this an interview will be held with them prior to the recording process. I will also have a contributor which is royalty free as they provide free music that can be used in the podcast. The music will be using is called Beyond dream by calm shores. To avoid copyright, I will also contact the producer to ensure that it is acceptable to use their music in the production. After the production is complete I will contact various radio stations who may advertise the podcast for free. Because of this a 15 second advert will be created using clips from the podcast itself showcasing what the podcast entails. It will be 15 seconds as it makes it more likely that the radio station will accept as it will not take up as much time that is needed for bigger companies to advertise leading up to well-being week. Asking for radios to advertise the podcast for a good cause is better financially as it can be very expensive especially if the advert is shown at a time when a large number of listeners are present. Local radios with smaller audiences are also a better target as they could use the advert for filler and will most likely not have big name companies using them to advertise so it will not affect their income as much. Advertising will also be done using social media such as Instagram, Facebook, YouTube and Snapchat. I can also ask the West Berkshire council to put it on their public calendar showing when the podcast releases during well-being week. During well-being week, the podcast will be released on Spotify and YouTube. As these platforms have a visual aspect a podcast art cover will be created using photoshop ready for the release.

A schedule is needed for all the events and deadlines are needed in order to ensure that the production process runs smoothly and efficiently. Finding out when the recording room is key as it will determine the rest of the timeline. This will be done on the third week on January as soon as possible and there will be frequent checks to know if time is still available later on to avoid the risk of losing the opportunity to use the room and having to hire a studio which will I turn effect the budget. A look out for a someone able to do a voice over for the podcast then begins with a deadline being the end of February. More time is needed as a less experienced actor who is somewhat in the area may be hard to find. A meeting with them will also occur to ensure they are up to standard. Finding out when they are available is key as it is important that we have all the facilities and equipment at the same time so the production can be produced. It is also important to get the voice over artist into the college to record so before recording day I will ask the college for permission for the artist to come on site. Before the recording process starts a meeting will take place within the beginning of March for the client to go over the script and to make any changes that may be needed. After the changes are made the recording day will take place within the end of March or April as time is needed to allow the availability of the voice actor and room booking to synchronise. The deadline being the end of April. The recording process will take one day and the recording will be read to be edited. The editing will happen shortly after the recording taking around two days to complete where the audio will be edited, music added and the short advert version will be created. Another day or two will also be used to create the art used for Spotify, YouTube and the various social media. I can then use the time after this to contact radio stations and persuade them to advertise the podcast, a long time was needed to do this as many radio stations may reject the idea so there needs to be time to contact others. Advertising can then begin with the time leading up to well-being week, advert clips being

added to the various social media and to YouTube. This allows the advert time to spread and become more popular so that when it releases in well-being week it will be more widely seen.

Risk assessment: it is important to be aware of the risks before the recording process so there is no chance of danger which could lead to missed deadlines and have financial repercussions which could lead to the cancelation of the production.

One risk is that equipment could be damaged, in order to avoid this no liquids will be allowed near the recording equipment or the computers. There could also be loose cable which could be tripped and hurt the voice over artist, not only that but the equipment could be pulled down with the cable and be damaged. To avoid this any loose wires will be taped down to surfaces to ensure that no one can pull or trip on them.

Legal and ethical considerations: I have researched laws and acts that may affect the production and have taken them into account when planning the production. There are a few BCAP laws that are important to the production mainly being laws that concern giving medical advice. BCAP law 11.3 states that the advertisements must not discourage essential treatment for conditions in which medical treatment must be sought qualified medical professional. This led me to carefully consider my words when writing the script ensuring that I in no way implied that the advice I give is to be replacement for going to a medical professional otherwise this could cause an audience member to avoid professional medical help and have a negative impact on their health. Law 11.15 states that unless allowed by a product licence, words, phrases or illustrations that claim or imply the cure of an ailment, illness, disease or addiction. This means that I must not state that any advice I give will cure any symptoms that come with stress such as anxiety or depression, and must carefully consider if I am implying such claims in the production. These were the laws that concerned the production and to ensure that they are not an issue I will review the script then have others review it including the client to ensure that no faults are made and that no one is caused any harm due to the podcast. A BCAP law that is specific to radio is 4.5 which states that Advertisements must not include sounds that are likely to create a safety hazard, for example, to those listening to the radio while driving. This means that I must carefully consider if the music or any of the audio could create a hazard. To test this, I will ask people to review the finished product and ask whether they feel alarmed by any sounds in the podcast. The Equality Act of 2010 states that employees must be treated equally regardless of age, disability, gender reassignment, marital or civil partnership status, pregnancy and motherhood, race, religion or belief, sex and sexual orientation. I will ensure to treat all who are involved with the production are treated equally and I will not discriminate against any person because of the listed reasons. I will also abide by the health and safety at work act of 1974 by conducting a risk assessment of the location so that there is no chance for the employee to be faced with health repercussions especially since the aim of the production is to improve people's health, if anyone was harmed in the making of it, it could have a detrimental effect on the client. Another act that must be considered is the Copyright, Designs and Patents Act 1988, to avoid any risks I will contact the music producer for the background music being used and ask for permission to use it in the production. I will also give credit to the actor who has done the voice over to ensure they are given credit for the work. I must also be careful when it comes to the data I receive from working on the production, the Data Protection Act 2018 ensures that I tell employees how their data is being used and they can ask for it to be deleted. I will not share any data without getting permission from the subject and will delete the data once it is no longer necessary to ensure that they have privacy. This is also important as the treatment of co-workers and employees can affect the production quality so it is best to treat them with the upmost respect to ensure the production can be the best it can. Finally, the Defamation Act 2013 is in place to protect the reputation of those working on the production. It states that you must not falsely damage the any participants reputation. I will not speak negatively of any reputation falsely during or after the production.

This proposal scores highly for its consideration of logistical issues associated with this project. There is little in the proposal that explains the structure or the techniques that will be used in the production meaning that the marks for this activity span a range of the mark scheme. It is quite difficult for learners who choose the podcast option to demonstrate creativity in their approach (podcasts are somewhat generic in their stylistic approach) so we will be looking at the decisions made about contributors and content in these scripts. For the

understanding of practices and the proposed structure of the product, this response is in the second mark band (trait 1, band 2). The proposal, however is realistic and has been communicated well (trait 3 in band 3) and as previously mentioned the logistical implications are very well discussed (trait 4 in band 4).

ACTIVITY 4 - TREATMENT

The realisation of the idea at this level would also be somewhat unclear and lacking in detail (we see an office worker who is obviously stressed). 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 create a storyboard across the duration requested in the paper, leaving some cells or entire pages blank. Justification sheets may be used, however the justifications at this level are likely to be mostly descriptive.

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 16 marks

STORYBOARD					FROM START OF ADVERT	
SHOT NO.	TIME	PICTURE	CAMERA DIRECTIONS	SOUND	JUSTIFICATIONS/NOTES	
1-0	hold zoom for 5sec hold still for 3sec		Slow zoom wide to close box indicates where zoom stops W → CU	(non diegetic) humming office ambience ↓ as zoom increases this fades out	Do you ever feel like this one jrs...	The non-diegetic audio helps to reinforce the hectic work environment of the character. Making me develop sympathy for him. By staging him centrally and making him the only unmoving part of the shot, the audience's eye is drawn towards him. Even emphasised further through the use of zoom.
1-2	hold still for 2 seconds		Control CU. darkened room is more present as zoom completes Returns to lighted room	hum also fades in becomes very intense		The fade out of the ambient noise and introduction of the monotonous hum is a transition used for the exacting of the character's inner mind. The lighting also dims, which will be a common effect of color grading and on set lighting and it presents the very intense and debilitating effects of stress.
1-3	3 seconds		Cut on action back to initial wide. static. stack of papers now mono.	cuts back to office ambience same as shot #1		The cut on action and sudden audio switch back to the initial shot creates an engaging juxtaposition between the reality of the imposed work environment raising awareness that stress may not always be a visible thing. The papers slammed on the desk characterise me setting as disrespectful and rude, the opposite of my campaign's aims.
1-4	2.5		behind the back perspective small in frame.	office ambience cuts	"getting on top of you"	This unique shot relates the character and works in tandem alongside the rhyme. It gives a wider perspective of the man with his head in his hands to portray that he is stressed. This helps audience signify the symptoms of stress so that they can recognise it.
1-0			head held steadily cam.	you just better baby cry. ranting kids.	"That you just want to cry..."	The cross cutting is linked the same way the speakers alternate, creating a dynamic connection between the two. They are connected through both their occupational stress/narration.

STORYBOARD				
SHOT NO.	TIME	PICTURE	CAMERA DIRECTIONS	SOUND
				continued
			L-CUT	male voice here L-cut "But you know you can't"
			Time lapse. Still shot until whole stack of papers fit round.	office ambience "cause if you do!"
			Boss in office. sideways "portrait" shot manager postured grandly.	quieter briefly as manager says this "your assets will go down no sink"
			birds eye view	Flush of the toilet is sudden

The close up creates a vivid image of the character in his social and job which creates representation and identification among the target audience. Her facial expression is also very clearly sudden, manifesting the sympathy of the viewer.

The rather obvious emotional obligation suggests she is bound to a role, this raises awareness about the role of careworkers.

The time lapse to a unique cinematic technique used to emphasize the passing of time and great workloads. This engages the audience through patterns.

This image of the boss appeals to the TA of the employer, who can create change. This is introduced in the first 10 shots of the advert so that they will continue to watch till the end (audience retention).

The symbolism of the toilet is emphatic and feels the audience in due to its crudeness. The sound, which will be recorded on set because of electricity and water health hazards, suddenly interprets the queasiness of the boss's office once again creating a visual contrast that is abnormal.

This treatment consists of a very well realised storyboard with detailed justifications and explanations of each shot. The justifications and explanations demonstrate production techniques being deliberately chosen to have a specific effect on the audience (trait 1 is in mark band 4). The idea itself is excellent and would certainly target the requirements of the commission (trait 2, mark band 4). Finally, the idea is skilfully communicated through a well-drawn and detailed storyboard (trait 3, mark band 4). The reason this response does not receive full marks is that there are some omissions (timings on the second page) and a lack of annotation as the treatment progresses. Overall, this was awarded 16 marks.

The following response gained 11 marks

Page 1- front cover

For the front cover of the magazine, I am going to keep it quite straight to the point about the content in the magazine. The front cover will include a large close up image of a male businessman, stood with his hands on his head looking extremely stressed or worried. This image will be the main focus of the cover, which will help draw attention to what the topic is about. Surrounding the image, there will be multiple coverlines that gives the audience ideas about what is going to be included within the magazine. Within the coverlines, I will include multiple buzzwords to help attract the audience into reading the magazine.

The coverlines on the cover:

'10 ways to deal with stress'

'top tips for employer support'

'all about stress in your workplace'

'find out about stress support available to you'

'charities to support this health and wellbeing week'

'8 signs of stress'

On this front cover, I am going to create a form of direct address by including personal pronouns such as 'your' and 'you' to help make the magazine seem more personal to the audience, making them think that this magazine has been specifically targeted to them, therefore encouraging them to read it. The coverlines will be written in a medium thickness, black sans serif font and will be positioned around the image, therefore creating a quite minimalistic and simple style, which helps to make sure that the audience do not feel overwhelmed with text. At the very top of the page, above the masthead, there will be a strapline saying 'health and wellbeing week 2020 exclusive', this links to the date that the client wants this magazine ready by therefore helping to raise more awareness. The use of the buzzword exclusive will encourage the audience to read this magazine as they will think that this content is only available to them within this given week. The masthead at the top of the page will be written in two separate fonts, the masthead will say 'stress relief', the word 'stress' will be written in a thick font to show the importance of stress, whilst the word 'relief' will be written in a thinner font to show that relieving stress is a calming thing to do. On the bottom right hand corner of the page, there will be a large blue sticker, which will include yellow text saying 'find out about stress support available to you', which includes the direct address using the word 'you'. I have also included numbers on this cover, which will be written in a bolder and larger front than the rest of the coverlines, which will help make them stand out to draw the audiences attention. The numbers will also help to make the magazine seem full of content and information for the audience, therefore helping engage them.

Page 2&3- Double page spread

The double page spread for this magazine is going to include information about how to deal with stress and the further help available to you. On the first page, there will be a large title written across the top which says 'how to deal with work stress' this will be quite large and bold, therefore drawing the audiences attention straight away. Underneath this title will be a short paragraph

including the definition of stress, some statistics about stress and the causes of stress. This is a small sample of the text within this short paragraph. 'Stress within the workplace is currently an increasing issue in the UK. In 2018, 74% of people felt so stressed that they began to feel overwhelmed and that they couldn't cope. This rising issue has cost the UK economy almost £6.5 billion each year. But what is causing this issue? Studies found that most people are beginning to feel stressed due to their colleagues, deadlines, wages, workload, customer expectations, and KPIs, and the pressure around each of these topics.'

Across the double page I am going to include the different methods individuals can do to deal with their stress, these methods will be written in brief sentences that give details about the method in a straightforward manner, therefore making sure that the information isn't too overwhelming or confusing to the audience which would further their stress. Along with the text will be corresponding images next to each piece of information. These images and text will be arranged in an organised display of rectangular text boxes of a blue colour contrasting with the white background. The blue used will help make the magazine seem quite calming and soothing, therefore linking to the topic of this magazine. Some of the images included will be people running through a park, which would link to the text to the right of it that talks about being more active, another will be two people sat talking looking like they are listening well and supporting each other, which will link to the text about talking to people about your stress or worries. This layout will make sure the information is straight to the point, therefore making sure that the audience consumes the information easily and quickly, without being overwhelmed by large chunks of text that can lead to further stress. At the bottom of the right page, there will be a heading that says 'need further help?' which will be followed by information about where you can get extra help from to deal with your stress. This information will be written in a bullet point form and will contain web addresses and phone numbers of the different help organisations available, such as the NHS. This bullet point form will allow the information to be read and consumed quickly, therefore allowing the audience to know what option to take next in terms of where to go when dealing with their stress.

Page 4- Singular page

This page is going to be based on information for employers and how they can support their employees and help recognise the signs of their stress. This page will include a large title that says 'employer help' in a thick, bold serif font, therefore telling the audience exactly what the page is about and drawing their attention straight away. Under this title there will be a paragraph including information and statistics about the percentage of employers that do offer support, the percentage that do not, and the percentage of employees that would like support from their employers. Under this there will be two split sections, there will be a text box on the left and a text box on the right. The left hand text box will include information about the signs of stress, and the right hand text box will include information about what employers can do to offer their support, such as different support systems. The right hand text box will be positioned slightly lower than the left hand box, it will be shorter in length and above it will be an image of people situated in a business meeting room, with people with different facial expressions to show the variety of different emotions people can feel at work, such as stress and annoyance. The left hand box about the different signs of stress will be written in a bullet point form making it easier for the audience to follow and understand, providing the information that the client wanted. The right hand box will include information about the different support that employers can offer, such as meetings, extended deadlines, advice, and support within their role.

The background colour of this page will be a bright white colour, which will contrast with the brighter colours used on the text, text boxes and images on the page. The text boxes used at the bottom of the page will be a blue colour, which is a calming colour, therefore linking to the topic, and the headings within the boxes will be written in a yellow colour, connoting positivity and happiness.

All of the content I include will be straight to the point and easy to follow, this will be done by fewer large paragraphs and the use of text boxes and bullet points. I will do this so that the audience do not get stressed or overwhelmed by the amount of content within the magazine. I will be using a cool toned colour palette throughout the magazine which will include the colours blue, yellow and white. A cool toned colour palette provides calming connotations which would help my audience who are most likely to already be stressed, therefore by avoiding further stress or feelings from warmer toned colours. I have also decided to make sure that the colours I use are still bright enough to draw attention to the audience and encourage them to read the magazine, therefore raising awareness of the topic of stress at work, which is what the client wanted. I will be using a variety of different structures in terms of paragraphs and bullet points, in order to still keep the detail but making sure my audience do not lose interest. The straight to the point structure will also allow the audience to read the information whilst on the go such as on their way to work, or within a short break they may have between meetings. The variety of images and structure types also allows me to reach a wider target audience as there is no specific age range of my audience, therefore would enjoy a variety of different content types and structures.



HEALTH AND WELLBEING WEEK 2020 EXCLUSIVE

STRESS RELIEF

November 2020

CHARITIES
TO SUPPORT
THIS HEALTH
AND WELLBEING
WEEK

10

WAYS TO
DEAL WITH
STRESS

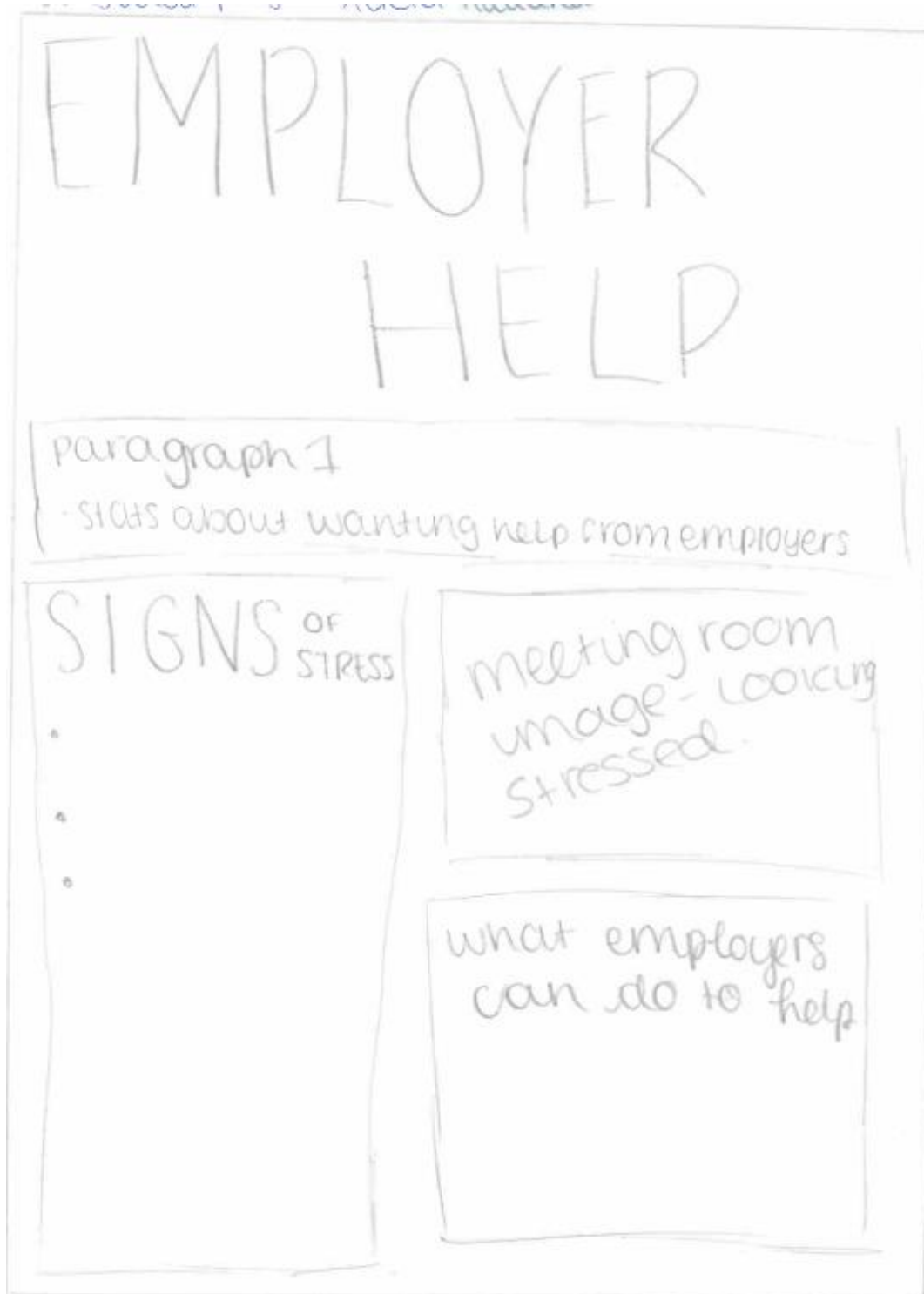
FIND OUT
ABOUT STRESS
SUPPORT
AVAILABLE
TO YOU

TOP TIPS
FOR EMPLOYER
SUPPORT

8

Signs of
Stress

ALL ABOUT
STRESS IN
YOUR WORK PLACE



This response shows the content of the product very well but there is only a superficial demonstration of the learner's understanding of production processes (trait 1, band 2).

The idea is clearly strong (from the content pages) moving trait 2 into band 3. The idea is also well communicated in the most part although this could have been realised with more clarity (trait 3, band 3). Overall, this response receives 11 marks.

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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