

Media (National 4): assignment

Commentary on candidate evidence

This material was previously published on our secure website.

Commentary on candidate evidence

Candidate 1

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

Assessment standard 1.1 commentary

This assessment standard **has** been met as the candidate has provided three different ideas, all of which demonstrate consideration of content, audience and purpose as specified in the judging evidence section of the unit assessment support pack. In this case, the candidate has done more than is necessary as only one idea relating to content, one relating to audience, and one relating to purpose are required to meet the assessment standard. While the centre-produced assessment tool expects the candidate to plan for three different products, there is no requirement for this. It is entirely appropriate to produce three different ideas relating to a single product.

Assessment standard 1.2 commentary

This assessment standard **has** been met as the candidate has researched and analysed two examples of existing media content and included descriptions of more than four codes and their effects, two elements used to achieve a purpose, and two elements used to target an audience as specified in the judging evidence section of the unit assessment support pack.

The framework (seen in the final two pages of the candidate evidence) used by the centre to support the candidate's analysis of the adverts is an example of good practice as it encourages the candidate to consider a variety of codes and their effects, and also asks them about the purpose and audience of the texts being analysed.

Assessment standard 1.3 commentary

This assessment standard **has** been met as the candidate has identified three valid institutional factors, specifically budget, time and skills, and provided statements of how they would deal with them. They have also included a plan which describes a production schedule, equipment and resources needed as specified in the judging evidence section of the unit assessment support pack. The candidate has completed a piece of finished content in the form of a hand drawn and coloured poster and has described the performance of their role as a designer.

A minimum of only two institutional factors must be identified and planned for, so again the candidate has done more than necessary. The candidate and their plan would have benefitted from the sketch of their product as outlined in the booklet, but their planning is detailed enough to meet the assessment standard without this addition.

Assessment standard 1.4 commentary

The assessment standard **has** been met as the candidate has given a description of one strength and one area for development in relation to the process of generating ideas and analysing content, and a description of one strength and one area for development in relation to their use of media codes and targeting an audience as specified in the judging evidence section of the unit assessment support pack.