

Commentary on candidate evidence

Video evidence for this candidate is available from the Understanding Standards section of the SQA secure site, this can be accessed from your SQA coordinator.

2020-21-n5-media-assignment-evidence-candidate-1.mp4

Section 1: planning – 20/20 marks

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

The candidate was awarded **5 marks**:

1 mark was awarded for the research finding about the audience's liking for the horror genre.

1 mark was awarded for the related planning decision about the use of horror genre conventions.

1 mark was awarded for the research finding about the audience's liking of tension and mystery.

1 mark was awarded for the related planning decision about using the shot of the character running down the hallway to create enigmas.

1 mark was awarded for the research finding about jump scares and gore.

3 further marks could have been awarded for the plan to use a close-up of blood; the research finding about the audience's liking of comedy in their horror films, and for the related planning decision about having a comical character as the protagonist's friend.

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

The candidate was awarded **5 marks**:

1 mark was awarded for the research finding about the cost of hiring a camera.

1 mark was awarded for the related planning decision to use a smartphone to film.

1 mark was awarded for the related planning decision to use a tripod to ensure a stable image when filming in 4K.

1 mark was awarded for the research finding about BBFC regulations for a 12A certificate.

1 mark was awarded for the related planning decision to imply violence rather than show it directly.

2 further marks could have been awarded for the research finding about health and safety law, and for the related planning decision to check the corridor for hazards.

Question 3: 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 was awarded for the research finding about the use of unsettling music in the 'Midsommar' trailer.

1 mark was awarded for the related planning decision to use contrasting music at the start of the candidate's trailer.

1 mark was awarded for the research finding about the use of voice-over in 'Midsommar'.

1 mark was awarded for the related planning decision to use voiceover in the candidate's trailer.

1 mark was awarded for the research finding into the use of camera in 'Midsommar'.

1 further mark could have been awarded for the related planning decision to use a push-in shot to show the character's anger.

Question 4: 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 is awarded for the combined research and planning related to the scream as a horror genre convention.

1 mark is awarded for the research finding into the horror convention of the disappearing monster.

1 mark is awarded for the related planning decision to have the character glimpse the monster at the top of the stairs.

1 mark is awarded for the research finding about the genre convention of paranormal activity.

1 mark is awarded for the related planning decision about the creaky door opening slowly.

1 further mark could have been awarded for the combined research and planning related to the use of editing as a horror convention.

Section 2: development – 28/28 marks

For each of four 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.

Example 1 a and b – 7 marks

5 marks were awarded for description. There is a detailed description of the use of the character's body language and movement to create enigmas, of the use of colour, and sound. There is insightful explanation of how each of these elements helps to create a tense and unsettling tone.

1 mark was awarded for the evaluation of effectiveness of the red lighting and shadow as creating a creepy aesthetic and anchoring the horror genre.

1 mark was awarded for the evaluation of the low lighting and the pixelated effect that could have been improved by using a better camera.

Example 2 a and b – 7 marks

5 marks were awarded for description. There is a detailed description of the use of a medium shot to show the protagonist and the setting, of the use of camera movement to show the character running, of the muting of the friend's dialogue, and of the further zoomed-in shot to show the protagonist. There is insightful explanation of how each of these elements develops the audience's understanding of the protagonist's situation and emotional state.

1 mark is awarded for the evaluation of how the decision not to use poor quality sound could displease the audience.

1 mark is awarded for the evaluation of the positive effect of using a stabilizer for the running shot.

Example 3 a and b – 7 marks

5 marks were awarded for description. There is a detailed description of the close-up of the character holding the knife, of the editing, and of the lighting in this shot. There is insightful explanation of the connotations of the prop, and of the way that the framing, editing, and lighting combine to intrigue the audience and anchor the horror genre.

1 mark is awarded for the evaluation of the effect of the poor lighting on the quality of the shot.

1 mark is awarded for the evaluation of the way the framing of the knife helps to appeal to horror fans.

Example 4 a and b – 7 marks

5 marks were awarded for description. There is a detailed description of the way the shot builds on the previous one, of the camera angle, of the colour, and of the editing. There is insightful explanation of the way all of these codes help to build tension and intrigue the audience.

1 mark is awarded for the evaluation of the unconvincing colour of the fake blood.

1 mark is awarded for the evaluation of the way the colour scheme is continued in the following shot.