



Understanding Standards

Support pack for national unit assessment

H239 74

**Media Assignment (National 4) Added Value
Unit**

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These materials were previously published on our secure site. We have removed from publication Candidates 1 and 3.

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Overview

Purpose

Understanding Standards packs are intended to provide teachers, lecturers and assessors with a clear understanding of why specific examples of candidate evidence have or have not met the national standard for a named unit(s). They may be used in centres:

- ◆ to prepare for delivery of the unit(s) and the National Qualification to which it contributes
- ◆ to prepare for the assessment of the unit(s)
- ◆ as benchmarks to help assessors judge the evidence produced by their own candidates
- ◆ for training purposes

Assessment approach used by the centre

SQA unit Assessment support package *Media Assignment (National 4) Added Value unit*

Assessment judgement

In relation to the candidate evidence in this pack

Candidate 2 has achieved the unit because they have fully met all the assessment standards.

Commentary on candidate evidence

Outcome 1

- 1 Carry out an assignment which shows they can analyse and create straightforward media content by:**
 - 1.1 Generating ideas in response to a brief
 - 1.2 Researching and analysing media content relevant to the brief, using appropriate key aspects of media literacy
 - 1.3 Planning and creating media content, carrying out at least one specific production role
 - 1.4 Reflecting on the process and product

Candidate 2

Brief: Poster, horror

Assessment standard 1.1 commentary

This assessment standard **has** been met because the evidence, both written and graphic, shows that at least three ideas are described and refer to content, purpose and audience. There are three variations of poster design.

Assessment standard 1.2 commentary

This assessment standard **has** been met because there is detailed analysis through the candidate's own research. The candidate shows understanding of codes appropriate to genre/form (representation, layout etc.), purpose and two elements used to target audience. The evidence describes research of content appropriate to categories, language, narrative and representation. Two purposes are integrated into this as is the description of two audiences.

Assessment standard 1.3 commentary

This assessment standard **has** been met because the candidate presents some detailed analysis of their content, explaining this in terms of how technical codes are used to create meaning and how audiences are pleased by the elements used in this production, for example: *red background make the audience think there is going to be blood and danger which horror fans will like*. Further evidence is implicit in the end product, which contributes to demonstrating the standard.

Assessment standard 1.4 commentary

This assessment standard **has** been met because reflection is clear and accurate.

Candidate evidence

Candidate 2

MEDIA PRODUCTION ROLES

During your Media Assignment you will undertake at least **three production roles**:

1. Camera Operator
2. Actor
3. Editor

To successfully fulfil these roles you must carry out a number of key responsibilities.

Role	Responsibilities	☺	:-/	⊗	Pupil Comment
Camera Operator	Organise all resources in advance Select appropriate frame composition (as per storyboard) Reliably film the advert		✓	✗	I could happily film but I would feel better doing another roll
Actor	Learn lines Remember moves/blocking Rehearse lines/moves prior to filming		✓		I don't like to be on acting I can do it if I had to
Editor	Organise all resources Select appropriate apps - including the purchase of any new apps Reliably edit the advert		✓		I would like to do this role as I haven't had much of a creative edit things.

What production role did you fulfil best?

Editor

Why do you think you fulfilled this role most successfully?

Because I managed to work with apps and stuff to edit it.

What skills have you acquired/developed by fulfilling this role?

Working with new apps and letting other people give ideas for the editing.

Stage 1 – Planning and Research

First, agree your brief with your assessor. What kind of media content are you going to make? What will it be about?

Include

- What you are going to make (e.g poster, film, website, magazine article etc)
- Your purpose (e.g to inform, entertain, shock)
- Your target audience (e.g males or females aged 14-18)

What is your brief?

To make a poster about a horror film called the Quiet Ones. To inform everyone a new film is soon to be released. Target audience would be males & females aged 15 to 18.

What will you do to make the content in the brief?

Use the space below to sketch and/or describe the ideas you have about:

- What you might include in your content
- How you can achieve your purpose
- How you can appeal to your audience

Title - so people know what its called
Billing block - so you know whos in it
Date - so you know when its out.
Images - To let the audience know the genre of the film.

Scary Images (the blood, mist, evil)
Olivia Cooke's character is quite doll
young what will appeal to a young audience.

Sam Claflin is famous for being in the Hunger Games so his name on the poster will appeal to the target audience.

A picture of the girl in the middle,
and a doll in the background on
her right shoulder.

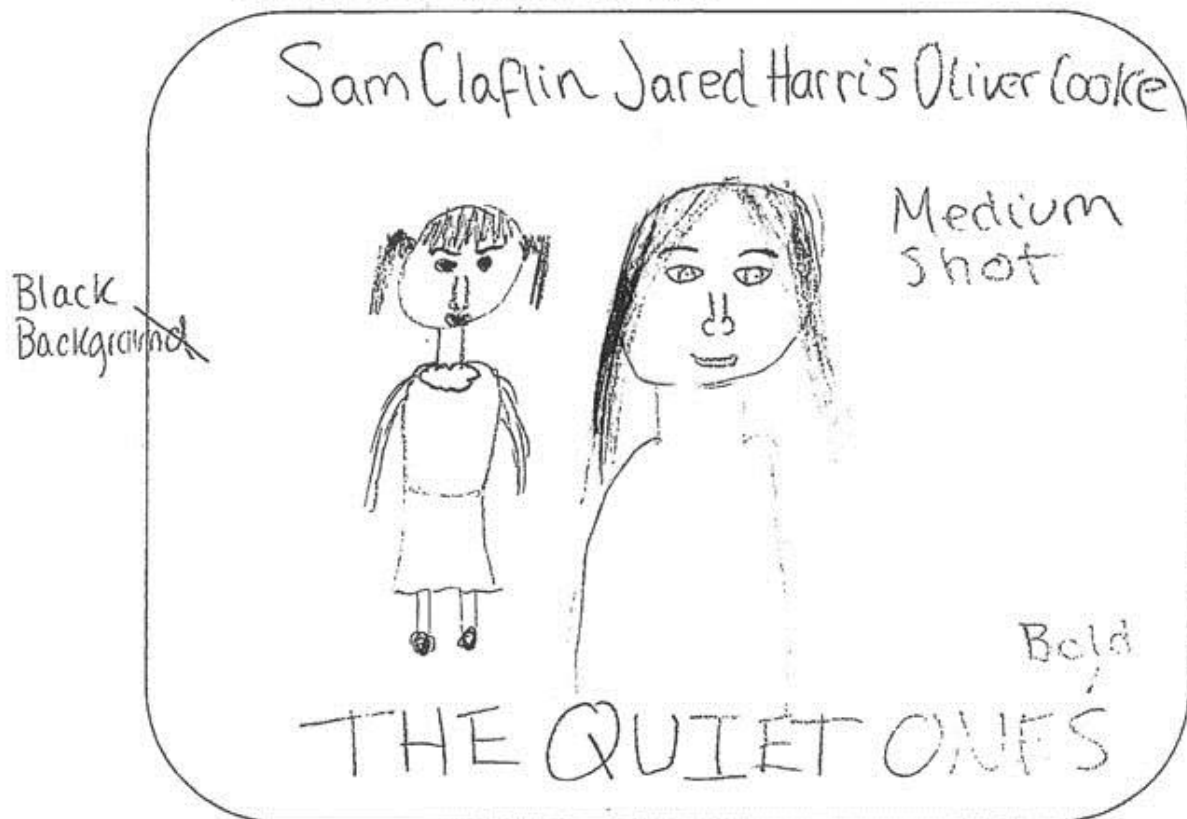
The only colour on the poster would
be black, white, grey and red.

Poster would be foggy and have
blood splatters and drops.

Have the title at the bottom in
the middle.

idea 1

What will go in the content?



How will this achieve your purpose?

The names of the actors would want fans to go see the film. The girls scared face. It's an Enigma so people would want to find out why she's so scared.

How would this appeal to your audience?

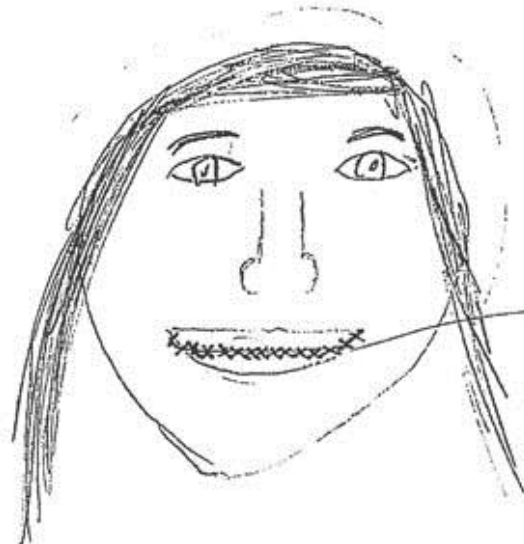
The Scary doll would appeal to horror fans because she looks evil and lots of horror films use dolls. The girl looks scared which tells the audience the film would be scary.

idea 2

What will go in the content?

Sam Claflin Jared Harris Oliver Cooke

Red
background



Stitches

THE QUIET ONES

How will this achieve your purpose?

The Close up of the girl with the lip stitched face would let the audience know it's a horror. They'd want to see it so they would find out what happens to her. The big face would catch peoples attention.

How would this appeal to your audience?

The red background made make the audience think theres going to be blood or danger which horror fans will like. The lips stitched together looks scary so that will appeal to horror fans.

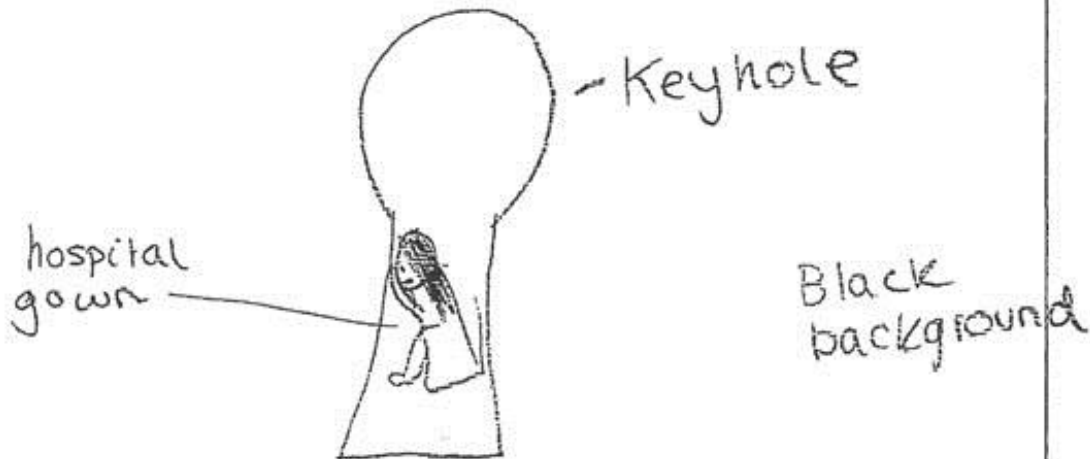
Idea 3

What will go in the content?

White font

/

THE QUIET ONES



Sam Claflin Jared Harris Oliver Cooke

How will this achieve your purpose?

The black background would make the audience know it's a horror film. The girl in the gown you can see through the keyhole looks trapped. The audience will see the film to find out what happened to her.

How would this appeal to your audience?

female character would appeal to females in the audience. Actors names appeal to fans. The mystery of the girl being locked up would appeal to horror fans.

Stage 2 - Analyse Content Relevant to the Brief

Look at other examples of media content that have similar content, audience and purpose.

Choose at least one example of media content relevant to your brief — your assessor can help you to do this. Then, to help you develop your ideas, analyse the content as follows:

- a) Identify at least four technical or cultural codes that have been used and describe the effect they have.
- b) Identify a purpose, and describe at least two things that have been done to achieve this purpose. (You could think about the use of content, narrative and representation here.)
- c) Identify the target audience and describe at least two things which have been included to appeal to this audience. (You could think about the use of content, narrative and representation here.)

Use the space given to make notes:

National 4: Analysing Media Content

This poster represents this film to be a horror film by the setting and the props used in it such as the old dead tree, all the misty land, the loop rope on the tree and the large house in the bushes in the background. The image shows the tree in the ground with the rope hanging from it and in the shadow on the floor is the shadow of a figure hanging from the rope but this figure isn't shown in the actual photo showing the presence of the person still roams this land, and in the shadow this figure is wearing a dress suggesting that it is a female.

The tree that this woman has been hung from is shown to tower over the house in the background showing that it is all linked together and that maybe the presence that still roams the land still haunts the house too.

The title is placed at the top of the page in the middle and all the information is at the bottom left of the page. The release date is also on the poster, so people know when the film will be out.

b) The purpose is to get people to go and see the film. One of the things that have been done is at the top it shows you that the makers also created Saw and Insidious. This is to let fans know that the conjuring is their new film so they will go and see it. The image of the shadow underneath the rope creates an enigma. People will want to go see the film to find out what happened to the person.

c) The target audience is horror fans. They would like the idea of death because someone has died at the tree and this might be quite scary. They would also like the house in the picture because it looks like a traditional haunted house because of the mist.

Image removed for copyright reasons. Image of The Conjuring film poster.

Stage 3 – Plan Your Media Content

You now need finalise your plans before you start to make your content.

You need to think about any institutional factors that might affect your plans. Institutional factors can give you opportunities to take ideas forward, or can make it difficult to do some things, meaning that you have to change your plans. Institutional factors can include:

- | | | | |
|---------------------------|---------------------|------------------------|--------------------------|
| ♦ Equipment | ♦ Resources | ♦ People | ♦ Time |
| ♦ Your skills | ♦ Budget | ♦ General laws | ♦ Copyright |
| ♦ School or college rules | ♦ Codes of practice | ♦ Industry regulations | ♦ Other relevant factors |

a) Choose two of the institutional factors above and for each:

- Describe how it might affect your plans.
- Describe what you will do as a result of this.

b) Now complete your plans. Remember to bear in mind that you are trying to achieve a purpose and have a particular target audience.

Your plans could be written, or might be in the form of notes, sketches or diagrams, for example, or a mixture of all of these. The important thing is that you have a clear plan of what you are going to do, and that your assessor can understand it. Include all of the following information:

- Your content.
- The technical/cultural codes you will use.
- The equipment and resources you need.

Your Skills - I will need to learn how to use photo editing software because I wanted to photo shop the actor and doll onto the poster. I will ask my teacher how to use the software.

Equipment - I have a laptop and a coloured printer so I can make my poster in colour. This would make the audience think that the film is a good quality. I will use horror colours like black and red.

Sam Claflin Jared Harris Olivia Cooke

! The fans of them actors could see that they are in it clearly and it stands out.



Horrible Scary face to show she is the bad character, black costume to show evil.

Medium shot

So we can see that she looks Scared.

She is looking at the audience for help

wearing a white top to show she is the good character

THE QUIET ONES

! Bold font to stand out

Equipment

- Laptop
- Coloured printer
- Scissors
- glue
- A3 paper
- iPiccy

Stage 4 – Make your Media Content

- As with the other stages of the assessment, you are expected to work on your own to do this. However, if there is a part of your content that needs more than one person, you can get help from others. You need to get permission from your assessor first.
- If you do need help from others, make sure that you give them clear instructions about what you want them to do, and remember this is **your** work, so you must make the decisions about what to do yourself.
- Before you make your content, get organised. Make sure you know how to get the resources and equipment you need. Plan your time carefully and make a production schedule if it will help.

Stage 5 - Review

Once you have made your media content, complete the following.

a) During this media assignment you have

- ♦ generated ideas
- ♦ analysed content relevant to the brief
- ♦ planned and made media content

- Pick **one** of the above that you were good at. Describe one way in which you were good at this.
- Pick **one** of the above that you could be better at. Describe one way in which you could be better at this.

I thought I was good at ~~making~~ making ideas because I came up with them myself.

I thought I could of done better in Planning and making the media content because the poster could of been better. because if I had better Computer Software the pictures would of cut out better.

I was good at analysing other film posters to get ideas. I used ideas like blood and putting actors names on to attract their fans.

Name:

b) Your final media content:

- uses media codes
- tries to achieve a particular purpose
- targets a particular audience

- Pick one of the above that you think your media content does well. Describe one way that it does this.
- Pick one of the above that you think your media content could do better. Describe one way that it could do this.

①

I think it does well in trying to achieve a Particular ^{Purpose} ~~purpose~~ because the purpose is to advertise the film and I think people would find it freaky and go watch it. I have used media codes to make it look frightening and freaky. I have put blood on the poster to show that someone might get hurt in the film. I have put mist behind the girl to show

that it is evil waiting for her. I have put a doll behind the girl. The doll has a very white face that makes her look evil, her black eyes make her look like a ghost. I think these things would make horror fans want to see the film.

② I think it would of attracted horror fans more if I had been able to make a black background. This is because most horror posters are dark to look scary.

Sam Claflin Jared Harris Olivia Cooke

The Quiet Ones

IN CINEMAS THURS APRIL 10