
Assignment – National 5 Media Course

Commentaries on Candidate Evidence

Commentary on Candidate 1 Assignment

	Commentary	Mark
PLANNING		
1. Audience	1 mark is awarded for the genre research into the target audience regarding age and gender, and 1 mark is awarded for planning decisions regarding target audience. 2 further marks are awarded for casting decisions based on research into fandom/star appeal.	4
2. Internal controls	1 mark is awarded for the research finding of safety regulations. 4 further marks are awarded for the development of this and planning decisions for the stunt that candidate has planned for Shot 10 of the storyboard: the necessity of keeping the public safe; the need for stunt professionals; access to safety equipment, and the use of dummies.	5
3. External controls	There is more than 5 marks worth in this answer: the research findings into music are very detailed and a clear planning decision has been made in relation to this. This part alone is worth 5 marks. The additional information on certification would be worth 2 marks (one for the finding, one for the planning decision).	5
4. Key Aspect	Genre: 3 marks are awarded for the description of the research findings about the use of camera and editing in chase sequences in thriller/action films. This is developed in detail through three separate points on visual elements of the car chase. 1 mark is awarded for the planning decision to include these elements. A further mark is awarded for the planning decision regarding sound based on the findings of the research.	5
5. Key Aspect	Representation: there are several simple points made about costume, make-up and props, and how the candidate has made planning decisions to use similar elements. Although individually the points are undeveloped, the combination and accumulation of details are equivalent to that required for 3 marks.	3
DEVELOPMENT		
Example 1	Shot 1 – A range of valid codes and connotations has been used by the candidate to convey straightforward meanings. If there had been more in-depth development of the codes and connotations, this could have gained 5 marks.	4
Example 2	Shot 2 – This demonstrates insightful understanding of the codes and connotations of costume, sound, props, colour and the sequencing of the shots, and an understanding of these in relation to audience engagement.	5
Example 3	Shot 6 - Valid codes and connotations have been used by the candidate to convey clear meanings. If there had been a little more development of the codes and connotations, this could have gained 5 marks.	4
Example 4	Shot 7 – There is a straightforward and valid description of some codes and connotations. It is initially rather basic, but improves in the second half.	3
Example 5	Shot 12 – There is a straightforward and valid description of some codes and connotations, and the purpose of the shot is clear.	3

Commentary on Candidate 2 Assignment

	Commentary	Mark
PLANNING		
1. Audience	'football fans' can't be credited because it's in the brief. 1 mark for finding out what visual elements appeal to football fans plus 1 mark for effect on planning decision about colour; 1 mark for the planning decision of including detail on pricing in the poster because of the socio economic group. Some of the information isn't about audience research, but only about advertising techniques.	3
2. Internal controls	2 marks for description of research findings regarding budget, resources, time, technology. There are no additional marks for planning as there is no detail on planning decisions, just discussion of the development stage.	2
3. External controls	1 mark for research into copyright regarding testimonials and using existing companies' logos, and 1 mark for effect on planning in that an original boot had to be shown and real life quotations couldn't be used. 2 marks for understanding of advertising regulations and implications for the advertisement.	4
4. Key Aspect	Categories: this is a description of the finished product, which is given credit in the development stage, and a repetition of previous information.	0
5. Key Aspect	Representation: there is no research, no planning and no reference to representation.	0
DEVELOPMENT		
Example 1	Camera: the candidate has validly applied knowledge and understanding of how to manipulate media techniques by describing the use of camera, and several connotations or reasons for this.	4
Example 2	Background: the description of both codes and connotations is basic and repetitious.	2
Example 3	Placement (layout): the placement of the price next to the boot is basic and undeveloped.	1
Example 4	Logo: there is no discussion of a code, simply basic statements about the design of the logo.	0
Example 5	Testimonials: there is only a basic point made about endorsement, which is undeveloped.	1

Commentary on Candidate 3 Assignment

	Commentary	Mark
PLANNING		
1. Audience	1 mark is awarded for the research into the characters teenagers like to see, and 1 mark for the planning decision about stereotypical characters. An additional mark is awarded for the remaining generalised research, and a final mark for the remaining generalised planning.	4
2. Internal controls	1 mark is awarded for the accumulation of simple statements of internal constraints of costume, time, location, personnel, and budget but these are undeveloped and there are no clear research findings, therefore worth no more marks. A further mark is awarded for some very simplistic planning decisions.	2
3. External controls	2 marks are awarded for the accumulation of several very general (and sometimes questionable) points on external controls such as copyright, certification and health and safety.	2
4. Key Aspect	Language: 4 marks are awarded for the examples of detailed research on clothing, accent, camera and music, and 1 mark for the simple planning decisions connected to this.	5
5. Key Aspect	Narrative: there is a detailed description of the narrative of two films, but no indication of how this informed the planning of the trailer. 2 marks are awarded for the research alone. The planning decision relates to narrative, but not the research. A maximum of 2 marks in total can be awarded where only stand-alone research or planning points are given.	2
DEVELOPMENT		
Example 1	1 mark is awarded for the basic reasons for using a particular door.	1
Example 2	The candidate's understanding of how to manipulate media techniques or codes to create impact or convey connotations is not evident.	0
Example 3	1 mark is awarded for the description of how an intended enigma is created by the slow opening of the door.	1
Example 4	The description of the scene matches the finished content, but the codes do not create the meanings claimed.	0
Example 5	1 mark is awarded for the candidate's attempt to use narrative to create enigmas, but overall, this is very basic.	1

Please Note: The short film produced as part of this assignment with filename 'Weekend Alone for Jamie'.mp4 is on SQA's secure website and can be accessed through your SQA Coordinator.

Commentary on Candidate 4 Assignment

	Commentary	Mark
DEVELOPMENT		
Example 1	'Setting' – section a) is a basic generalised description of setting, which is taken to mean 'set' in this context. Sections b) and c) contain rather basic knowledge and understanding of how to manipulate codes, but this is enhanced by the link to the audience.	3
Example 2	Font/colour: the candidate shows some valid understanding of how to manipulate font and colour, despite the fact that some of the reasoning is not well explained.	3
Example 3	Costume: The candidate describes a range of costume choices and validly explains the connotations throughout.	4
Example 4	Layout: although the term 'layout' has not been used accurately and the response is more about body language and facial expressions, the candidate demonstrates a valid understanding of how to convey meaning.	4
Example 5	Camera angles: the eye level shot used to make a connection with the audience is a valid point, but some of the connotations seem a bit fanciful. However, the candidate does demonstrate basic understanding of how to use camera angles to convey meaning.	2

Commentary on Candidate 5 Assignment

NB: the pages which give information on role-related planning and the final plan for the product were not marked as they are not required as part of the submission to SQA.

	Commentary	Mark
PLANNING		
1. Audience	1 mark is awarded for the findings relating to humour and 1 mark for the planning decision arising from this (Peeta being a girl). 1 mark is awarded for the finding relating to "The Hunger Games" and a further 1 mark for the plan to use the Capitol. The final mark is for the accumulation of basic research and planning decisions relating to casting actors aged 14-15 so the audience will relate to them.	5
2. Internal controls	1 mark is awarded for some very simplistic planning decisions. There is no evidence of independent research.	1
3. External controls	1 mark is awarded for the accumulation of points about copyright issues relating to existing products and "The Hunger Games". 1 mark is awarded for the accumulation of the point about music copyright and the plan to use non-copyright music. 1 mark is awarded for the planning decision not to use "The Hunger Games" explicitly in the advert.	3
4. Key Aspect	Narrative: 1 mark is awarded for a general understanding of how narrative is used in the Chanel ad, as shown in the reference to a glamorous love story. 1 mark is awarded for the decision to use a glamorous love story where Katniss and Peeta find each other.	2
5. Key Aspect	Representations: 1 mark is awarded for the research finding relating to simple, natural colours and 1 mark is awarded for the finding about scientific language. 1 mark is then awarded for the accumulation of basic planning decisions relating to dialogue and colour.	3
DEVELOPMENT		
Example 1	There is a valid description of how classical piano music chosen would add to the appeal of the product through connotations of class and luxury.	3
Example 2	The candidate has clearly applied knowledge and understanding of how to manipulate cultural codes of costume and hair to create straightforward representations of innocent girls.	3
Example 3	The basic appeal of recognising the four-note whistle sound from "The Hunger Games" is given and linked to encouraging sales.	1
Example 4	Again, a straightforward explanation of the intended connotations is given in terms of natural, health and fresh associations between setting and product.	2
Example 5	Three marks are awarded for the explanation of the intended connotations of the font choices. Femininity, luxury, class and intertextual reference to "The Hunger Games" are all validly referenced.	3