



MARKING SCHEME

SUMMER 2016

LEVEL 1/2 AWARD IN CREATIVE AND MEDIA

INTRODUCTION

This marking scheme was used by WJEC for the 2016 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conference was to ensure that the marking scheme was interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.

Q.1 Briefly state your creative proposal for the event. [1]

Award marks as follows:

Marks	Content
0	An answer not worthy of credit
1	A proposal is given

Q.2 Select *one* primary and *two* secondary research methods. Explain how these research methods best helped you to produce your creative proposal. [12]

Award marks as follows:

One mark awarded for stating a method. A further 3 more marks awarded for explanations of each method. Maximum mark for each method - 4 marks.

Marks	Research/Content
1	Basic explanation of chosen method
2	Explanation has some relevant detail.
3	Explanation is detailed and relevant.

Q.3 Explain your creative proposal in detail. You should include the following:

- your chosen audience (2)
- how your chosen audience has been targeted (3)
- genre (2)
- ideas/content (8)
- resources (5).

Note: Up to 5 additional marks will be awarded for the use of specialist language. You may include, for example, sketches, designs, drawings or storyboards in your response. These can be included as part of your answer or on the pages provided at the back of this booklet. [25]

Award marks as follows: (total 25 marks)

- Chosen audience 1 mark for stated audience and 1 mark for relevance:

Youth
Primary school pupils
Families
Shakespeare fans
Older generation

Award marks for other valid reasons

- How your chosen audience has been targeted

Marks	Content
0	An answer not worthy of credit.
1	Basic answer with limited relevancy to how an audience was targeted.
2	Sound answer relevant to how an audience was targeted.
3	Good answer clear and relevant how an audience was targeted.

Award marks for other valid explanations.

- 1 mark for genre of product and 1 mark for reason

Award marks for valid explanations.

- Marks for ideas/content for the event/content to be awarded as outlined in the grid below (total 8 marks)

Marks	Content
0	An answer not worthy of credit.
1-2	Basic and simple ideas are provided with some relevance to the creative brief.
3-4	Sound ideas are provided with some relevance to the creative brief.
5-6	A range of ideas relevant to the creative brief.
7-8	Comprehensive range of ideas which are highly relevant to the brief, creative and original.

Award marks for valid explanations.

- Marks for resources to be awarded as follows:

Marks	Content
0	An answer not worthy of credit.
1-2	Limited range of resources considered.
3-4	Range of resources considered.
5	Wide range of resources considered.

Indicative list of responses:

- Human – require people/crew to do lighting/sound/costume design/music composition/animation/filming/editing etc. Time frames/schedules to establish ideas and work needed with different age groups
- Equipment – software, cameras, music decks, lighting rigs, sound booms etc

5 marks for use of appropriate specialist language

Marks	Content
0	No appropriate specialist language used.
1-2	Limited range of appropriate specialist language used.
3-4	Range of appropriate specialist language used.
5	Wide range of appropriate specialist language used.

Indicative content:

(e.g. narrative, structure, gobos, motifs, sequencing, dope-sheet, composition, colour, line, voice-over, panning, long-shot, close-up, story-board, montage editing, house style, user generated content and references to terms from relevant movements and disciplines, etc.)

Q.4 What features of professional practice in your chosen area(s) helped you with your creative proposal?

You may include details of relevant practitioners, technologies, styles, genres and/or materials. [12]

Award marks as follows:

Marks	Content
0	An answer not worthy of credit.
1-3	Basic description of professional practice.
4-6	Sound explanation of professional practice with some sense of how it helped the creative proposal.
7-9	Good explanation of professional practice with a good sense of how it helped the creative proposal.
10-12	Detailed explanation of professional practice with a clear and relevant sense of how it helped the creative proposal.

Indicative Content:

- **Reference to appropriate specific professional practice** (e.g. compositions/performances/art work/films/print media linked to theme, etc.)
- **Reference to appropriate style and/or genre of work** (e.g. naturalistic/non-naturalistic/impressionistic/abstract/symbolic/jazz/hip-hop, etc.)
- **Reference to appropriate materials** (e.g. instrumentation/paints/fabrics/advisories/etc.)
- **Reference to resources** (e.g. texts/amplification/tools/recording equipment/images/sketches/storyboard, etc.)
- **Reference to technologies** (e.g. specific, relevant software/hardware, etc.)

Award marks for other valid explanations.