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Mark Scheme (Results)

January 2020

BTEC Level 3 National in Creative
Digital Media Production

Unit 8: Responding to a Commission
(31674H)



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Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
	0	1-4	5-8	9-12	13-16
Rationale for the response to the stimulus	No rewardable material	<ul style="list-style-type: none"> Limited consideration of the content relating to the commission Limited interpretation of the supporting material, leading to some discussion of the content, scope and purpose of the commission. Some connections between the supporting material and the requirements of the commission Justification of approaches to response are supported with limited reference to existing practice. 	<ul style="list-style-type: none"> Basic consideration given to the content relating to the commission. Interpretation of the supporting material is literal, leading to descriptive analysis of the content, scope and purpose of the commission. Literal connections between the supporting material and the requirements of the commission Justification of approaches to response are supported with basic reference to relevant existing practice. 	<ul style="list-style-type: none"> Sound consideration given to the content relating to the commission. Sound Interpretation of the supporting material, leading to sound analysis of the content, scope and purpose of the commission Relevant connections between the supporting material provided and the requirements of the commission. Justification of approaches to response are supported with competent reference to relevant existing practice. 	<ul style="list-style-type: none"> Reasoned consideration given to the content relating to the commission. Interpretation of the supporting material is convincing, leading to critical analysis of the content, scope and purpose of the commission. Resourceful connections between the supporting material provided and the requirements of the commission. Justification of approaches to response are supported with convincing reference to pertinent existing practice.

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
	0	1-4	5-8	9-12	13-16
The pitch	No rewardable material	<ul style="list-style-type: none"> • Pitch demonstrates a basic application of the knowledge and understanding of media production processes leading to solutions that are occasionally practicable. • Idea links some of the requirements of the commission forming a basic solution, with some relationship to the stimulus material. • Pitch shows limited refinement and is structured and communicated in a mostly clear manner • Ideas are tentatively developed with some insight into the potential of the commission. 	<ul style="list-style-type: none"> • Pitch demonstrates a general application of the knowledge and understanding of media production processes leading to solutions that are mostly practicable. • Idea links most of the requirements of the commission forming a basic solution, with a basic relationship to the stimulus material. • Pitch is generally refined and is structured and communicated in an efficient manner • Ideas are partially developed with generic insight into the potential of the commission. 	<ul style="list-style-type: none"> • Pitch demonstrates a competent application of the knowledge and understanding of media production processes leading to solutions that are entirely practicable. • Idea links all of the requirements of the commission forming a suitable solution, with a clear relationship to the stimulus material. • Pitch is competently refined and is structured and communicated in an effective and persuasive manner • Ideas are competently developed with credible insight into the potential of the commission. 	<ul style="list-style-type: none"> • Pitch demonstrates a effective application of the knowledge and in depth understanding of media production processes leading to solutions that are entirely practicable • Idea links all of the requirements of the commission forming an effective solution with a clear and sustained relationship to the stimulus material. • Pitch is proficiently refined and is structured and communicated in an well-reasoned and highly persuasive manner • Ideas are effectively developed with imaginative insight into the potential of the commission.

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
	0	1-4	5-10	11-15	16-20
<p>Proposal for the response to the commission within the template provided</p> <p>Consideration of legal and ethical issues related to the commission</p> <p>Consideration of budgets and scheduling</p>	No rewardable material	<ul style="list-style-type: none"> • Proposal demonstrates simplistic knowledge and understanding of media production processes. • Structure of the proposed product would tentatively target audience through a limited use of the chosen medium • Simplistic proposal, communicated using limited technical language with considerations presented which may not be in an appropriate format. • Limited consideration of logistical implications leading to an unrealistic solution. 	<ul style="list-style-type: none"> • Proposal demonstrates general knowledge and understanding of media production processes. • Structure of the proposed product would generally target audience through a partial use of the chosen medium. • Generally plausible proposal communicated using some appropriate technical language with considerations presented which are sometimes in an appropriate format. • General consideration of logistical implications with solutions that are sometimes realistic and meet some of the requirements of the commission 	<ul style="list-style-type: none"> • Proposal demonstrates developed knowledge and understanding of media production processes. • Structure of the proposed product would clearly target audience through an appropriate use of the chosen medium. • Realistic proposal communicated using mostly appropriate technical language with considerations presented which are mostly in an appropriate format. • Developed consideration of logistical implications with solutions that are mostly realistic and meet most of the requirements of the commission 	<ul style="list-style-type: none"> • Proposal demonstrates a comprehensive knowledge and understanding of media production processes. • Structure of the proposed product would effectively target audience through an assured use of the chosen medium • Realistic proposal communicated using effective technical language with considerations presented in a consistently appropriate format. • Comprehensive consideration of logistical implications with solutions that are effective and clearly meet the requirements of the commission

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
	0	1-5	6-10	11-15	16-20
Treatment: audio visual elements	No rewardable material	<ul style="list-style-type: none"> • Treatment demonstrates a limited understanding of media production processes, leading to a basic outcome. • Style and utilisation of chosen medium are partially effective in targeting the audience. • Stylistic realisation is communicated with limited clarity. 	<ul style="list-style-type: none"> • Treatment demonstrates a sound understanding of media production processes, leading to formulaic outcome. • Style and utilisation of the chosen medium show isolated elements of creativity and are competent in targeting the audience. • Stylistic realisation is communicated in a generally clear manner. 	<ul style="list-style-type: none"> • Treatment demonstrates a clear understanding of media production processes, leading to an appropriate and competent outcome. • Style and utilisation of the chosen medium show multiple elements of creativity and are effective in targeting the audience. • Stylistic realisation is communicated in a mostly coherent manner. 	<ul style="list-style-type: none"> • Treatment demonstrates a clear and comprehensive understanding of media production processes, leading to an appropriate and effective outcome. • Style and utilisation of the chosen medium show consistent use of creativity and are effective in targeting the audience. • Stylistic realisation is communicated with consistent clarity.

