

General Certificate of Secondary Education  
June 2010



**APPLIED MEDIA (DOUBLE AWARD)**

**Unit 3 Research and Preparation for Media Production 48703/PM**

**Unit 4 Realising a Media Product**

**For immediate release to candidates for  
GCSE Applied Media (Double Award)**

All teacher-assessed marks to be returned to AQA by 15 May 2010

**BRIEF AND GUIDANCE TO CANDIDATES**

In this unit you are expected to work on the set brief which is given on page *two* of this document. You should read it carefully and discuss it with your teacher before you start work. The accompanying guidance is intended to assist you in meeting the demands of the brief.

**GCSE APPLIED MEDIA (DOUBLE AWARD)****Unit 3 Research and Preparation for Media Production 48703/PM****Unit 4 Realising a Media Product****Brief for June 2010**

Litter in all its forms is a major problem for contemporary society. Not only is litter expensive to remove, it is also responsible for spoiling the image and appeal of urban and rural areas.

Keep Britain Tidy has attempted to address this problem with a series of campaigns aimed at young people. Other anti-litter organisations have also campaigned to improve the quality of the environment by reducing litter.

Your local council is keen to develop a sense of pride in the community by promoting an awareness of the problem caused by littering.

Media Students have been asked to contribute to this initiative by investigating local litter issues and by producing a media product or products to help combat these problems.

For **Unit 3**, you are expected to produce a research folder and a media industry report containing:

- content research and identification of target audience
- your reasons for selecting an idea or ideas and suitable media
- a study of the media industry appropriate to the medium in which you intend to work
- details of a specific production role within that sector of the industry. This role should be linked to the one you will undertake in your Unit 4 production work
- materials relating to the planning and organisation of your production.

For **Unit 4**, you will be required to bring your idea(s) to realisation based on the work you have undertaken in Unit 3. You will also need to produce a written review and evaluation considering the success of your product and your own role in the production process. This review and evaluation should be approximately 1000 words in total.

Your teacher is fully committed to this initiative and will set you a strict deadline which you must observe.

## Unit 3

### Candidate Guidance

In this unit you will need to investigate the media industry most closely linked to your chosen production and determine how it works. You will look at distinctive roles and working practices associated with that industry and its relevance to your production.

This research may be undertaken, for example, through a local newspaper or radio station or a web design company, investigating issues such as:

- how the industry is financed and regulated or controlled
- how the work is planned and carried out
- roles: who does what
- what the recruitment and training patterns are for your specific role
- how the production team is organised
- what health and safety issues are relevant
- what issues relating to copyright and intellectual property rights must be considered.

When you have collected this information you will need to produce a research report which details your findings and shows how you will use your research in the planning of your production.

You are reminded that you need to produce the following:

A **Pre-production Folder** (750 words or equivalent) to include all relevant pre-production planning, identification of your role(s) within the major production and the contribution you will make. It should also identify your audience, the message to be communicated and the medium or media to be used (see overleaf for further details).

A **Research Report** (750 words, plus references) focusing on your chosen media industry and your specific production role. Your report should also explain how the knowledge you have gained will inform your major production.

This unit also requires you to plan a production in response to the brief on page *two* and record this process in a pre-production folder.

The pre-production planning should include:

- Developing ideas in response to the brief; this may be a process of individual reflection or group discussion.
- Target audience:  
You will need to identify the target audience for your production and the message you intend to communicate to this audience.
- Selecting material:  
You will need to carry out research (primary and secondary) on your chosen topic in order to identify appropriate content for your production.
- Identifying Resources:  
This will include people, equipment, materials and budget.
- Allocating roles:  
If you are working in a group you will need to identify each member's roles and responsibilities.
- Drafting:  
Depending on your chosen medium this may take the form of
  - Treatment
  - Storyboard
  - Script
  - Paste-up
  - Mock up designs.
- Production Schedule:  
Your production will need to be completed well before the final deadline in order to leave time for evaluation. Your folder should include details of dates, times, locations and contingency plans.
- Legal, ethical and copyright issues to be considered.
- Funding: how your production will be financed.
- Health and Safety issues.

**END OF CANDIDATE GUIDANCE**

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### How you will be assessed for Unit 3

You may if you wish work as part of a group of **up to four** members to complete your pre-production planning. You will, however, be assessed on your *individual* contribution.

Both the Research Report and the Pre-production Folder must be *individually* produced, even if you are a member of a production group.

This unit requires you to:

L3O1	Provide evidence of technical skills and flair and creativity in the use of a range of media pre-production and production techniques. (50%)
L3O2	Demonstrate an understanding of the role and function of the media industries and their working practices. (50%)

The work you produce will be marked out of a total of 60. Your marks will count as 20% of the total marks for the Double Award.

You will be assessed using the marking guidance in the grid on page 6.

Assessment marking criteria for Unit 3

Level 1	Level 2	Level 3
<p><b>Understanding the working practices of one media industry (0-6 marks)</b>            Show an awareness of the way in which one media industry is structured and how a specific job role within it is organised.</p> <p>Show a basic awareness of the working practices of media professionals and how they have influenced your pre-production planning.</p>	<p><b>Understanding the working practices of one media industry (7-13 marks)</b>            Explain effectively the way in which one media industry is structured and how a specific job role within it is organised.</p> <p>Show a clear understanding of the working practices of media professionals and how they have influenced your pre-production planning.</p>	<p><b>Understanding the working practices of one media industry (14-20 marks)</b>            Demonstrate an informed and detailed understanding of the way in which one media industry is structured and how a specific job role within it is organised.</p> <p>Show a sophisticated understanding of the working practices of media professionals and how they have influenced your pre-production planning.</p>
<p><b>Interpret a brief and plan production work (0-6 marks)</b>            Decide on a medium appropriate for the brief and undertake basic planning.</p> <p>Comment on your role within the production and how you will contribute to its realisation.</p>	<p><b>Interpret a brief and plan production work (7-13 marks)</b>            Make an informed choice of medium and undertake planning that shows a competent understanding of production requirements.</p> <p>Explain clearly your role within the production and how you will contribute to its successful realisation.</p>	<p><b>Interpret a brief and plan production work (14-20 marks)</b>            Offer an apposite choice of medium and undertake planning that shows a sophisticated understanding of production requirements.</p> <p>Explain fluently and effectively your role within the production and how you will contribute to its successful realisation.</p>
<p><b>Apply a range of research methods and techniques (0-6 marks)</b>            Demonstrate a basic understanding of how to carry out research under direction using limited sources and techniques.</p> <p>Collect and store research material. Present findings of research using basic techniques.</p>	<p><b>Apply a range of research methods and techniques (7-13 marks)</b>            Exhibit an organised approach to research, using some independence, less obvious sources and a variety of techniques.</p> <p>Collect, collate and store research materials. Discuss in some detail research findings using correct terminology.</p>	<p><b>Apply a range of research methods and techniques (14-20 marks)</b>            Employ an independent, systematic and structured approach to research using a range of sources and a wide variety of techniques.</p> <p>Collect, collate and store research materials. Analyse research findings and present results using fluent language, correct terminology and with justification of all conclusions.</p>

## Unit 4

### Candidate Guidance

In this unit you are expected to work on the set brief which is given on page *two* of this document. You should read it carefully and discuss it with your teacher before you start work.

You are reminded that you need to produce the following:

#### A Media Production

#### A Written Review and Evaluation (1000 words)

You should use the work produced in Unit 3 as the basis for your work in Unit 4.

The production itself may be individual or group work. Teamwork is an important part of media practice, so if you choose to work on your own, you must be sure that you will be able to meet fully the demands of the brief. In either case you must record the contribution you personally make to the final outcome. Your written review and evaluation must be your own individual work.

### What you need to do

- Work to a plan. Having formulated a working plan you need to show that you can follow this plan to a successful conclusion
- Develop your plan. The planning does not finish with the completion of your pre-production folder. You need to organise tasks, respond to unforeseen events and present your ideas to other students, representatives from industry and/or your teachers. You also need to monitor health, safety, legal and copyright issues throughout the production.
- Target a specific audience. You will need to match your production to the tastes and needs of the audience you have identified.
- Make creative use of media resources. This will depend on your chosen medium or media, for example:
  - weblogs, Vblogs (videoblogs) and Moblogs (mobile phone blogs)
  - web design and development
  - sound recording
  - lighting
  - vision mixing
  - camera operation
  - audio-visual editing
  - design for print
  - desk-top publishing
  - image manipulation
  - writing for the media.

In whichever of these areas (or other relevant areas) you work, you need to demonstrate a knowledge and understanding of any codes and conventions of the medium and an ability to apply, where appropriate, codes and conventions in the context of your media production.

- Record and review the production process and your role in it. You need to encourage comment and feedback from others such as fellow students, teachers, media practitioners and show that you can respond appropriately. You may find it useful to keep a record of work in progress. This could be an audio or video diary and/or a folder of evidence.
- Evaluate your completed production. You need to assess the strengths, merits and any areas of weakness in your completed production. In particular, you need to measure the completed production's success in communicating your message to your target audience. This means that you need to collect feedback from your target audience. It may be useful to find examples of similar media products with which to compare your work.

### **How you will be assessed for Unit 4**

This unit requires you to:

L4O1	Provide evidence of technical skills and flair and creativity in the use of a range of media pre-production and production techniques. (70%)
L4O3	Show an understanding of the relationship between media industries/institutions/technologies, their products and their audiences. (10%)
L4O4	Evaluate critically your production work and the roles you have undertaken as part of the production process. (20%)

The work you produce will be marked out of a total of 60. Your marks will count as 30% of the total marks for the Double Award.

Up to 12 of the 60 marks available in this unit will be awarded by your tutor based on your attitude, motivation, professional practice and contribution to the production process.

You will be assessed using the marking guidance grid on page 9.

Assessment marking criteria for Unit 4

Level 1	Level 2	Level 3
<p><b>Media Production (0-10 marks)</b> Show basic competence in utilising relevant media resources.</p> <p>Make some reference to relevant codes and conventions.</p> <p>Make some reference to the needs of the target audience.</p> <p>Begin to fulfil the terms of the brief.</p> <p><b>Production Process (0-4 marks)</b> Make some contribution to the planning, organisation and development of the media production.</p> <p><b>Review and Evaluation (0-6 marks)</b> Describe your contribution to the production process and comment on the success of the completed media production in fulfilling the terms of the brief and meeting the needs of the target audience.</p>	<p><b>Media Production (11-20 marks)</b> Make effective use of relevant media resources with some evidence of creativity.</p> <p>Clearly demonstrate relevant codes and conventions.</p> <p>Acknowledge the needs of the target audience.</p> <p>Fulfil the terms of the brief in most respects.</p> <p><b>Production Process (5-8 marks)</b> Make a solid and useful contribution to the planning, organisation and development of the media production.</p> <p><b>Review and Evaluation (7-12 marks)</b> Explain and consider your contribution to the production process. Draw on some relevant evidence to show how successful the completed media production has been in fulfilling the terms of the brief and meeting the needs of the target audience.</p>	<p><b>Media Production (21-30 marks)</b> Exhibit flair, originality and technical expertise in the use of relevant media resources.</p> <p>Deploy relevant codes and conventions with originality and suitability.</p> <p>Meet the needs of the target audience.</p> <p>Fulfil the terms of the brief in all respects.</p> <p><b>Production Process (9-12 marks)</b> Make a dynamic and highly motivated contribution to the planning, organisation and development of the media production.</p> <p><b>Review and Evaluation (13-18 marks)</b> Clearly explain and evaluate your contribution to the production process. Draw on convincing evidence and valid criteria to assess the success of the completed media production in fulfilling the terms of the brief and meeting the needs of the target audience.</p>

*Note: descriptors refer to evidence at the top of the relevant level.*