

WJEC GCE MEDIA STUDIES NEA ADAPTATIONS 2022

AS UNIT 2

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 mitigate lost teaching and learning time and facilitate current social distancing guidelines.

AS Unit 2 NEA requirements:

RESEARCH

There are no changes to the Research requirements. Research must be marked out of 20 (instead of 10) using the amended mark scheme published at the end of this document.

PLANNING

There is no assessment of planning.

PRODUCTION

The production briefs requirements are amended as follows:

- Print: **two** pages; minimum **three** different original images
- Audio-Visual: **one minute thirty seconds – two minutes thirty seconds**, plus individual poster including **minimum one original image** if AV completed in pair
- Online – the **homepage** including a lead story plus **one audio or video report**; minimum **three** different original images and minimum **three hundred words** for homepage text

Permitted Types of Assessment Evidence for 2022. WJEC will accept the following types of assessment evidence for the Production element of Unit 2 in line with the adapted requirements for lengths/amounts above:

- Completed productions
- Partially completed productions

REFLECTIVE ANALYSIS

There are no changes to the Reflective Analysis requirements.

GENERAL INFORMATION

- This document should be used in conjunction with the production briefs published in the specification and the adaptations to length/amount detailed above. **Please note that the briefs for assessment from 2022 onwards have been updated. Please see the latest version of [the specification](#) for full details.**
- **Candidates should fully complete the media production as detailed in the relevant brief if possible** in order to develop appropriate practical skills, have the best possible experience of the subject and support progression. However, where there are issues with access to specialist resources, the table below outlines alternative forms of assessment evidence 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 amendments to the marking criteria for 2022:
 - Research is marked out of 20, instead of 10.
 - Technical skills are included with a caveat in the marking criteria for the Production (column 1).

See the amended marking grids at the end of the document.

PERMITTED TYPES OF ASSESSMENT EVIDENCE FOR 2022

WJEC will accept the following types of assessment evidence for 2022 (Please 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), audio script (audio tasks) or draft designs (print and online 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>

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. **For candidates working in a pair: scripted/storyboarded sections of partially completed productions must 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.
- 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.

ONLINE PRODUCTIONS

- Completed websites must be fully functioning. Partially completed websites must include some functioning elements combined with sketches and handwritten copy as necessary.
- Websites must include original photography/hand-drawn elements, for example a partially completed entertainment and showbiz news webpage 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 SPECIALIST 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. In such cases, candidates should submit a partially complete production, accompanied by storyboards/ scripts (audio-visual briefs) or draft designs (print/ online briefs) of elements that could not be completed.
- Teachers should guide candidates to choose the option that best allows them to meet the assessment criteria.

Brief 1: Selling Images – Advertising and Music Video	(a) A completed media product	(b) A partially completed media product
<p>Option 1: Audio-visual</p> <p>Create a music video for a new indie rock band or artist designed to sell the image of that band or artist.</p>	<p>Complete music video: 1 minute 30 seconds – 2 minutes 30 seconds</p>	<p>A partially completed music video, accompanied by a detailed storyboard, shooting script or animatic for extracts from the remainder of the sequence.</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 music video 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 music video 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 music video, 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. <p>The partially completed production must cover different parts of the music video (e.g. beginning, middle and end sections) and apply an understanding of the representation of at least one specific group (gender, ethnicity or age).</p>
<p>Supporting evidence (Optional)</p>	<p>Candidates may submit up to a maximum of 1 pages 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 constructed. 	<p>Candidates may submit up to a maximum of 2 pages of evidence for a partially completed production, to show how they would have completed the product under normal circumstances.</p> <p>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

Brief 1: Selling Images – Advertising and Music Video	(a) A completed media product	(b) A partially completed media product
<p>Option 2: Print/Online</p> <p>Create an advertising campaign for a new cosmetic or fragrance product brand to be advertised in a mainstream fashion magazine with a website (such as Vogue or GQ).</p>	<p>2 complete advertisements from the following*:</p> <ul style="list-style-type: none"> • billboard advertisement • magazine advert • digital advert designed for a relevant media platform <p>2 pages; minimum 3 different original images in total.</p> <p><i>*Please note: Candidates should complete 2 of the 3 different options above.</i></p>	<p>Partially completed print advertisements, including some digitally realised elements, accompanied by draft designs of aspects that could not be completed (for example, candidates might fully complete one advertisement accompanied by a detailed draft design of the other advertisement OR digitally complete some elements of each advertisement with additional draft design elements)</p> <ul style="list-style-type: none"> • The partially completed print advertisements, including draft designs, should demonstrate understanding of advertising 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) <p>The partially completed print advertisements must include all requirements of the brief, including, for example, design and inclusion of original brand logo, a minimum of at least 3 original images across the campaign, apply an understanding of representations of gender and age in relation to target audience specified.</p>
<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 advertisements would have been constructed.</p>	<p>Candidates may submit up to a maximum of 2 pages of evidence for a partially completed production, 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 advertisements would have been constructed <p>Candidates may, for example, annotate screenshots of their own work or complete the WJEC print/ online template.</p>

Brief 2: News in the Online Age	(a) A completed media product	(b) A partially completed media product
<p>Option 1: Online</p> <p>Create the homepage for a new entertainment and showbiz news website</p> <p>Option 2: Online</p> <p>Create the homepage for a new regional news website.</p>	<ul style="list-style-type: none"> • Homepage including a lead story plus • one audio or video report <p>Minimum 3 different original images in total and minimum 300 words for the homepage text</p>	<p>Partially completed homepage and audio or video report, including some digitally realised elements, accompanied by draft designs, scripts or storyboards of aspects that could not be completed (for example, candidates might fully complete the homepage accompanied by a storyboard for the video report/script for the audio report OR digitally complete some elements of the homepage with additional draft design elements, and digitally complete some elements of the video/audio report with an additional storyboard/script)</p> <ul style="list-style-type: none"> • The partially completed homepage, including draft designs, should demonstrate understanding of online 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 production must include all requirements of the brief, including, for example, original website logo, homepage lead story of at least 300 words and at least 3 original images, an audio or video report, apply an understanding of representations of gender and age in relation to target audience specified
<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 website would have been constructed.</p>	<p>Candidates may submit up to a maximum of 2 pages of evidence for a partially completed production, to show how they would have completed the product under normal circumstances.</p> <p>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 website would have been constructed. Candidates may, for example, annotate screenshots of their own work or complete the WJEC print/ online template. • Candidates completing a storyboard might submit a script of sections of dialogue or voiceover.

Brief 3: Film	(a) A completed media product	(b) A partially completed media product
<p>Option 1 - Audio-visual</p> <p>Create the opening sequence for either a romantic comedy genre film or a teen horror genre film produced by either:</p> <p>1. a major film company (e.g. Warner or Universal), or</p> <p>2. an independent film production company (e.g. Warp or Working Title)</p>	<p>Complete film opening sequence: 1 minute 30 seconds – 2 minutes 30 seconds</p>	<p>A partially completed film opening sequence, accompanied by a detailed storyboard, shooting script or animatic for extracts from the remainder of the sequence.</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 film 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 film 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 music video, using the appropriate Eduqas 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. <p>The partially completed production must cover different parts of the sequence (e.g. beginning, middle and end sections).</p>
<p>Supporting evidence (Optional)</p>	<p>Candidates may submit up to a maximum of 1 pages 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 sequence would have been constructed.</p>	<p>Candidates may submit up to a maximum of 2 pages of evidence for a partially completed production, 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

Brief 3: Film	(a) A completed media product	(b) A partially completed media product
<p>Option 2 – Print/Online option (individual)</p> <p>Create a movie marketing campaign for either a romantic comedy genre film or a teen horror genre film produced by either:</p> <p>1. a major film company (e.g. Warner or Universal), or</p> <p>2. an independent film production company (e.g. Warp or Working Title)</p>	<p>Two complete advertisements from the following*:</p> <ul style="list-style-type: none"> • billboard poster • teaser poster • digital banner poster <p>2 pages; minimum 3 different original images in total.</p> <p><i>*Please note: Candidates should complete 2 of the 3 different options above.</i></p>	<p>Partially completed print/online advertisements, including some digitally realised elements, accompanied by draft designs of aspects that could not be completed (for example, candidates might fully complete one advertisement accompanied by a detailed draft design of the other advertisement OR digitally complete some elements of each advertisement with additional draft design elements)</p> <ul style="list-style-type: none"> • The partially completed print advertisements, including draft designs, should demonstrate understanding of film marketing 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) <p>The partially completed print/online advertisements must include all requirements of the brief, including, for example, design and inclusion of original title and logo, a minimum of at least 3 original images across the campaign, apply an understanding of representations of gender and age in relation to target audience specified</p>
<p>Supporting evidence (Optional)</p>	<p>Candidates may submit up to a maximum of 1 pages 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 advertisements would have been constructed.</p>	<p>Candidates may submit up to a maximum of 2 pages of evidence for a partially completed production, 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 advertisements would have been constructed. Candidates may, for example, annotate screenshots of their own work or complete the WJEC print/ online template.

AMENDED MARK SCHEME TO BE USED FOR ASSESSMENT IN 2022

Research AO3 (20%): Research media products for an intended audience, applying knowledge and understanding of key concepts of media studies	
Band	Research media products for an intended audience, applying knowledge and understanding of key concepts of media studies.
5	<p style="text-align: center;">17-20 marks</p> <ul style="list-style-type: none"> • Excellent ability to research media products for an intended audience. • Research is highly relevant and appropriate. • Excellent application of knowledge and understanding of genre, representation and audience.
4	<p style="text-align: center;">13-16 marks</p> <ul style="list-style-type: none"> • Good ability to research media products for an intended audience. • Research is relevant and appropriate. • Good application of knowledge and understanding of genre, representation and audience.
3	<p style="text-align: center;">9-12 marks</p> <ul style="list-style-type: none"> • Satisfactory ability to research media products for an intended audience • Research is mostly relevant and appropriate. • Satisfactory application of knowledge and understanding of genre, representation and audience.
2	<p style="text-align: center;">5-8 marks</p> <ul style="list-style-type: none"> • Basic ability to research media products for an intended audience, but in an inconsistent way. • Research is partially relevant and appropriate. • Some application of knowledge and understanding of genre, representation and audience, but this is limited and inconsistent.
1	<p style="text-align: center;">1-4 marks</p> <ul style="list-style-type: none"> • Limited ability to research media products for an intended audience. • Research is of limited relevance and may be incomplete. • Limited application of knowledge and understanding of genre, representation and audience.

Production AO3 (25%): Create media products for an intended audience, applying knowledge and understanding of key concepts of media studies.			
Band	Create a media production for an intended audience, <i>applying knowledge and understanding of media language</i>	Create a media production for an intended audience, <i>applying knowledge and understanding of representation</i>	Create a media production that meets the requirements of the set brief, <i>including suitability for the chosen form, genre, industry context and target audience</i>
5	17-20 marks <ul style="list-style-type: none"> The media production applies knowledge and understanding of media language in an excellent, generally fluent and consistent way. Conventions of the genre or form are applied in a highly appropriate and imaginative way. Excellent technical skills* and creativity 	13-15 marks <ul style="list-style-type: none"> The media production applies knowledge and understanding of representation in an excellent, generally fluent and consistent way. Representations of individuals, groups and issues/events (as appropriate) apply excellent awareness of representation issues and effective use of techniques to convey them 	13-15 marks <ul style="list-style-type: none"> An excellent realisation of the brief that consistently uses conventions relevant to the chosen forms, genre and industry context An excellent realisation of the brief that is likely to engage and position the intended audience through a highly appropriate mode of address The product/s address all the requirements set out in the brief
4	13-16 marks <ul style="list-style-type: none"> The media production applies knowledge and understanding of media language in a good and reasonably consistent way. Conventions of the genre or form are applied in an appropriate and consistent way. Good technical skills* and creativity 	10-12 marks <ul style="list-style-type: none"> The media production applies knowledge and understanding of representation in a good and reasonably consistent way. Representations of individuals, groups and issues/events (as appropriate) apply a good awareness of representation issues, using recognised techniques to convey them 	10-12 marks <ul style="list-style-type: none"> A good realisation of the brief that uses conventions relevant to the chosen forms, genre and industry context in a mostly consistent way A good realisation of the brief that is likely to engage and position the intended audience through an appropriate mode of address The product/s address almost all the requirements set out in the brief
3	9-12 marks <ul style="list-style-type: none"> The media production applies knowledge and understanding of media language in a satisfactory way. Conventions of the genre or form are applied in a generally appropriate way. Satisfactory technical skills* and creativity 	7-9 marks <ul style="list-style-type: none"> The media production applies knowledge and understanding of representation in a satisfactory way. Representations of individuals, groups and issues/events (as appropriate) apply a satisfactory awareness of representation issues, using some recognised techniques to convey them 	7-9 marks <ul style="list-style-type: none"> A satisfactory realisation of the brief that uses conventions relevant to the chosen forms, genre and industry context in a reasonably consistent way A satisfactory realisation of the brief that is likely to engage and position the intended audience through a generally appropriate mode of address The product/s address most of the requirements set out in the brief

2	<p>5-8 marks</p> <ul style="list-style-type: none"> • The media production applies a basic knowledge and understanding of media language, but in an inconsistent way. • Conventions of the genre or form are applied, but in an inappropriate or inconsistent way. • Basic technical skills* and creativity 	<p>4-6 marks</p> <ul style="list-style-type: none"> • The media production applies some knowledge and understanding of representation, but in a limited and inconsistent way. • Representations of individuals, groups and issues/events (as appropriate) apply basic awareness of representation issues, using basic techniques to convey them 	<p>4-6 marks</p> <ul style="list-style-type: none"> • A basic realisation of the brief that uses conventions relevant to the chosen forms, genre and industry context in a sometimes inconsistent way • A basic realisation of the brief that is likely to engage and position the intended audience through a mode of address that is not always appropriate • The product/s address some of the requirements set out in the brief
1	<p>1-4 marks</p> <ul style="list-style-type: none"> • The media production applies limited knowledge and understanding of media language. • Conventions of the genre or form are applied in a limited way. • Limited technical skills* and creativity. 	<p>1-3 marks</p> <ul style="list-style-type: none"> • The media production applies limited knowledge and understanding of representation. • Representations of individuals, groups and issues/events (as appropriate) apply limited awareness of representation issues, using limited techniques to convey them. 	<p>1-3 marks</p> <ul style="list-style-type: none"> • A limited realisation of the brief that uses minimal conventions relevant to the chosen forms, genre and industry context • A limited realisation of the brief that is unlikely to engage and position the intended audience with little sense of address to the intended audience • The product/s address few requirements set out in the brief and is likely to be incomplete
<p>0 marks</p> <p>The production is not worthy of credit.</p>			

*Technical skills should be assessed where applicable; candidates must not be penalised if they have not had the opportunity to demonstrate technical skills due to lack of access to appropriate technology and resources.