

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each section of the assignment.

Candidate 1

Section 1: planning

The candidate was awarded **20 out of 20 marks** for this section.

Question 1

The candidate was awarded **5 marks**:

- **1 mark** was awarded for explaining the combined research and planning decision that audiences would like tense music and the choice to include suspenseful music.
- **1 mark** was awarded for describing the research finding that audiences prefer a mixture of camera angles.
- **1 mark** was awarded for explaining the planning decision to use cuts to character reactions with a mix of camera angles to add new perspectives.
- **1 mark** was awarded for describing the research finding that the majority prefer a mixture of colour tones.
- **1 mark** was awarded for explaining the planning decision to use different colour tones to show something is not right and add symbolism.

A total of 5 marks has been reached but additional marks could have been awarded as follows:

- **1 mark** could be awarded for describing the research finding of audience preferences in terms of lighting.

- **1 mark** could be awarded for explaining the planning decision to use both soft and overhead lighting for specific purposes.
- **1 mark** could be awarded for describing the research finding that audiences prefer colour symbolism in character clothing.
- **1 mark** could be awarded for explaining the planning decision to dress the character in red to symbolise danger ahead.

Question 2

The candidate was awarded **5 marks**:

- **1 mark** was awarded for explaining the planning decision to use their own props and clothing due to lack of budget.
- **1 mark** was awarded for describing the research finding that permission needn't be sought to film anyone in the UK.
- **1 mark** was awarded for explaining the planning decision to ensure that only actors can be seen in the shots when filming outside.
- **1 mark** was awarded for describing the research finding around data protection laws.
- **1 mark** was awarded for explaining the planning decision by the candidate to film themselves only.

A total of 5 marks has been reached but additional marks could have been awarded as follows:

- **1 mark** could be awarded for describing the research finding in relation to BBFC PG certification.
- **1 mark** could be awarded for explaining the planning decision to include violence that is not brutal or gory.
- **1 mark** could be awarded for planning decision to create a filming and editing schedule.

Question 3

The candidate was awarded **5 marks**:

- **1 mark** was awarded for describing the research finding of adventure/fantasy genre conventions.
- **1 mark** was awarded for describing the research finding of the convention of a voiceover to share story context in Merlin.
- **1 mark** was awarded for explaining the planning decision to include a phone call to share key story information.
- **1 mark** was awarded for describing the research finding of convention of a magical or significant item such as Luke Skywalker's lightsaber.
- **1 mark** was awarded for explaining the planning decision to include the discovery of a sword to help the character save the world and highlight its importance.

A total of 5 marks has been reached but additional marks could have been awarded as follows:

- **1 mark** was awarded for explaining the planning decision to show the character's shocked reaction to the sword.
- **1 mark** was awarded for describing the research finding of the convention of the main character saving the world alongside a larger company such as Peter Parker being recruited by Tony Stark.
- **1 mark** could be awarded for explaining the planning decision to include an unseen character at the door who wishes to recruit the main character.

Question 4

The candidate was awarded **5 marks**:

- **1 mark** was awarded for describing the research finding into the use of sound effects to show character difficulties in Au Revoir Mon Monde.
- **1 mark** was awarded for explaining the planning decision to include a gasp of shock or rising violin music.
- **1 mark** was awarded for explaining the planning decision to include sword clinking and whooshing sounds to enhance the battle vision.

- **1 mark** was awarded for describing the research finding of the use of editing to create a flashback in Doctor Who.
- **1 mark** was awarded for explaining the planning decision to include an edit such as glitch or blackout to show future events.

A total of 5 marks has been reached but additional marks could have been awarded as follows:

- **1 mark** could be awarded for describing the research finding into the use of extreme close-up to reveal information in The Dark Knight.
- **1 mark** could be awarded for explaining the planning decision to include a close-up of news articles on a computer screen of the alien invasion.

Section 2: development

The candidate was awarded **27 out of 28 marks** for this section.

Question 1

Example 1

The candidate was awarded **5 marks** as they have insightfully applied knowledge and understanding of a range of media techniques and codes to create impact and convey connotations: the use of editing and camera shots to create an ethereal tone and add a sense of drama and anxiety; the use of cold colour to make the scene seem out of place; blur and filters to create dream-like quality; sound effects such as heavy breathing and make-up to create injuries to suggest fighting for some time.

Example 2

The candidate was awarded **5 marks** as they have insightfully applied knowledge and understanding of a range of media techniques and codes and the impact or connotations these create. These include use of camera angles and positioning to emphasise the character's daily life and the calm before the storm, the use of

specific music to create an upbeat motivational mood, and the use of colour symbolism in the costume.

Example 3

The candidate was awarded **5 marks** as they have insightfully applied knowledge and understanding of media techniques and codes to create impact and convey connotations. These include the use of voiceover to support narrative, the cutting of sound to create tension, the bedroom location to add realism and sound effects to suggest danger and violence.

Example 4

The candidate was awarded **5 marks** as they have insightfully applied knowledge and understanding of a range of media techniques and codes and the impact or connotations these create: the use of non-diegetic music to communicate seriousness to the audience; the variety of camera shots, including slanted to suggest instability and the repetition of earlier letter-opening.

Question 2

Example 1

The candidate was awarded **2 marks**:

- **1 mark** was awarded for the evaluative comment about improving lighting with a spotlight to add emphasis to the character.
- **1 mark** was awarded for the evaluative comment about including suspenseful music to add more tension.

Example 2

The candidate was awarded **2 marks**:

- **1 mark** was awarded for the evaluative comment about using colour filters to create more contrast.

- **1 mark** was awarded for the evaluative comment about changing the shot to give a clearer view of the sword.

Example 3

The candidate was awarded **2 marks**:

- **1 mark** was awarded for the evaluative comment about using a mid-shot instead to focus on the character's fear.
- **1 mark** was awarded for the evaluative comment about improvement required in the lighting as the scene is too dark.

Example 4

The candidate was awarded **1 mark** for the evaluative comment about cutting the music to make the sound effect used clearer and more significant.

Overall, the candidate was awarded **47 out of 48 marks** for this assignment.

Candidate 2

Section 1: planning

The candidate was awarded **17 out of 20 marks** for this section.

Question 1

The candidate was awarded **4 marks**:

- **1 mark** was awarded for describing the research finding that audiences believe that found footage horror movies are more realistic.
- **1 mark** was awarded for explaining the related planning decision to keep the supernatural elements more 'low key' and grounded.
- **1 mark** was awarded for explaining the combined research and planning decision regarding making a short film in order to avoid the slow pace that their audience dislikes.
- **1 mark** was awarded for describing the research finding about the found footage films their audience like.

Question 2

The candidate was awarded **3 marks**:

- **1 mark** was awarded for explaining the combined research and planning decision regarding the reasons behind the possible use of the super 8 camera, and the candidate's decision to use their phone camera.
- **1 mark** was awarded for explaining the combined research and planning decision regarding using unknown actors and how that will add to the authenticity of their film in the same way it did for the Blair Witch Project.
- **1 mark** was awarded for explaining the planning decision to use static noises on their electric guitar.

There was no explicit research finding included about the cost of using Life on Mars, so this was not credited.

Question 3

The candidate was awarded **5 marks**:

- **1 mark** was awarded for the research finding that describes the exemplification of how an equilibrium is created using a normal news broadcast in Rec.
- **1 mark** was awarded for explaining the related planning decision to start their film with the equilibrium of the interior of the school.
- **1 mark** was awarded for describing the research finding that the discovery of cryptic symbols in The Blair Witch Project provides a disruption in the film.
- **1 mark** was awarded for explaining the related planning decision to create a disruption in the film by having a kid going missing and the others trying to look for them.
- **1 mark** was awarded for describing the research finding that the death of Heather in The Blair Witch Project provides the recognition of disruption in the film.

The total of 5 marks has been reached but additional marks could have been awarded as follows:

- **1 mark** could have been awarded for explaining the related planning decision to have their characters find their friend, but realise he is acting strangely.
- **1 mark** could have been awarded for developing this idea with the related planning decision to include a jump scare which changes the tone of the film.
- **1 mark** could have been awarded for explaining the combined implicit research finding and planning decision regarding subverting the expectations of the attempt to repair by having none of the group of friends surviving the alien attack.
- **1 mark** could have been awarded for explaining the combined implicit research finding and planning decision regarding the lack of new equilibrium as the protagonist.

Question 4

The candidate was awarded **5 marks**:

- **1 mark** was awarded for explaining the planning decision to produce the film in one shot.

- **1 mark** was awarded for describing the research finding describing the use of this technique in VHS Beyond to show ‘carnage happening in real time’.
- **1 mark** could have been awarded for explaining the combined research and planning decision regarding the use of camera shake, but this was credited later in the Development section.
- **1 mark** was awarded for explaining the planning decision to use different ‘zoom ins’.
- **1 mark** was awarded for describing the research finding that this focus on single characters was used during an episode of Succession.
- **1 mark** was awarded for explaining the combined research and planning decision regarding the use of bright lights and loud unnatural noises to create horror.

The total of 5 marks has been reached but an additional mark could have been awarded as follows:

- **1 mark** could have been awarded for explaining the combined research and planning decision to not show the villain, and rely instead on audience imagination.

Section 2: development

The candidate was awarded **19 out of 28 marks** for this section.

Question 1

Example 1 – Panel A

The candidate was awarded **3 marks** as they have validly applied knowledge and understanding of media techniques and codes and the impact or connotations these create: the use of a low angle shot and low-key lighting to make the school seem ominous, and establishing the main characters are all validly described.

Example 2 – Panel C

The candidate was awarded **3 marks** as they have validly applied knowledge and understanding of media techniques and codes and the impact or connotations these create: the description of the ‘camera shake’ making it seem realistic, and the effectiveness of the shot in providing backstory are validly described and supported by the storyboard.

(The planning decision related to the camera shake is credited here.)

Example 3 – Panel G

The candidate was awarded **4 marks** as they have validly applied knowledge and understanding of a range of media techniques and codes and the impact or connotations these create. The description of the documentary style, the diegetic sound, and the Wes Anderson style comedic quick pans providing a break from the tension in the rest of the film, are validly described.

Example 4 – Panels N-Q

The candidate was awarded **4 marks** as they have validly applied knowledge and understanding of a range of media techniques and codes and the impact or connotations these create. The description of the shot types, panning, and the hidden cut contributing to a jump scare, along with the sound cue making it more effective are validly described.

Question 2

Example 1

The candidate was awarded **1 mark** for the evaluative comment about changing the shot type to make the focus on the group clearer.

Example 2

The candidate was awarded **2 marks**:

- **1 mark** was awarded for the evaluative comment about how a change in camera angle would emphasise the contrast in size between the school and the characters.
- **1 mark** was awarded for the evaluative comment about how a change in shot size would increase its impact by showing what the aliens have done to the school.

Example 3

The candidate was awarded **1 mark** for the evaluative comment that a close-up would both establish the characters better and highlight who is missing.

Example 4

The candidate was awarded **1 mark** for the evaluative comment about how changing the use of sound would be more effective.

Overall, the candidate was awarded **36 out of 48 marks** for this assignment.

Candidate 3

Section 1: planning

The candidate was awarded **19 out of 20 marks** for this section.

Question 1

The candidate was awarded **5 marks**:

- **1 mark** was awarded for describing the research finding about the audience's desire to have an elderly cast.
- **1 mark** was awarded for explaining the related planning decision on the representation of the main characters with wrinkled faces.
- **1 mark** was awarded for describing the research finding about the audience's desire to see a cult of villains.
- **1 mark** was awarded for explaining the related planning decision on dressing 'multiple extras' in dark robes.
- **1 mark** was awarded for explaining the related planning decision to have the cast carry daggers and hunting them as sacrifices.

The total of 5 marks has been reached but additional marks could have been awarded as follows:

- **1 mark** could also have been awarded for explaining the related planning decision to have the cult have religious imagery such as crosses.
- **1 mark** could also have been awarded for describing the research finding about the summer camp.
- **1 mark** could also have been awarded for explaining the related planning decision to include summer camp activities such as swimming.
- **1 mark** could also have been awarded for explaining the related planning decision to include close-up shots of lakes and forest etc. typical of summer camp.

- **1 mark** could also have been awarded for explaining the related planning decision to include leaves crunching to give the impression of someone running but this is credited later in the development stage.
- **1 mark** could also have been awarded for describing the research finding about the amount of gore wanted in the film but this is credited in the institutional research related to BBFC research.
- **1 mark** could also have been awarded for explaining the related planning decision to keep blood splatters to a minimum.

Question 2

The candidate was awarded **5 marks**:

- **1 mark** was awarded for explaining the planning decision on making a low budget found footage film.
- **1 mark** was awarded for explaining the combined research and planning decision regarding the use of an Argos camcorder to create authentic characters like in REC and The Blair Witch Project.
- **1 mark** was awarded for explaining the combined research and planning decision regarding the use of June Squibb.
- **1 mark** was awarded for describing the research finding of the cost of a costume designer.
- **1 mark** was awarded for explaining the related planning decision to use matching robes to make the characters appear as if they are in a cult.

The total of 5 marks has been reached but additional marks could have been awarded as follows:

- **1 mark** could also have been awarded for describing the research finding from the BBFC on the use of moderate gore.
- **1 mark** could also have been awarded for explaining the combined research and planning decision regarding recording in autumn/winter in Colorado.
- **1 mark** could also have been awarded for explaining the planning decision on making their own spooky tunes with a keyboard.

Question 3

The candidate was awarded **4 marks**:

- **1 mark** was awarded for describing the research finding about typical horror genre markers of the shadow of an axe being raised.
- **1 mark** was awarded for explaining the related planning decision on showing the robed cult member creeping behind wielding a knife.
- **1 mark** was awarded for explaining the combined research and planning decision regarding the chase scenes being a 'reoccurring occurrence'.
- **1 mark** was awarded for explaining the combined research and planning decision regarding the blood splattering coming from a mysterious source.

Question 4

The candidate was awarded **5 marks**:

- **1 mark** was awarded for describing the research finding about the typical final girl being quite smart.
- **1 mark** was awarded for explaining the related planning decision on the final female character fighting back.
- **1 mark** was awarded for describing the research finding about the typical mean girl.
- **1 mark** was awarded for explaining the related planning decision on the elderly cast member acting in a similar way as she hasn't quite let go of her teenage self.
- **1 mark** was awarded for describing the research finding about the typical goth character.

The total of 5 marks has been reached but additional marks could have been awarded as follows:

- **1 mark** could also have been awarded for a planning decision on their infatuation with things dark and spooky.

Section 2: development

The candidate was awarded **19 out of 28 marks** for this section.

Question 1

Example 1 – Panel 2

The candidate was awarded **4 marks** as they have validly applied knowledge and understanding of a range of media techniques and codes and the impact or connotations these create. The impact of the use of sound, the close-up of the blood splatter, the genre markers and the low-key lighting are all validly described.

Example 2 – Panel 5

The candidate was awarded **4 marks** as they have validly applied knowledge and understanding of a range of media techniques and codes and the impact or connotations these create. The use of sound of the crunching leaves and darkness to emphasise the setting, the chase scene of the man chasing the fleeing woman with dangerous weapons linked to a scary tone are all validly described.

(The planning decision relating to the crunching leaves mentioned in the audience research is credited here.)

Example 3 – Panel 4

The candidate was awarded **2 marks** for a description of codes: lighting and sound. The intended impact and connotations of the shots are unclear.

Example 4 – Panel 6

The candidate was awarded **4 marks** for validly applying knowledge and understanding of media techniques and codes and the impact or connotations these create: the use of sound of the rattling doors and the man's footsteps creating the helplessness of the characters along with the dark, concealing robe to create tone.

Question 2

Example 1

The candidate was awarded **1 mark** for the evaluative comment about the weakness of the cultural codes in panel 2.

No mark was awarded for the repeated point about blood splattering.

Example 2

No marks were awarded as both evaluative comments are unclear and contradictory, with no further development based on the context of the storyboard.

Example 3

The candidate was awarded **2 marks**:

- **1 mark** was awarded for the evaluative comment about the use of lighting.
- **1 mark** was awarded for the evaluative comment about the weakness of the colour connotations in panel 4.

Example 4

The candidate was awarded **2 marks**:

- **1 mark** was awarded for an evaluative comment about footsteps and creaky floorboards.
- **1 mark** was awarded for the evaluative comment about the weakness of the lack of music.

Overall, the candidate was awarded **38 out of 48 marks** for this assignment.