

Commentary on candidate evidence

Assessors awarded the candidate evidence 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 describing the research finding that the audience enjoy seeing masked killers and weapons.
- **1 mark** was awarded for explaining the planning decision to include a graphic of a masked killer holding a weapon.
- **1 mark** was awarded for describing the research finding that the audience associate the colour black with the horror genre.
- **1 mark** was awarded for the developed research finding that the audience associate the colour black with connotations of danger lurking in the darkness and the unknown.
- **1 mark** was awarded for explaining the planning decision to make the background of the poster black.

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

- **1 mark** could have been awarded for describing the research finding that the audience would like the graphic of the person to be bigger than the other elements.
- **1 mark** could have been awarded for explaining the planning decision to make the graphic of the person the largest graphic on the poster and positioned centrally to attract attention.

Question 2

The candidate was awarded **5 marks**:

- **1 mark** was awarded for describing the research finding of the cost of the prop knife.
- **1 mark** was awarded for explaining the planning decision to source the prop knife from the drama department.
- **1 mark** was awarded for describing the research finding around ASA standards and children.
- **1 mark** was awarded for explaining the planning decision to digitally add weapons.
- **1 mark** was awarded for describing the research finding around photo permission laws.

A 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 planning decision to take photos within school grounds with the permission of the Headteacher.

Question 3

The candidate was awarded **5 marks**:

- **1 mark** was awarded for describing the research finding of using an eye-level shot to make the audience feel more connected to the character.
- **1 mark** was awarded for explaining the planning decision to use an eye-level shot when taking photos for the poster so that the audience cares about the pictured character.
- **1 mark** was awarded for describing the research finding of the wide-eyed facial expression of the character.
- **1 mark** was awarded for explaining the planning decision to ask their model to pose with wide, frightened eyes and raised eyebrows.
- **1 mark** was awarded for describing the research finding of the use of shadows.

A 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 planning decision to create a shadowy effect by including a graphic of a silhouette.

Question 4

The candidate was awarded **5 marks**:

- **1 mark** was awarded for describing the research finding of the horror genre convention of blood splatter.
- **1 mark** was awarded for describing the research finding of dark clouds and shadows to create a dark and spooky feel for the poster.
- **1 mark** was awarded for explaining the planning decision to include graphics of blood splatters clearly visible and cleverly positioned to achieve a scary tone and intrigue horror fans.
- **1 mark** was awarded for describing the research finding of the horror genre convention of including multiple weapons.
- **1 mark** was awarded for the developed research finding that the weapon obscured by shadows creates an impression of hidden and unknown danger.

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

- **1 mark** could have been awarded for describing the research finding of serious facial expressions to create a tone of severe and immediate danger.
- **1 mark** could have been awarded for explaining the planning decision to include weapons being held threateningly by a character to create a dangerous and frightening tone.
- **1 mark** could have been awarded for describing the research finding of the horror genre convention of using limbs so that horror fans are intrigued.
- **1 mark** could have been awarded for describing the research finding of the limbs being discoloured to create an unsettling tone.
- **1 mark** could have been awarded for explaining the planning decision to include overly pale people and blood loss to create a disturbing tone.

Section 2: development

The candidate was awarded **26 out of 28 marks** for this section.

Question 1

Example 1

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 font, colour, positioning and tone are all validly described.

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 facial expression to create the horror genre; camera angle and distance to create the feeling of claustrophobia and sympathy from the audience; lighting to create the horror genre; the use of costume to create the idea she is in danger which fits the horror genre.

Example 3

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 the wording, position and punctuation of the slogan to create genre and enigmas; the use of the colour of the slogan to create connotations of danger and murder; the style of the font to create genre.

Example 4

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 fog, lowering opacity and use of actor names are validly described.

Question 2

Example 1

The candidate was awarded **2 marks**:

- **1 mark** was awarded for the evaluative comment about the use of font.
- **1 mark** was awarded for the evaluative comment about the use of the style of the font.

Example 2

The candidate was awarded **2 marks**:

- **1 mark** was awarded for the evaluative comment about the poster being successful in achieving its purpose.
- **1 mark** was awarded for the evaluative comment about the use of ripped and dirty costume.

Example 3

The candidate was awarded **2 marks**:

- **1 mark** was awarded for the evaluative comment about the use of font colour.
- **1 mark** was awarded for the evaluative comment about changing the font to be more twisted to create visual contrast.

Example 4

The candidate was awarded **2 marks**:

- **1 mark** was awarded for the evaluative comment about the silhouette in the background.
- **1 mark** was awarded for the evaluative comment about improving the background.

Overall, the candidate was awarded **46 out of 48 marks** for this assignment.