

Commentary on candidate evidence

Candidate 1

Outcome 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, supported by the structure of the assessment tool, the candidate provides three different ideas: the skull mask, the title, and the hooded figure – 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 they only require one idea relating to content, one relating to audience, and one relating to purpose to meet the assessment standard.

Assessment standard 1.2 commentary

This assessment standard **has** been met because the candidate has researched and analysed an example of existing media content in detail. In their analysis of the *Scream* poster, they describe 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.

Assessment standard 1.3 commentary

This assessment standard **has** been met, as the candidate identifies three valid institutional factors, specifically copyright, general laws and resources, and provides statements of how they would deal with them. They also include a plan that describes their intended content, the technical and cultural codes they will use, and the 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 describes carrying out their production role in designing the layout and producing props.

A minimum of two institutional factors must be identified and planned for, so the candidate has provided more evidence than is required. Although the candidate has not included a sketch of their product, this is not a requirement of the assessment standard. Sketches can be helpful for candidates, but the additional planning sheet, together with the other planning evidence, provides sufficient detail to meet the assessment standard.

Assessment standard 1.4 commentary

The assessment standard **has** been met because the candidate describes one strength in generating ideas and one area for development in analysing existing media content. They also describe one strength and one area for development in relation to their use of media codes in the finished product, as specified in the judging evidence section of the unit assessment support pack.