GCSE

WJEC GCSE
Digital Media and Film

Approved by Qualifications Wales

Sample Assessment Materials

Unit 2: Distribution and exhibition strategies of digital media and film industries in Wales

Teaching from 2026
For award from 2028

Version 2 - September 2026



This Qualifications Wales regulated qualification is not available to centres in England.

Made for Wales.
Ready for the world.

WJEC would like to thank the students and teachers of Fitzalan High School, Cardiff and Llanwern High School, Newport for their participation in the creation of these covers.

SUMMARY OF AMENDMENTS

Version	Description	Page number
2	The following amendments reflect restrictions on social media use for under 16s: Candidate Mark Record Form (p.6). AO3: ‘social media’ has been changed to ‘promotional websites’. Task 1, c: ‘social media’, has been changed to ‘promotional websites’. Task 2, b: Option 1 ‘social media campaign strategy’ has been changed to ‘promotional campaign strategy’. ‘social media content’ has been changed to ‘online promotional content’.	 6 4 5

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About this pack: information for teachers

This pack contains the assessment materials for Unit 2: Distribution and exhibition strategies of digital media and film industries in Wales.

Within this pack, you will find:

- information for teachers on how to manage arrangements for assessment
- a candidate mark record form
- a **candidate assessment pack** which includes:
  - an overview of requirements
  - assessment information: a detailed breakdown of each task, the evidence required, and the assessment conditions (controls) under which the task is to be completed, including timing and resources
  - the mark scheme which must be used to assess candidate work
  - information for candidates, which tells candidates about things that they must and must not do when they are completing the assessment
  - a Candidate Declaration Form (see Appendix A).

You must provide each candidate with a copy of the complete candidate assessment pack.

Managing the assessment

This is a centre-marked (internal) non-examination assessment. The following arrangements must be followed when managing and marking the assessment.

Task setting

This assignment has been produced by WJEC and cannot be changed.

Time

Candidates must be allowed **18 hours** to complete this assignment.

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Assessment conditions

There are three levels of Assessment conditions: high, medium and low. The conditions relevant for this unit are stated below:

Level	Assessment conditions
Medium	Candidates complete work under informal supervision – (e.g. in a classroom with teacher supervision), following these rules: • Limited communication permitted – candidates may communicate, but not about task content. • Collaboration is not permitted. A candidate's work must be their own, and only one candidate can be credited for a piece of work in this unit. • Once the work is underway, feedback must be limited to general advice on what needs to be improved for one draft only. Teachers must **not** provide specific guidance on how to achieve these improvements. • Candidates' work must remain within the centre at all times and stored securely between timetabled sessions. Should a candidate want someone to take part in their production brief, for example, to be in a photograph for a digital poster, this is permitted. These participants will have to sign the Unassessed Assistants section of the Candidate Declaration Form (found in Appendix A).

Resources

There are three levels of resource conditions: none, specified and permitted. The relevant conditions for this unit are stated below:

Level	Resources
Permitted	• Candidates may access resources of their choice, including materials they have found independently. • Internet access is permitted. • Access to electronic software and resources is permitted. • Teachers may support candidates when locating resources (e.g. helping them search), but must not provide resources unless explicitly stated in the Assessment Information. • AI can be used as a tool to aid research but **must not** be used to produce the final work on the candidate's behalf. • When using resources, candidates must follow 'When to Reference a Source' found in Appendix 1, and 'How to Reference a Source' found in Appendix 2 of 'Conducting Non-examination Assessments in National 14-16 – Qualifications Guide for Teachers'.

Supervision

Candidates must be supervised by an assessor whilst completing the activities. Centres must have in place systems to ensure candidates cannot access evidence they have been developing outside of supervised activities.

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Monitoring:

- Teachers may provide guidance and support to candidates to ensure that they have a clear understanding of the requirements of the tasks.
- Once the work is underway, feedback must be limited to general advice on what needs to be improved for one draft only. Teachers must **not** provide specific guidance on how to achieve these improvements.

Authentication

Supervision must be in place to ensure the authenticity of evidence produced for summative assessment.

Candidates can review and redraft evidence independently within the time controls for the assessment.

Candidates must sign the declaration to confirm that all evidence submitted for moderation is their own work and that any sources used have been acknowledged.

Teachers must see candidates' ideas in progress at least **three** times at different stages during the process to be able to authenticate the work as the candidate's own and complete the necessary authentication documentation.

Teachers must sign the declaration to confirm that evidence submitted for moderation was completed under the controlled conditions set out in this assessment.

Candidate evidence to submit for moderation

- Task 1: Research
  Candidates must present evidence in line with the requirements outlined in the task (details found in the candidate assessment pack in the second part of this document).

- Task 2: Distribution Strategy and Exhibition Strategy
  Candidates must present evidence in line with the requirements outlined in the task.

- Candidate declaration form (see Appendix A).

Marking the assessment

The mark schemes for this assessment are included in the candidate assessment pack.

All marking of evidence must be made against the mark scheme provided. Evidence marked must comply with any requirements set out in the candidate assessment pack.

Marking should only be undertaken by a designated assessor. An assessor should have appropriate expertise in the subject and level for a specified unit. The assessor is responsible for ensuring that:

- assessment is conducted under the controls specified in the candidate assessment pack
- they are clear about the requirements of the assessment and mark scheme prior to commencing assessment
- evidence presented for assessment is valid, authentic; reliable and credible
- assessment decisions are accurately recorded
- judgements are only made against the mark band statements.

A mark record form must be completed for each candidate.

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Further information

You should refer to the JCQ Instructions for conducting non-examination assessment for further information on managing assessment within our GCSE/Applied Qualifications.

This pack is the live assessment. It must not be used for practice purposes.

Assessment Details

Tasks

Candidates are required to build a portfolio by conducting independent research and producing a case study exploring the success of **two** products produced by a digital media and/or film production company based in Wales. Candidates should assess how the genre codes and conventions of the products appeal to audiences, examine the processes involved in production and the strategies for distribution and exhibition. Candidates are then required to create a distribution strategy and an exhibition strategy for a new Welsh digital media and/or film production company. There are two tasks for candidates to complete:

1. Choose one digital media and/or film production company based in Wales that produce one or more of the following products: television programmes, films, video games. Consider two of their digital media and/or film products and evaluate their success. Examine how the products use genre codes and conventions, how the products are produced and the strategies for distribution and exhibition.

2. You have been commissioned to propose a distribution strategy and an exhibition strategy for a new media product produced by a digital media and/or film production company based in Wales. Decide on **one** product that you feel could be produced by your production company and then plan how it will be distributed and exhibited.

The brief can be found in the candidate assessment pack.

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Guidance for assessment

Assessment may be undertaken at any time during the qualification. However, centres should ensure that assessment is completed only when candidates have undertaken the necessary teaching and learning and developed the required skills and knowledge.

The total mark for this unit is 72.

Each task has a separate assessment grid.

The appropriate band should be established by determining which performance descriptor from the mark scheme best reflects the candidate's performance.

The appropriate mark should then be established by determining the extent to which the candidate has met the criteria within the relevant band – completely met (upper part of band), mostly met (middle of band), partially met (lower part of band).

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Candidate Mark Record Form Unit 2

To be completed by the assessor

Centre No:								**Centre Name:**	
Candidate No:								**Candidate Name:**	
Unit Name:									

AO3						**AO2**				**AO4**			
Reflect on, analyse and evaluate the work of others						Develop and apply creative techniques and production skills				Create and develop ideas to communicate meaning in digital media and/or film outcomes.			
Evaluate how the company's two products have used genre codes and conventions to appeal to audiences.		*Analyse how the production of the two products (such as financing, development, collaboration, key job roles) contribute to its success.*		*Evaluate how the distribution and exhibition of the two products (such as promotional websites, interviews, film festivals) promote the product to its target audience.*		*The proposed product and new Welsh digital media and/or film production company.*		*How the strategies communicate meaning to target audiences.*		*Distribution Strategy*		*Exhibition Strategy*	
Teacher	Moderator	Teacher	Moderator	Teacher	Moderator	Teacher	Moderator	Teacher	Moderator	Teacher	Moderator	Teacher	Moderator
/8	/8	/8	/8	/8	/8	/6	/6	/6	/6	/18	/18	/18	/18

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Total mark: (Teacher) /72	
Teacher comment:	
Teacher Signature:	
Date:	
Total mark: (moderator) /72	

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Moderator Comment:	
Moderator Signature:	
Date:	

Assessor Name:	
I confirm that the evidence submitted by the candidate has been produced under the controlled conditions set out in the assignment tasks by the candidate. This work has not been submitted for any other qualification.	

Assessor Signature:		Date:	

If the marks have been **amended** during the Centre's Internal Moderation process it is the responsibility of the Centre to ensure the corrected mark is the one submitted to WJEC.

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WJEC GCSE Digital Media and Film

Candidate Assessment Pack

Unit 2: Distribution and exhibition strategies of digital media and film industries in Wales

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About this pack: information and instructions for candidates

This candidate assessment pack is for candidates completing Unit 2 – Distribution and exhibition strategies of digital media and film industries in Wales.

Within this pack, you will find:
- an overview of requirements
- assessment information: a detailed breakdown of each task, the evidence required, and the assessment conditions (controls) under which the task is to be completed, including timing and resources
- the mark scheme which teachers will use to assess your work
- a Candidate Declaration Form (see Appendix A).

Time

You are allowed **18 hours** to complete this assignment.

Assessment conditions

The following table outlines the conditions for this assessment:

Level	Assessment conditions
Medium	You must complete work under informal supervision - (e.g. in a classroom with teacher supervision), following these rules: • Limited communication permitted – you may communicate, but not about task content. • Collaboration is not permitted. Your work must be own, and only one candidate can be credited for a piece of work in this unit. • Once the work is underway, feedback must be limited to general advice on what needs to be improved for one draft only. Teachers must **not** provide specific guidance on how to achieve these improvements. • Your work must remain within the centre at all times and stored securely between timetabled sessions. Should you want someone to take part in your production brief, for example, to be in a photograph for a digital poster, this is permitted. These participants will have to sign the Unassessed Assistants section of the Candidate Declaration Form (found in Appendix A).

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Resources

The following table outlines the resources you are permitted to access during this assessment:

Level	Resources
Permitted	• You may access resources of your choice, including materials you have found independently. • Internet access is permitted. • Access to electronic software and resources is permitted. • Teachers may support you when locating resources (e.g. helping you search), but must not provide resources. • AI can be used as a tool to aid research but **must not** be used to produce the final work on your behalf.

Monitoring

- Teachers may provide guidance and support to ensure that you have a clear understanding of the requirements of the tasks.
- Once the work is underway, feedback must be limited to general advice on what needs to be improved for one draft only. Teachers must **not** provide specific guidance on how to achieve these improvements.

Your teacher is allowed to help you to understand the assessment requirements briefs and the tasks, but there are rules about the kind of help and how much they can give you. You should speak to your teacher if you have any questions about what you **are** and **are not** allowed to do as you are completing the tasks, as they will know how much help they are allowed to give you.

It is important that you work independently from other candidates and the work produced should be your own unaided work. You and your teacher will be required to sign a declaration that all work presented is your own work.

You are advised to check your work carefully to make sure that it is accurate and correct.

Authentication

You will be required to submit an authentication document for your work. This can be found in Appendix A of the candidate assessment pack.

Your teacher will be able to advise you how best to complete the authentication document.

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Assessment Details

You are required to:

Build a portfolio by conducting independent research and producing a case study exploring the success of **two** products produced by a digital media and/or film production company in Wales. You should assess how the genre codes and conventions of the products appeal to audiences, examine the processes involved in the production and the strategies for distribution and exhibition. You are then required to create a distribution strategy and an exhibition strategy for a new Welsh production company.

There are **two** tasks for you to complete:

1. Choose one digital media and/or film production company based in Wales that produce one or more of the following products: television programmes, films, video games. Consider two of their digital media and/or film products and evaluate their success. Examine how the products use genre codes and conventions, how the products are produced and the strategies for distribution and exhibition.

2. You have been commissioned to propose a distribution strategy and an exhibition strategy for a new media product produced by a digital media and/or film production company based in Wales. Decide on **one** product that you feel could be produced by your production company and then plan how it will be distributed and exhibited.

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Brief

Task 1

Choose one digital media and/or film production company based in Wales that produce one or more of the following products: television programmes, films, video games. Consider two of their digital media and/or film products and evaluate their success. Examine how the products use genre codes and conventions, how the products are produced and the strategies for distribution and exhibition.

You can choose to present the task in any of the formats noted below (or any other suitable format):

- audio presentation
- audio visual presentation
- PowerPoint
- written prose.

The word limit is 750-1000 words if presented in a written format, or 6-8 minutes if presented in an audio format. If your work exceeds the maximum length, only the first 1000 words or 8 minutes will be assessed.

- **Examples of suitable products:** Television programmes e.g. *Keeping Faith/Un Bore Mercher and Dal y Mellt/Rough Cut* (Vox Pictures), *Yr Amgueddfa* and *Creisis* (Boom Cymru)
- Films e.g. *Mr. Burton* and *One Way to Denmark* (Severn Screen), *The Toll* and *Timestalker* (Western Edge Pictures)
- Video games e.g. *Maid of Sker* and *The Bunker* (Wales Interactive)

Your research into the products should be completed individually. Your findings must address the following questions:

a. Evaluate how the company's **two** products have used genre codes and conventions to appeal to audiences.

[8 marks]

b. Analyse how the production of the **two** products (such as financing, development, collaboration, key job roles) contribute to its success.

[8 marks]

c. Evaluate how the distribution and exhibition strategies of the **two** products (such as promotional websites, interviews, film festivals) promote the product to its target audience.

[8 marks]

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Task 2

You have been commissioned to propose a distribution strategy and an exhibition strategy for a new media product produced by a digital media and/or film production company based in Wales. Decide on **one** product that you feel could be produced by your production company and then plan how it will be distributed and exhibited.

a. Explain your proposed product and new Welsh production company.
You should include:
- a brief mission statement for the production company
- a tagline for the production company
- a brief description of the product and a stated target audience for the product.

[6 marks]

b. Create **one** distribution strategy and **one** exhibition strategy selected from the options below.

[18 marks for each strategy]

Distribution Strategies
Option 1 **Plan a promotional campaign strategy including:** • A schedule for pre and post release content including platforms, content and timeline • An outline for **two** digitally produced visual and/or audio examples of online promotional content • A justification of why this strategy is appropriate for your new product, including the intended impact of the strategy. OR **Option 2** **Plan a collaboration campaign (such as influencers or sponsors) and/or partnership strategy including:** • A plan of **two** proposed collaborations including objectives, proposed content and timeline • An outline for **two** digitally produced visual and/or audio examples of collaborative content • A justification of why this strategy is appropriate for your new product, including the intended impact of the strategy. OR **Option 3** **Plan a page of a website including:** • A mock-up of the homepage, including layout, content and design • An outline for **two** digitally produced examples of interactive content to feature on the website (e.g. a poll, a survey, a mini demo of a video game) • A justification of why this strategy is appropriate for your new product, including the intended impact of the strategy. OR **Option 4** **Plan a merchandise package including:** • A list of physical and digital merchandise including prices and proposed retailers

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- An outline for **two** digitally produced visual examples of digital merchandise (e.g. screensavers, digital art)
- A justification of why this strategy is appropriate for your new product, including the intended impact of the strategy.

Exhibition Strategies
You must use original footage, images or text for the majority of your exhibition product.

Option 1
Plan a festival showcasing your product including:
- A detailed schedule of the event.
- A digital poster advertising the event, or a radio or podcast advert advertising the event (up to one-minute)
- A justification of why this strategy is appropriate for your new product, including the intended impact of the strategy.

OR

Option 2:
Plan a local event showcasing your product including:
- A detailed timeline/schedule of the event and the location.
- A digital poster advertising the event, or a radio or podcast advert advertising the event (up to one-minute)
- A justification of why this strategy is appropriate for your new product, including the intended impact of the strategy.

OR

Option 3:
Plan a release schedule including:
- A detailed schedule of exhibition platforms and release dates.
- A digital teaser image advertising the release of the product, or a radio or podcast advert advertising the event (up to one-minute)
- A justification of why this strategy is appropriate for your new product, including the intended impact of the strategy.

OR

Option 4
Plan an immersive experience including:
- A detailed description and schedule of the experience.
- A visual digital advert for the experience, or a radio or podcast advert advertising the event (up to one-minute)
- A justification of why this strategy is appropriate for your new product, including the intended impact of the strategy.

c. Explain how your strategies communicate meaning to target audiences.

[6 marks]

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Information for candidates

The following information has been taken from the JCQ Information for candidates – non-examination assessments and the JCQ Artificial Intelligence (AI) Use in Assessments: Protecting the Integrity of Qualifications. This tells you about things that you **must** and **must not** do when you are completing your assessment. If there is anything that you do not understand, you **must** ask your teacher.

Preparing your work

- When you submit your work and sign your candidate declaration form, you need to ensure that your final product reflects your own independent work and isn't copied or paraphrased from another source such as an AI tool.
- Where you have applied the use of AI to aid research, this must be declared within the candidate declaration form.
- If you receive help and guidance from someone other than your teacher, you **must** tell your teacher who will then record the nature of the assistance given to you.
- Take care of your work and keep it safe. **Do not** leave it lying around where your classmates can find it or share it with anyone, including posting it on social media. You **must** always keep your work secure and confidential whilst you are preparing it; **do not** share it with your classmates. If it is stored on the computer network, keep your password secure. Collect all copies from the printer and destroy those you do not need.
- **Do not** be tempted to use pre-prepared online solutions (such as those produced by AI tools and chatbots) – this is cheating. Electronic tools used by WJEC can detect this sort of copying.
- You **must not** write inappropriate, offensive or obscene material.

Plagiarism

Plagiarism involves taking someone else's words, thoughts or ideas and trying to pass them off as your own. **It is a form of cheating which is taken very seriously.** Don't think you won't be caught; there are many ways to detect plagiarism:

- Markers can spot changes in the style of writing and use of language.
- Markers are highly experienced subject specialists – they may have read the source you are using, or even marked the work you have copied from!
- Internet search engines and specialised computer software can be used to match phrases or pieces of text with original sources and to detect changes in the grammar and style of writing or punctuation.

Penalties for breaking the regulations

If it is discovered that you have broken the regulations, one of the following penalties will be applied:

- the piece of work will be awarded zero marks
- you will be disqualified from that unit for the assessment series in question
- you will be disqualified from the whole subject for that assessment series
- you will be disqualified from all subjects and barred from entering again for a period of time.

WJEC will decide which penalty is appropriate.

Remember – it's your qualification so it needs to be your own work.

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Mark scheme

The following mark scheme will be used to assess your work.

Task 1
The word limit is 750-1000 words if presented in a written format, or 6-8 minutes if presented in an audio format. If the candidate's work exceeds the maximum length, only the first 1000 words or 8 minutes should be assessed.

Task 1(a) Evaluate how the company's two products have used genre codes and conventions to appeal to audiences.	
Band	**AO3** **Reflect on, analyse and evaluate the work of others**
4	**7-8 marks** • Excellent and detailed evaluation of how genre codes and conventions have been used across both products to appeal to audiences. • A wide range of highly relevant examples are used. • Research on the company's approach is highly relevant and appropriate. • Excellent, well-reasoned judgements and conclusions regarding the use of genre codes and conventions.
3	**5-6 marks** • Good and reasonably detailed evaluation of how genre codes and conventions have been used across both products to appeal to audiences. • A range of relevant examples are used. • Research on the company's approach is mostly relevant and appropriate. • Good, reasoned judgements and conclusions regarding the use of genre codes and conventions.
2	**3-4 marks** • Satisfactory evaluation of how genre codes and conventions have been used across both products (or only one product is mentioned) to appeal to audiences, although the response may be descriptive in parts. • Some relevant examples are used. • Research on the company's approach is partially relevant and appropriate. • Satisfactory judgements and conclusions regarding the use of genre codes and conventions.

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1	**1-2 marks** • Basic evaluation of how genre codes and conventions appeal to audiences, that may not explain how they have been used. • Few examples are used. • Research of the company's approach is of limited relevance and may be incomplete. • Limited evidence of judgements and conclusions regarding the use of genre codes and conventions.
0	**0 marks** No evidence or submitted work is not worthy of credit.

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Task 1(b) Analyse how the production of the two products (such as financing, development, collaboration, key job roles) contribute to its success.	
Band	**AO3** **Reflect on, analyse and evaluate the work of others**
4	**7-8 marks** • Excellent and detailed analysis of how production factors contribute to the success of the products. • A wide range of highly relevant examples are used. • Research on the production is highly relevant and appropriate. • Excellent, well-reasoned judgements and conclusions regarding the success of the production.
3	**5-6 marks** • Good and reasonably detailed analysis of how production factors contribute to the success of the products. • A range of relevant examples are used. • Research on the production is mostly relevant and appropriate. • Good, reasoned judgements and conclusions regarding the success of the production.
2	**3-4 marks** • Satisfactory analysis of how production factors contribute to the success of the products (or only one product is mentioned). • Some relevant examples are used. • Research on the production is partially relevant and appropriate. • Satisfactory judgements and conclusions regarding the success of the production.
1	**1-2 marks** • Basic analysis of how production factors contribute to the success of the products (or only one product is mentioned). • Few examples are used. • Research on the production is of limited relevance and may be incomplete. • Limited evidence of judgements and conclusions regarding the success of the production.
0	**0 marks** No evidence or submitted work is not worthy of credit

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Task 1(c) Evaluate how the distribution and exhibition strategies of the two products (such as promotional websites, interviews, film festivals) promote the product to its target audience.	
Band	**AO3** **Reflect on, analyse and evaluate the work of others**
4	**7-8 marks** • Excellent and detailed evaluation of how distribution and exhibition strategies promote both products to target audiences. • A wide range of highly relevant examples are used. • Research on the company's approach is highly relevant and appropriate. • Excellent, well-reasoned judgements and conclusions regarding the strategies to promote the products.
3	**5-6 marks** • Good and reasonably detailed evaluation of how distribution and exhibition strategies promote both products to target audiences. • A range of relevant examples are used. • Research on the company's approach is mostly relevant and appropriate. • Good, reasoned judgements and conclusions regarding the strategies to promote the products.
2	**3-4 marks** • Satisfactory evaluation of how distribution and exhibition strategies promote both products (or only one product is mentioned) to target audiences. • Some relevant examples are used. • Research on the company's approach is partially relevant and appropriate. • Satisfactory judgements and conclusions regarding the strategies to promote the products.
1	**1-2 marks** • Basic evaluation of how distribution and exhibition strategies promote both products (or only one product is mentioned) to target audiences. • Few examples are used. • Research on the company's approach is of limited relevance and may be incomplete. • Limited evidence of judgements and conclusions regarding the strategies to promote the products.
0	**0 marks** No evidence or submitted work is not worthy of credit

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Task 2(a)
You have been commissioned to propose a distribution strategy and an exhibition strategy for a new media product produced by a digital media and/or film production company based in Wales. Decide on **one** product that you feel could be produced by your production company and then plan how it will be distributed and exhibited.

Explain your proposed products and new Welsh production company.

You should include:
- a brief mission statement for the production company
- a tagline for the production company
- a brief description of the product and a stated target audience for the product.

Band	AO4 Create and develop ideas to communicate meaning in digital media and/or film outcomes
3	**5-6 marks** • Creative and focused explanation of the Welsh production company and product. • Appropriate, original and imaginative mission statement and tagline. • Perceptive understanding of an appropriate target audience.
2	**3-4 marks** • Creative explanation of the Welsh production company and product • Appropriate and imaginative mission statement and tagline, with some originality shown. • Generally perceptive understanding of an appropriate target audience.
1	**1-2 marks** • Limited explanation of Welsh production company and product that may lack creativity. • Limited imagination and/or originality in mission statement and tagline. • Limited understanding of target audience.
0	**0 marks** No evidence or submitted work is not worthy of credit.

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Task 2 (b) ASSESSMENT GRID – Distribution Strategies

Create **one** distribution strategy.

If there is only one example of a visual/audio element, allocate the band that qualitatively describes the response (which may be within any of the five bands). The mark must then be divided by two.

Band	AO2 Develop and apply creative techniques and production skills in a range of different contexts / media forms.
5	**16-18 marks** • Strategy fully meets the requirements of the chosen option. • Clear outline for two original and innovative examples of a visual/audio element that demonstrates excellent creative skill. • Clear and perceptive justification of the appropriateness and impact of the strategy in relation to the new product.
4	**12-15 marks** • Strategy fully meets the requirements of the chosen option. • Clear outline for two original and/or innovative examples of a visual/audio element that demonstrates good creative skill. • Clear justification of the appropriateness and impact of the strategy in relation to the new product.
3	**8-11 marks** • Strategy mostly meets the requirements of the chosen option. • An outline for two examples of a visual/audio element with some originality that demonstrates satisfactory creative skill. • A satisfactory justification of the appropriateness and impact of the strategy in relation to the new product.
2	**4-7 marks** • Strategy partially meets the requirements of the chosen option. • A basic outline for two examples of a visual/audio element with little originality that demonstrates basic creative skill and/or is missing key elements. • A basic justification of the appropriateness and impact of the strategy in relation to the new product.
1	**1-3 marks** • Strategy does not meet the requirements of the chosen option. • A minimal outline for two examples of a visual/audio element with no originality and limited creative skill. • A limited justification of the appropriateness and impact of the strategy in relation to the new product.
0	**0 marks** No techniques or skills demonstrated.

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Task 2 (b) ASSESSMENT GRID – Exhibition Strategies

Candidates who do not use original footage, images or text for the majority of the production may only be awarded marks up to the top of band 2.

Create **one** exhibition strategy.	
Band	**AO2** **Develop and apply creative techniques and production skills in a range of different contexts / media forms.**
5	**16-18 marks** • Strategy fully meets the requirements of the chosen option. • Original and innovative visual/audio element that demonstrates excellent creative skill. • Clear and perceptive justification of the appropriateness and impact of the strategy in relation to the new product.
4	**12-15 marks** • Strategy fully meets the requirements of the chosen option. • Original and/or innovative visual/audio element that demonstrates good creative skill. • Clear justification of the appropriateness and impact of the strategy in relation to the new product.
3	**8-11 marks** • Strategy mostly meets the requirements of the chosen option. • A visual/audio element with some originality that demonstrates satisfactory creative skill. • A satisfactory justification of the appropriateness and impact of the strategy in relation to the new product.
2	**4-7 marks** • Strategy partially meets the requirements of the chosen option. • A basic visual/audio element with little originality that demonstrates basic creative skill. • A basic justification of the appropriateness and impact of the strategy in relation to the new product.
1	**1-3 marks** • Strategy does not meet the requirements of the chosen option. • A visual/audio element with no originality and limited creative skill. • A limited justification of the appropriateness and impact of the strategy in relation to the new product.
0	**0 marks** No techniques or skills demonstrated.

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Task 2(c) Explain how your strategies communicate meaning to target audiences.	
Band	**AO4** **Create and develop ideas to communicate meaning in digital media and/or film outcomes**
3	**5-6 marks** • Good understanding of how their strategies communicate meaning to target audiences.
2	**3-4 marks** • Satisfactory understanding of how their strategies communicate meaning to target audiences.
1	**1-2 marks** • Basic understanding of how their strategies communicate meaning to target audiences.
0	**0 marks** No evidence or submitted work is not worthy of credit.

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Appendix A: Candidate Declaration Form

Centre No:								**Centre Name:**	
Candidate No:								**Candidate Name:**	
Unit Title:									

Part A: Candidate Declaration

References: Give details of the exact source used in the assignment. Please note, if you have used the 'reference table template' found in Appendix 2 of the document named 'Conducting Non-examination Assessments in National 14-16 Qualifications – Guide for Candidates', you can simply say 'see reference table'.

Authentication Declaration
I declare that my work was completed independently and without any assistance beyond that which was permitted. All work is my own, except for any non-original material clearly credited above. This work has not been submitted for any other qualification. I have clearly referenced any sources and any Artificial Intelligence tools used in the work. I understand that false declaration is a form of malpractice.

Candidate Signature:	**Date:**

Part B: GDPR Consent

- WJEC may select your work for use at teacher training events and subsequently upload it onto WJEC's secure website (accessible only to teachers via a secure login). Your name would be removed from your work before we use it. All materials are reviewed regularly and are removed when no longer relevant to our qualifications.
- WJEC may select your work for use in teaching and learning resources published on the WJEC public website. Your name would be removed from your work before we use it. All materials are reviewed regularly and are removed when no longer relevant to our qualifications.
- You understand that this agreement may be terminated at any time through written request[1].
- For further details about how we process your data please read WJEC's privacy notice.

If you consent to your work being used in this way, please sign below:

Candidate Signature:	**Date:**

[1] You must be over 13 to provide consent. You may withdraw your consent at any time by contacting WJEC on qualifications@wjec.co.uk. Please include the title of the work, the year of assessment, centre name and number, candidate name and the unit title in the communication. The work will then be removed from the secure website.

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Cover Sheet Section C: Unassessed assistants to complete

I confirm that I followed the instructions of the assessed candidate and made no creative contribution to the work.

Name of participant (printed)	Signature	Date
		/ /
		/ /
		/ /
		/ /
		/ /

Cover Sheet Section D: Unassessed participants (models / actors) to complete

Over 13

- I am over 13 and I give permission for my film / photographic image to be used according to the points detailed in Section B (above) in line with the consent of the candidate (Section B).

Under 13

- I give permission for my child's film / photographic image to be used according to the points detailed in Section B (above) in line with the consent of the candidate (Section B).

Please sign as appropriate.

Name of participant (printed)	Participant / Parent Signature	Date
		/ /
		/ /
		/ /
		/ /
		/ /

If any participant has declined permission, please tick here: ☐

End of Candidate Assessment Pack

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