

WJEC GCE MEDIA STUDIES NEA ADAPTATIONS 2021

A2 UNIT 4

These adaptations have been made in response to the context of the coronavirus (COVID-19) pandemic in which candidates' education has been disrupted. In consultation with Qualifications Wales, WJEC has made a range of adjustments to the assessment arrangements for the non-exam assessment (NEA) in Media Studies in order to accommodate public health requirements.

General Information

- This document should be used in conjunction with the production briefs published in the specification and the adaptations to length/amount made in September 2020.
- Centres should read the document WJEC GCE Media Studies Non-Exam Assessment Adaptations 2021 available on the Media Studies page of the WJEC website for full details of the requirements and amended marking criteria:
 1. There are no changes to the Investigative Research, Development Outline or Critical Analysis requirements.
 2. The requirement to complete the second part of the Cross-media Production has been removed, so learners create one media product, rather than the usual two.
 3. The length required for Brief 1, Options 1 and 2 has been reduced by half: now one minute thirty seconds – two minutes (individual), two minutes - two minutes thirty seconds (pair).
 4. The number of pages and original images required for Brief 2, Options 1 and 2 has been reduced: total three pages, including front cover and double page spread; minimum of five different original images in total.
- Permitted Types of Assessment Evidence for 2021. WJEC will accept the following types of assessment evidence for the Production element of Unit 4 in line with the adapted requirements for lengths/amounts above:
 - Completed productions
 - Partially completed productions
 - Pre-production work
- **Candidates should fully complete the media production as detailed in the relevant brief if at all possible** in order to develop appropriate practical skills, have the best possible experience of the subject and support progression. However, in exceptional circumstances where this is not possible due to candidates being unable to access appropriate technology and resources, the table below outlines alternative submissions that will be accepted.
- Whichever type of assessment evidence is submitted, candidates must ensure that they apply knowledge and understanding of key concepts of media studies.
- There have been some minor amendments to the marking criteria. Technical skills are not part of the marking criteria for 2021 (column 2) and references to the cross-media element have been removed throughout. See the amended marking grid at the end of the document.

PERMITTED TYPES OF ASSESSMENT EVIDENCE FOR 2021

WJEC will accept the following types of assessment evidence for 2021 (note: detail on the requirements of specific briefs is provided later in this document)

Type of Assessment Evidence	Explanation
(a) A completed production	<p>Candidates have been able to access technology and resources throughout their completion of the NEA and have therefore been able to create a media product in full, as detailed in the briefs. As a result, the media product will be fully realised.</p> <p>Supporting evidence (e.g. annotation) may be provided to demonstrate how the candidate would have completed the product under normal circumstances, for example, if they have been unable to achieve a particular intention, such as filming in a specific location, because of public health requirements.</p>
(b) A partially completed production	<p>Candidates have only been able to create some parts of the media product, as detailed in the briefs, due to inconsistent access to technology and resources during their completion of the NEA. As a result, the media product will be partially realised and must be accompanied by either a storyboard, shooting script or animatic (audio-visual tasks) or draft designs (print tasks) to address the missing parts of the product where candidates have not been able to fully realise the production.</p> <p>Supporting evidence (e.g. annotation) may be provided to demonstrate how the candidate would have completed the product under normal circumstances, for example, if they have been unable to achieve a particular intention, such as filming in a specific location, because of public health requirements.</p>
(c) Pre-production work	<p>Candidates have not been able to create a media product, as detailed in the briefs, as they have been unable to access the necessary technology and resources during their completion of the NEA. As a result, the media product will not be realised and instead pre-production work must be submitted: either a storyboard, shooting script or animatic (audio-visual tasks) or draft designs (print tasks).</p> <p>Supporting evidence (e.g. annotation) may be provided to demonstrate how the candidate would have completed the product under normal circumstances, for example, if they have been unable to achieve a particular intention, such as filming in a specific location, because of public health requirements.</p>

ORIGINAL IMAGES

- **Original images must be used in all types of Production assessment evidence.** Non-original images can be used as supporting evidence for Production only, as detailed in the requirements for specific briefs.

AUDIO-VISUAL PRODUCTIONS

- Completed audio-visual productions must be fully edited. Partially completed audio-visual products must contain at least some recorded material or footage accompanied by some scripted or storyboarded sections as necessary. Pre-production work may be hand-drawn and/or handwritten. NB For candidates working in a pair: scripted/storyboarded sections of partially completed productions must be completed individually. If pre-production work is submitted as assessment evidence, this must all be completed individually.
- Audio-visual work must include original photography/hand-drawn/handwritten elements, for example a storyboard for a television sequence might include photographs that the candidate has taken at home, featuring members of their household, to demonstrate their understanding of framing and composition.

PRINT PRODUCTIONS

- Completed print productions must be created digitally. Partially completed print productions must contain at least some digitally realised elements combined with sketches and handwritten copy as necessary. Pre-production work may be hand-drawn.
- Print work must include original photography/hand-drawn elements, for example a partially completed magazine cover might include photographs that the candidate has taken at home, featuring members of their household, to demonstrate their understanding of framing and composition.

ACCESS TO TECHNOLOGY AND RESOURCES

- Candidates' access to technology (such as digital cameras, computers, editing software etc.) and resources (such as props and costumes, locations and cast members), might be limited for some or all of the duration of the production work.
- Candidates who have no access to technology and/or resources should submit pre-production work as assessment evidence for their chosen brief (see full details below). Teachers should guide candidates to choose the option that best allows them to meet the assessment criteria.

Brief 1: Television	(a) A completed media product	(b) A partially completed media product	(c) Pre-production work
<p>Option 1: Audio-visual</p> <p>Create the opening sequence of a new TV programme in a genre of your choice for E4. The programme should be aimed at a young adult audience aged 16- 25.</p> <p>Option 2: Audio-visual</p> <p>Create the opening sequence of a new TV programme in a genre of your choice for BBC1. The programme should be aimed at an adult audience aged 25 – 34.</p>	<p>Complete opening sequence: 1 minute 30 seconds-2 minutes (individual), 2 minutes-2 minutes 30 seconds (pair).</p>	<p>A partially completed audio-visual sequence, accompanied by a detailed storyboard, shooting script or animatic for extracts from the remainder of the sequence. Accompanying storyboards, scripts and animatics must be completed individually.</p> <ul style="list-style-type: none"> The length and focus of the storyboard, shooting script or animatic should be determined by the amount of audio-visual work that has been completed, for example: <ul style="list-style-type: none"> if the first half of the opening sequence is fully completed, a storyboard, shooting script or animatic for one extract from the second half of the sequence should also be submitted OR if footage for the entire opening sequence has been shot but not edited, a storyboard, shooting script or animatic should be completed to demonstrate how two extracts from the sequence would be edited. Screen shots of the candidate's own footage may be used. Each extract must include 10 cells (storyboard/animatic) or 10 shot descriptions (shooting script) that provide a consecutive shot by shot breakdown of the part of the opening sequence, using the appropriate WJEC template. Storyboard images must be original and may be photographic or hand-drawn or a mixture of both but must be created by the candidate. The partially completed production must cover different parts of the opening sequence (e.g. beginning, middle and end sections). 	<p>Pre-production work: three extracts from different parts of the opening sequence in one of the following forms. Pre-production work must be completed individually.</p> <ol style="list-style-type: none"> a detailed storyboard of 30 cells using the WJEC template. Images must be original and may be photographic or hand-drawn or a mixture of both but must be created by the candidate. Each extract must include 10 storyboard cells that provide a consecutive shot by shot breakdown of the part of the sequence. a detailed shooting script of 30 shot descriptions using the WJEC template. Each extract must comprise 10 shot descriptions that provide a consecutive shot by shot breakdown of the part of sequence. an animatic: an edited sequence of 30 still images, accompanied by audio. Images must be original and may be photographic or hand-drawn or a mixture of both but must be created by the candidate. Each extract must include 10 storyboard cells that provide a consecutive shot by shot breakdown of the part of the sequence. <ul style="list-style-type: none"> The selected extracts must cover different parts of the opening sequence (e.g. beginning, middle and end sections).

Supporting evidence (Optional)	<p>Candidates may submit up to a maximum of 1 page of evidence to show how they would have completed the product under normal circumstances. This may include:</p> <ul style="list-style-type: none"> • annotated original images (e.g. screen shots from the candidate's production) or non-original images (e.g. photographs of locations or costumes that would have been used) to demonstrate how the sequence would have been filmed. 	<p>Candidates may submit up to a maximum of 2 pages of evidence for a partially completed production, or 3 pages for pre-production work, to show how they would have completed the product under normal circumstances. This may include:</p> <ul style="list-style-type: none"> • Original images (e.g. candidate's sketches of costumes) and/or non-original images (e.g. photographs of locations) to illustrate intentions • Annotations to indicate how the sequence would have been filmed • Candidates completing an animatic might include annotations of examples of their images to describe, for example, the shot types or mise-en-scène, if this is not clearly communicated in the images alone • Candidates completing a shooting script might include sketches or photographs to illustrate specific shots.
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Brief 2: Magazines	(a) A completed media product	(b) A partially completed media product	(c) Pre-production work
<p>Option 1: Print</p> <p>Create a new magazine for publisher Bauer Media. The magazine should be aimed at a young professional audience aged 18-30.</p> <p>Option 2: Print</p> <p>Create a new magazine for independent publisher TCO London. The magazine should be aimed at a young professional audience aged 18-30.</p>	<p>Must include:</p> <ul style="list-style-type: none">• Front cover• Double page spread (counts as 2 pages) <p>3 pages; minimum of 5 different original images in total.</p>	<p>Partially completed print magazine pages, including some digitally realised elements, accompanied by draft designs of aspects that could not be completed (for example, candidates might fully complete the double page spread accompanied by a detailed draft design of the front cover OR digitally complete some elements of each page with additional draft design elements)</p> <ul style="list-style-type: none">• The partially completed print magazine pages, including draft designs, should demonstrate understanding of magazine conventions in terms of design and layout. Draft designs may include hand-drawn and/ or handwritten elements.• Original images must be used throughout (these might be, for example, photographs that the candidate has taken at home featuring members of their household as models, or sketches of locations, but should demonstrate understanding of representations and conventions appropriate to the genre and form)• The partially completed print magazine pages must include all requirements of the brief, including, for example, design and inclusion of original masthead/ logo, a minimum of at least 5 original images across the 3 pages, 750 word written article, apply an understanding of representations in relation to chosen genre and target audience specified	<p>Detailed draft designs of the 3 magazine pages that may be hand-drawn and handwritten.</p> <ul style="list-style-type: none">• The draft designs should demonstrate understanding of magazine conventions in terms of design and layout• Original images must be used throughout (these may be photographic or hand-drawn or a mixture of both but must be created by the candidate), and should demonstrate understanding of representations and conventions appropriate to the genre and form• The draft designs must include all requirements of the brief, including, for example, design and inclusion of original masthead/ logo, a minimum of at least 5 original images across the 3 pages, 750 word written article, apply an understanding of representations in relation to chosen genre and target audience specified• The draft designs must be accompanied by annotations to describe key elements, completed on the WJEC print template
<p>Supporting evidence (Optional)</p>	<p>Candidates may submit up to a maximum of 1 page of evidence to show how they would have completed the product under normal circumstances. This may include: annotated original images (e.g. screen shots from the candidate's production) or non-original images (e.g. photographs of locations or costumes that would have been used) to demonstrate how the magazine pages would have been constructed.</p>	<p>Candidates may submit up to a maximum of 2 pages of evidence for a partially completed production, or 3 pages for pre-production work, to show how they would have completed the product under normal circumstances. This may include:</p> <ul style="list-style-type: none">• Original images (e.g. candidate's sketches of model's clothing) and/or non-original images (e.g. photographs of locations) to illustrate intentions• Annotations to indicate how the magazine pages would have been constructed• Non-original images to illustrate additional magazine design features, such as fonts, backgrounds, colour palettes etc., that might have been used	

AMENDED MARK SCHEME TO BE USED FOR ASSESSMENT IN 2021

Media Production <i>Candidates who do not use original footage, images or text for the production must not be awarded marks above band 1.</i>		
AO3 (20%): Create media products for an intended audience, applying knowledge and understanding of key concepts of media studies.		
Band	Create a media production for an <i>intended audience and industry context</i> , that <i>uses media language to communicate meanings</i> and <i>construct representations</i>	Create a media production that meets the <i>requirements of the set brief</i> , including <i>suitability for the chosen form</i>
5	<p>17-20 marks</p> <ul style="list-style-type: none"> The media production shows an excellent use of media language that is likely to engage and position the intended audience through a highly appropriate mode of address An excellent, sustained use of media language in the product to construct insightful, appropriate representations A highly consistent use of conventions relevant to the specified genre and industry contexts 	<p>17-20 marks</p> <ul style="list-style-type: none"> The media production applies knowledge and understanding of media language in an excellent, highly fluent and consistent way An excellent realisation of the brief that consistently uses conventions relevant to the chosen form Conventions of the form are applied in a highly suitable and imaginative way The product addresses all the requirements set out in the brief Excellent creativity
4	<p>13-16 marks</p> <ul style="list-style-type: none"> The media production shows a good use of media language that is likely to engage and position the intended audience through an appropriate mode of address A good, sustained use of media language in the product to construct purposeful, appropriate representations A consistent use of conventions relevant to the specified genre and industry contexts 	<p>13-16 marks</p> <ul style="list-style-type: none"> The media production applies knowledge and understanding of media language in a good, generally fluent and consistent way A good realisation of the brief that uses conventions mostly relevant to the chosen form Conventions of the form are applied in a suitable and imaginative way The product addresses almost all the requirements set out in the brief Good creativity
3	<p>9-12 marks</p> <ul style="list-style-type: none"> The media production shows a satisfactory use of media language that is likely to engage and position the intended audience through a generally appropriate mode of address A satisfactory, straightforward use of media language in the product to construct generally appropriate representations A satisfactory use of conventions relevant to the specified genre and industry contexts 	<p>9-12 marks</p> <ul style="list-style-type: none"> The media production applies knowledge and understanding of media language in a satisfactory and straightforward way A satisfactory realisation of the brief that uses conventions mostly relevant to the chosen form Conventions of the form are applied in a generally appropriate way. The product addresses most of the requirements set out in the brief Satisfactory creativity

2	<p>5-8 marks</p> <ul style="list-style-type: none"> • The media production shows a basic use of media language that is likely to engage and position the intended audience inconsistently through a mode of address that is not always appropriate • A basic use of media language in the product to construct representations that are not always appropriate • A basic use of conventions, not always relevant to the specified genre and industry contexts 	<p>5-8 marks</p> <ul style="list-style-type: none"> • The media production applies knowledge and understanding of media language in a basic, at times inconsistent, way • A basic realisation of the brief that uses conventions not always appropriate to the chosen form • Conventions of the form are applied in a basic, uncomplicated way • The product addresses some of the requirements set out in the brief but not all of the tasks are completed and the product may be below the stipulated limits for length/quantity • Basic creativity.
1	<p>1-4 marks</p> <ul style="list-style-type: none"> • The media production shows a limited use of media language that is unlikely to engage and position the intended audience through an inappropriate mode of address • A minimal use of media language in the product to construct limited representations • A minimal realisation of the brief, with minimal use of conventions relevant to the chosen forms, genre and industry context 	<p>1-4 marks</p> <ul style="list-style-type: none"> • The media production applies knowledge and understanding of media language in a minimal way, communicating limited meanings • A minimal realisation of the brief that uses conventions in a limited way, inappropriate to the chosen form • Conventions of the form are applied in a limited way • The product addresses few of the requirements set out in the brief, is likely to be incomplete and substantially below the stipulated limits for length/quantity • Limited creativity.
	<p>0 marks</p> <p>The production is not worthy of credit.</p>	