

Commentary on candidate 1 evidence – horror film *Pitre*

Please Note: The short film produced as part of this assignment with filename *Horror Film Pitre.mp4* is on SQA's secure website and can be accessed through your SQA Coordinator.

This candidate was awarded **52/60** marks for their National 5 Media Assignment.

Section 1: planning – 25/25 marks

Question 1. Describe what you discovered during your research into **audience**, and explain how this influenced your plans.

The candidate was awarded **5** marks:

- ◆ 1 mark was awarded for the research finding about not revealing too much of the storyline.
- ◆ 1 mark was awarded for the related planning decision to show only short clips of the villain to build suspense.
- ◆ 1 mark was awarded for the research finding about blood, gore and jump scares.
- ◆ 1 mark was awarded for the related planning decision about the use of fake blood.
- ◆ 1 mark was awarded for the combined research and planning relating to the teen audience.

Question 2. Describe what you discovered during your research into **internal institutional factors**, and explain how this influenced your plans.

The candidate was awarded **5** marks:

- ◆ 1 mark was awarded for the basic research finding with related basic planning decision concerning filming equipment.
- ◆ 1 mark was awarded for the planning decision to use iMovie to edit the trailer.
- ◆ 1 mark was awarded for the basic research finding with related basic planning decision concerning costumes.
- ◆ 1 mark was awarded for the research finding concerning parental and school permissions.
- ◆ 1 mark was awarded for the related planning decision to film at the lake in the Glen.
- ◆ 1 further mark could have been awarded for the planning decision not to film in the basement.

Question 3. Describe what you discovered during your research into **external institutional factors**, and explain how this influenced your plans.

The candidate was awarded **5** marks:

- ◆ 1 mark was awarded for the research finding about BBFC requirements for a 12 certificate.
- ◆ 1 mark was awarded for the planning decision about dialogue.
- ◆ 1 mark was awarded for the planning decision about using jump scares instead of blood and gore.
- ◆ 1 mark was awarded for the research finding about copyright and music.
- ◆ 1 mark was awarded for the planning decision to use 'Pass that Dutch'.

Question 4: Referring to **one key aspect** of media from categories, language, narrative and representation, describe what you discovered during your research into content, and explain how this influenced your plans.

The candidate was awarded **5** marks:

- ◆ 1 mark is awarded for the research finding about editing of titles in 'The Snowman'.
- ◆ 1 mark is awarded for the planning decision about the title of the film.
- ◆ 1 mark is awarded for the research finding about use of fades.
- ◆ 1 mark is awarded for the research finding about use of sound.
- ◆ 1 mark is awarded for the planning decision about use of sound to emphasise editing.
- ◆ Further marks could be awarded for the research and planning about close-ups.

Question 5: Referring to **a second key aspect** of media from categories, language, narrative and representation, describe what you discovered during your research into content, and explain how this influenced your plans.

The candidate was awarded **5** marks:

- ◆ 1 mark was awarded for the research finding about the representation of Steve.
- ◆ 1 mark was awarded for the planning decision to use costume and props to create a representation of the present.
- ◆ 1 mark was awarded for the planning decision to dress in stylish clothes.
- ◆ 1 mark was awarded for the research finding about Eleven as the final girl.
- ◆ 1 mark was awarded for the research finding about the representation of Johnathan as a loner.
- ◆ 1 further mark could have been awarded for the planning decision about the representation of the villain.

Section 2: development – 27/35 marks

For each of five examples, the candidate answered the following questions:

Question a: **Describe** the techniques or codes you used in this example, and then explain in detail the impact or connotations you intended.

Question b: **Evaluate** the strengths and/or weaknesses of this example.

Please note: This candidate did not separate their answer into parts 'a' and 'b'.

Example 1 a and b – 5 marks

- ◆ 4 marks were awarded for description. There is a valid description of a range of codes including the low angle shot of the villain, the camera movement and the body language of the villain. The candidate explains how these techniques will help to create the representation of a villainous clown. This shows an understanding of how these techniques and codes could create an impact.
- ◆ 1 mark was awarded for the evaluation of the weakness of the actor's performance impacting the quality of the final shot.

Example 2 a and b – 7 marks

- ◆ 5 marks were awarded for description. There is a detailed description of the use of the sound effects of the ticking and the alarm, and insightful explanations of how these increase tension and symbolise the character's death.
- ◆ 1 mark was awarded for the evaluation of the effectiveness of the sound effect as a horror trope that would be appreciated by fans.
- ◆ 1 mark was awarded for the evaluative point that increasing the pace of the ticking would have increased the intensity of the scene for the audience.

Example 3 a and b – 5 marks

- ◆ 3 marks were awarded for description. There is a valid description of the effect of the mask and the non-stereotypical nature of the villain.
- ◆ 1 mark was awarded for the evaluation of the production process in terms of the original choice of mask.
- ◆ A further mark was awarded for the development of this point through the choice to create a clown mask.

Example 4 a and b – 4 marks

- ◆ 2 marks were awarded for description. There is a basic description of the use of camera angles in the character's death scene but the intended impact is unclear.
- ◆ 1 mark was awarded for the evaluation of the lack of realism in the scene due to limited filming time.
- ◆ 1 mark was awarded for the evaluation of the acting in the scene.

Example 5 a and b – 6 marks

- ◆ 5 marks were awarded for description. There is a valid description of the use of camera, body language and mise-en-scène which shows insight in its explanation of the choice of the science door and the intended impact of the danger signs.
- ◆ 1 mark is awarded for the evaluation of the effectiveness of the scene's use of horror genre markers.

Commentary on candidate 2 evidence – energy drink

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

This candidate was awarded **33/60** marks for their National 5 Media Assignment.

Section 1: planning – 15/25 marks

Question 1. Describe what you discovered during your research into audience, and explain how this influenced your plans.

The candidate was awarded **4** marks:

- ◆ 1 mark was awarded for the research finding related to music.
- ◆ 1 mark was awarded for the planning decision to subvert expectations.
- ◆ 1 mark was awarded for the combined research and planning about location and setting.
- ◆ 1 mark was awarded for the combined research and planning about the use of football.

Question 2. Describe what you discovered during your research into internal institutional factors, and explain how this influenced your plans.

The candidate was awarded **2** marks:

- ◆ 1 mark was awarded for the research finding related to equipment and pitch availability.
- ◆ 1 mark was awarded for the planning decision related to the 'shutter effect'

Question 3. Describe what you discovered during your research into external institutional factors, and explain how this influenced your plans.

The candidate was awarded **3** marks:

- ◆ 1 mark was awarded for the research finding about false advertising.
- ◆ 1 mark was awarded for the research finding related to music copyright
- ◆ 1 mark was awarded for the planning decision related to first aid provision.

Question 4: Referring to one key aspect of media from categories, language, narrative and representation, describe what you discovered during your research into content, and explain how this influenced your plans.

The candidate was awarded **4** marks:

- ◆ 1 mark was awarded for the combined research and planning about the use of editing.
- ◆ 1 mark was awarded for the research finding related to 'jungle music'.
- ◆ 1 mark was awarded for the combined research and planning about product positioning.
- ◆ 1 mark was awarded for the planning decision related to the low camera angle and content of the shot.

Question 5: Referring to a second key aspect of media from categories, language, narrative and representation, describe what you discovered during your research into content, and explain how this influenced your plans.

The candidate was awarded **2** marks:

- ◆ 1 mark was awarded for the research finding relating to the typical effect of energy drinks.
- ◆ 1 mark was awarded for the planning decision to show this effect with 'lots of penalties'.

Section 2: development – 18/35 marks

For each of five examples, the candidate answered the following questions:

Question a: Describe the techniques or codes you used in this example, and then explain in detail the impact or connotations you intended.

Question b: Evaluate the strengths and/or weaknesses of this example. You should refer to aspects such as your target audience, purpose, production processes, personal performance, potential strategies for improvement or anything else you consider relevant.

Example 1 a and b – 4 marks

- ◆ 3 marks were awarded for description. There is a valid description of several codes used such as the slow editing, the mid-shot, and the music along with explanations for their selection. This shows an understanding of how these techniques and codes could create an impact.
- ◆ 1 mark was awarded for the evaluation of the slow editing linked to audience response.

Example 2 a and b – 3 marks

- ◆ 3 marks were awarded for description. There is a valid description of the actor's positioning, and the use of dialogue along with reasons for their selection. This shows understanding of how these techniques and codes could create an impact.

- ◆ No marks were awarded for evaluation because the comment is descriptive rather than evaluative and repeats the points already credited in part a.

Example 3 a and b – 4 marks

- ◆ 3 marks were awarded for description. There is a valid description of several codes, including shot types, camera movement, editing, music, and the cultural coding associated with a 'nod'. The candidate explains why these have been selected and shows understanding of how these techniques and codes could create an impact.
- ◆ 1 mark was awarded for the evaluation of the camerawork linked to production process.

Example 4 a and b – 4 marks

- ◆ 3 marks were awarded for description. There is a valid description of technical codes including editing and sound, and the cultural code of body language. There are explanations for their selection. This shows an understanding of how these techniques and codes could create an impact.
- ◆ 1 mark was awarded for the evaluation of the use of diegetic sound in relation to purpose.

Example 5 a and b – 3 marks

- ◆ 3 marks were awarded for description. There is a valid description of the shot and the cultural coding of rapid movement conveying energy. Explanations for their inclusion are given showing an understanding of how techniques and codes create an impact.
- ◆ No marks were awarded because the comment is descriptive rather than evaluative and repeats the points already credited in part a.