

A LEVEL

Exemplar Candidate Work

MEDIA STUDIES

H409

For first teaching in 2017

H409/03/04

**Exemplar candidate work:
*Video brief***

Version 1

Contents

Introduction	3
Candidate 1	4
Candidate 2	8
Candidate 3	12

Introduction

Please note: This resource uses work produced for the legacy A Level Media Studies G324 Advanced Portfolio in Media to exemplify the application of the H409/03/04 Making Media mark scheme. As such the candidate work was not produced in relation to the requirements of the Making Media briefs and so at times does not meet those requirements, nor does the work include the required Statement of Intent. For the purposes of the commentary it has been assumed that candidate work is appropriate to the required genre and target audience.

Candidate 1

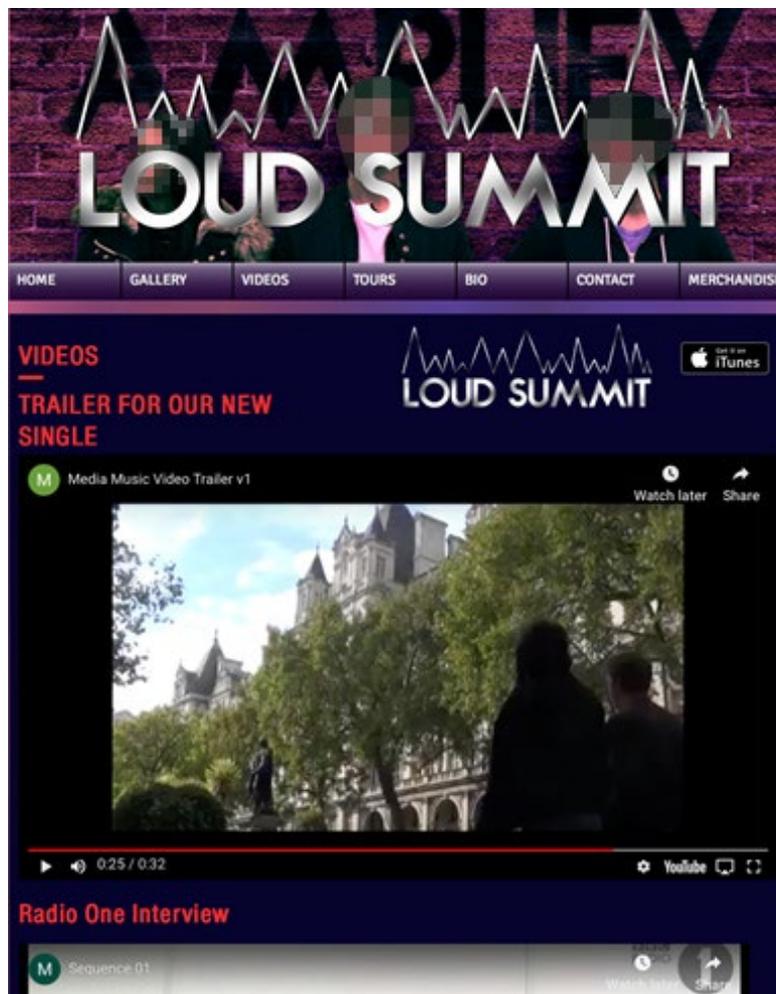
Medium

39/60 marks

Home page



Video page



Examiner commentary

Web pages: 15/25 marks

This is a recognisable product, a homepage for a band's website. It has been created using Wix and uses a number of relevant features. The design and layout is a little 'clunky' but it fulfils all the **Indicative Content** for the task: it evidences appropriate conventions which create a brand identity; to a degree it should appeal to the target audience; it includes a range of appropriate original images, including behind the scenes with the band and recognises the need to link to merchandise; it has a consistent house style throughout the website; images are anchored appropriately by text and, to a degree, communicate clearly to the audience. It includes news and information about the band, and shows links to bios and tour dates. The choice of material included is wide-ranging enough to create quite a complex representation of the band and convey values, attitudes and beliefs appropriate to the brief. The genre is fairly recognisable.

In terms of fulfilling **Production detail**:

- There is a minimum of two original images (with two on the top of the homepage, one from their Facebook feed and several more as one scrolls down the page, including those under Latest News and on the digipak cover). The range of images featuring the band (on location; staged and styled; informal etc.) reinforces their brand identity. Each page shows the same house style.
- The homepage follows the conventions of website design, with a title, logo, menu bar and links to other social media.
- There's a caption introducing the band and a link to a bio.
- There are a range of links to other pages. It also links to the band's other social media accounts (Facebook and Twitter) allowing for further cross-promotion and interaction with and by fans.
- The pages use a range of appropriate media language: typography, images, backgrounds and logos etc.
- The video page holds original audio-visual content, through the candidate's production of a 'Radio 1 interview' and a 'trailer' for the new single.

Overall the online work was **adequate with some good qualities** - a best fit high Level 3. 15/25

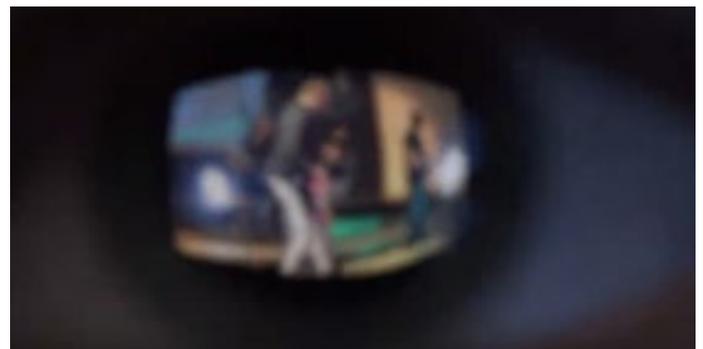
The learner demonstrates good application of knowledge and understanding of the media theoretical framework to create a media product.

- A fairly good use of a range of appropriate media language techniques, that delivers a good demonstration of knowledge and understanding of the distinctive media language of the media form, including:
 - o a competent use of codes and conventions that communicates meaning that is appropriate to the media form
 - o an appropriate use of content and appeal which creates effective meaning for the intended audience
 - o a fairly good use of representations which create quite well-selected and quite well-developed insights into the portrayal of events, issues, individuals and social groups as appropriate to the media form.
- Well-developed application of knowledge and understanding of the media industry demonstrated through a good use of the media form that is appropriate to the media industry context of the set brief.
- An adequate realisation of the chosen brief that addresses all requirements of the brief and includes all elements of the production detail.

The images are sometimes technically a little weak with more considered use of lighting needed, and more care given to how images are framed in the auto-scroll gallery; this would allow clearer communication to the audience. The layout is rather cluttered and difficult to navigate smoothly, which is not a convention of such sites. There are some clumsy social media feeds on the sides which one has to zoom out from in order to be able to see properly. Overall it lacked sophistication in demonstrating understanding of the form.

Video: 16/25 marks**A video for the indie-rock track 'Cigarettes in the Theatre' by Two Door Cinema Club.**

This is a fairly fast paced performance-based video, with intercut narrative sequences. The video opens with someone (the singer/main subject) setting up a projector. The video uses a variety of devices to make meaning clear: an extreme close up of the projector; a film countdown graphic; old film filters to set up the premise of the narrative. The projection shows a narrative featuring the main singer and a young woman with whom he is clearly in a romantic relationship; the filter and colour correction would indicate this was in the past. This is intercut with what we may see is a more recent representation of their relationship (no filter, different mise en scène, performance indicating they are less happy). There are frequent cross cuts between these two narrative strands and the main performance element of the video, featuring a band of three. The performance sections are on a stage but also simultaneously show the projection in the background. A caption near the start gives the name of the band, 'Loud Summit'.



In terms of fulfilling **Production detail**:

- The video used a range of camera shots, including shot distances, angles and movement appropriate to a music video.
- Editing was appropriate to the track.
- The twin narratives used a variety of internal and external locations, generally carefully considered; the performance was in yet another location.
- The couple were a young male and a young female; they were also part of the three-member band.
- There was a graphic superimposed near the start giving the band name – but no track title.

The video was over-length at 3'31".

The video does have an appropriate concept, showing carefully considered interpretation of the song, addressing the target audience through the narrative, mise en scène and overall performance. Whilst the camerawork occasionally lacks some control (with some inappropriate zooming in and out, shakiness and occasional awkward framing, for example), it does clearly use genre conventions, with a clear concept; and through the shot size and composition, twin narratives and performance, it largely promotes the identity of the band, representing the three band members.

The instrumentals are not always completely synched but the singing is, a key convention of the form. The video demonstrates a range of shots, as appropriate to the genre (e.g. close ups on singer; master shot of the band, high angle over the drummer, close up of guitar playing) and camera movement to give energy to the piece, even though it is not always accurately edited to the beat. The edit pace combined with creativity in choice of transitions (such as a neat natural wipe when following the couple down the street) showed effective understanding of the form and demonstrated appropriate media language. However, similar shots were frequently edited together, which is not conventional and was inappropriately jarring.

Although the approach was not a literal exploration of the lyrics, the motif of the 'blinding light' was seen in the light from the projection, which may have been intentional and the 'favourite things' seen in the couple's sightseeing/funfair visit in earlier times.

Overall the video was **fairly good with some adequate qualities** - a best fit low Level 4. 16/25

The learner demonstrated good application of knowledge and understanding of the media theoretical framework to create a media product.

- A good use of a range of appropriate media language techniques, that delivers a good demonstration of knowledge and understanding of the distinctive media language of the media form, including:
 - o a competent use of codes and conventions that communicates meaning that is appropriate to the media form
 - o an appropriate use of content and appeal which creates effective meaning for the intended audience
 - o an adequate use of representations which create mainly well-selected insights into the portrayal of events, issues, individuals and social groups as appropriate to the media form.
- Adequate application of knowledge and understanding of the media industry demonstrated through a good use of the media form that is appropriate to the media industry context of the set brief.
- A good realisation of the chosen brief that addresses all requirements of the brief and includes almost all elements of the production detail.

Although technical quality is not marked as such the technical and visual codes are the language through which candidates' understanding is being demonstrated. More controlled camerawork would have shown a stronger understanding of the form. Lighting and focus were such that it was sometimes slightly difficult to understand what was happening with the couple, and this impacted on the representation aspect.

The upload quality was quite poor. It is essential that the work is presented at its best if the moderator is to recognise its quality.

Application of knowledge and understanding of the digitally convergent nature of contemporary media to create meaning

This candidate's work overall is **Good** a high Level 4 - 8/10 marks.

The learner demonstrates very good application of knowledge and understanding of the digitally convergent nature of contemporary media to create meaning across the cross-media production.

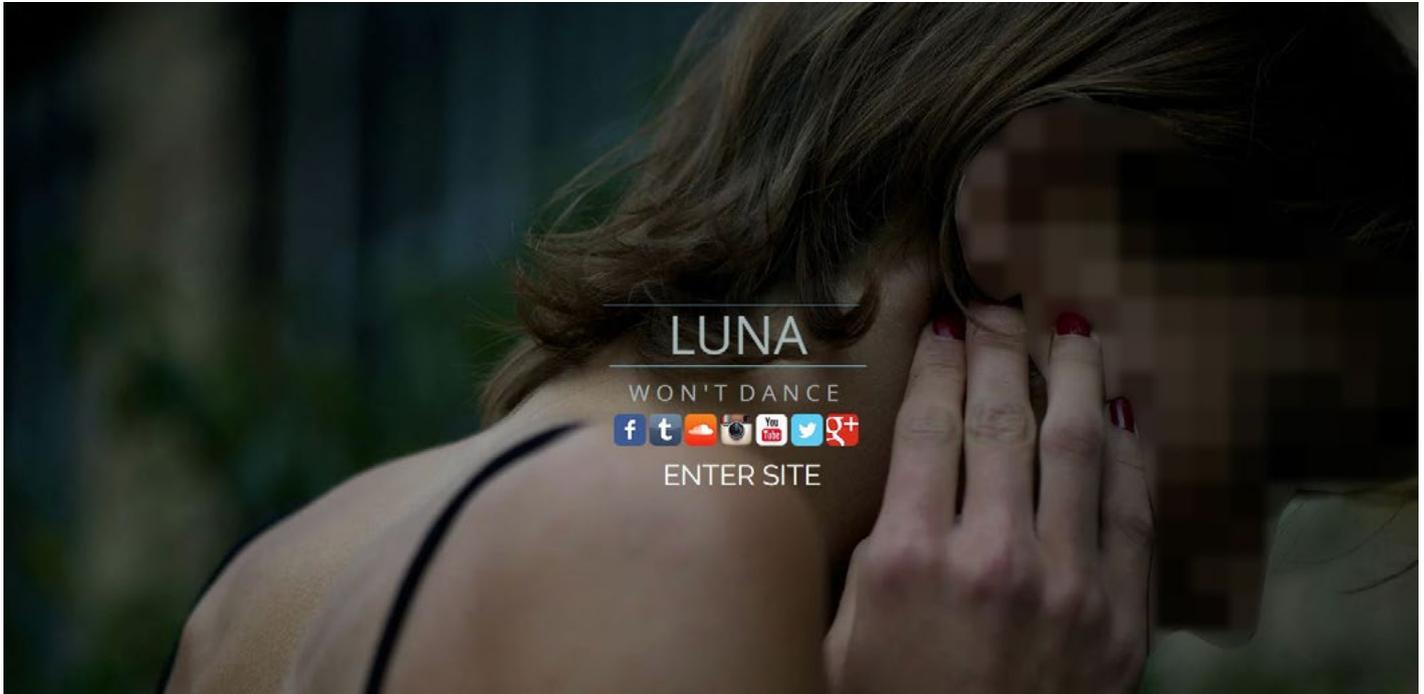
- Clear and consistent links between the two cross-media products that create an appropriate and at times insightful awareness of how to use digital convergence to create meaning and engage an intended audience.
- A good use of techniques to create a well-developed sense of branding across the two cross-media products that demonstrates appropriate and at times insightful meaning for the intended audience.

Candidate 2

Medium

44/60 marks

Home page



Menu page



Examiner commentary

Web pages: 17/25 marks

This enter site page demonstrates the candidate's understanding of the nature of convergence and the essential need for social media when interacting with the audience. It clearly indicates the artist and ties in perfectly with the video in terms of house style and artist branding. It is polished and simple, indicating both understanding of the form and sufficient technical control to create a sophisticated page. However, the user needs to click on 'Enter Site' to reach the menu page but as the requirements of the brief are limited to two pages the work seems to lack much content.

The pages linked from the menu page are live but cannot be assessed so it may have been advisable for the candidate to avoid the 'Enter site' approach and to have made this the Homepage, keeping the menus and adding the artist's name and the social media links currently seen on the Enter Site page.

However, if we take these two pages as being the two pages submitted by the candidate and consider the **Production detail**:

- There are two original images, a different one on each page. They do promote and reinforce the identity of the artist.
- The two pages do follow the conventions of website design, including an original title and logo and a menu
- There is no text introducing the artist, but we can see a link to an 'About' page
- The enter site and two social media links are functioning
- There is appropriate media language in terms of typography and images.

However, if we *only* take these two pages then:

- There is no original audio or audio-visual content

Thus, in spite of working pages that clearly have audience appeal, understanding of the form and of the importance of social media and which show control through the simple sophistication of the layout, they do not completely fulfil the specified production detail. As the brief for assessment in 2019 (p8) says 'for the online production any work submitted beyond the two-page requirement must not be considered for credit. Teachers should mark the first homepage and linked page presented.'

So this candidate can only reach a Level 4, **Good**, for their online submission as one (significant) element of the production detail is missing, the audio-visual requirement. 17/25 marks.

The learner demonstrates good application of knowledge and understanding of the media theoretical framework to create a media product.

- A good use of a range of appropriate media language techniques, that delivers a good demonstration of knowledge and understanding of the distinctive media language of the media form, including:
 - o a well-developed use of codes and conventions that communicates meaning that is appropriate to the media form
 - o an appropriate use of content and appeal which creates effective meaning for the intended audience
 - o a good use of representations which create well-selected and well-developed insights into the portrayal of events, issues, individuals and social groups as appropriate to the media form.
 - o Well-developed application of knowledge and understanding of the media industry demonstrated through a good use of the media form that is appropriate to the media industry context of the set brief.
- A good realisation of the chosen brief that addresses all requirements of the brief and includes almost all elements of the production detail.

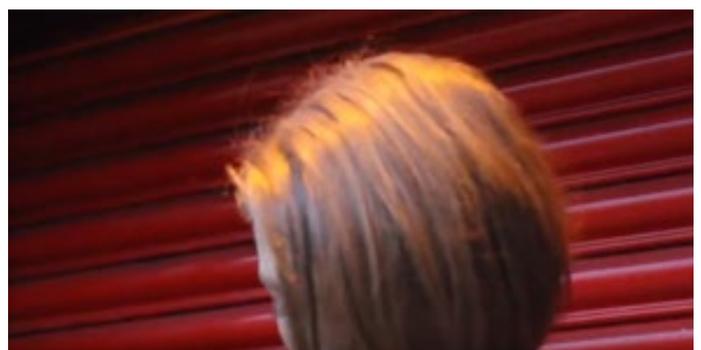
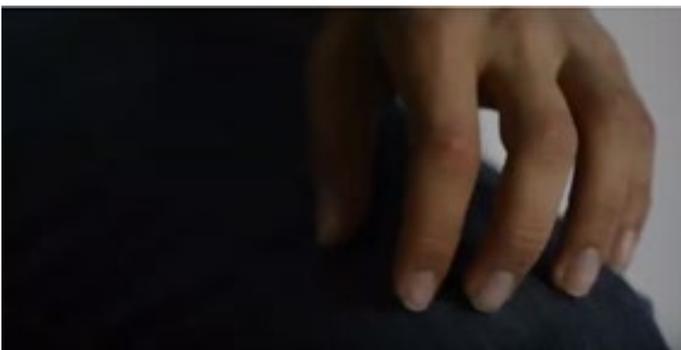
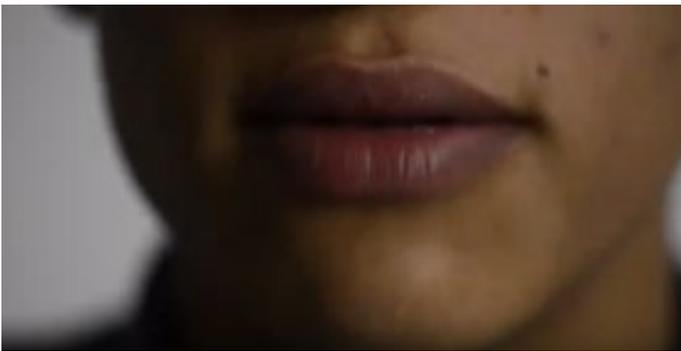
The website would have benefited from incorporating the elements currently on these two pages, so the candidate can link to a new second page that includes an introduction to the artist and audio-visual material.

Video: 21/25 marks**Video work****A video for the pop-synth/R and B track '110%' ('If You're Never Gonna Move') by Jessie Ware.**

A polished piece, consisting largely of performance to camera by both the main singer and the secondary voice that is 'featured' in the refrain. The video is a highly accurate piece of lip-synching throughout. The singer is shot in a variety of costumes, hairstyles and make up in a range of settings, from the street to a photographic-style studio against a white or black backdrop. She is filmed almost as a high-end fashion model, with carefully controlled lighting, effective use of lens flare, bokeh effect and backlighting. Editing is on the beat and framing is very carefully considered, with extreme close ups, off-centred compositions, pulled focus etc., creating a generally accomplished outcome.

The whole video is a careful construction of a representation of the main artist (or at least their persona as communicated through the lyrics); she engages with the audience, by looking directly at the camera and seemingly telling them her story; she plays further with the audience by occasionally looking away or appearing distracted, making the audience feel as if there is an underlying sadness or mystery, perhaps. The refrain, 'Carving my initials on your forehead' is sung/spoken by the 'featured' artist and is framed in extreme close up for much of the video, adding to the unsettled effect - we are shown glimpses of a trained foot or a hand, a shirt collar or the top of his head - each adding to his representation, whilst keeping him an enigma; when he is finally seen in mid shot he seems to challenge the audience in his direct gaze back and confident body language; this is in contrast to the moments when the main artist is looking more withdrawn. The photography and editing creates an unsettling effect in relation to the lyrics and this is a subtle but effective ploy.

A caption near the start gives the artist's name (and the feature artist's name) and the track title.





In terms of fulfilling **Production detail**:

- The video used a range of camera shots, including shot distances, angles and movement appropriate to a music video.
- Editing was appropriate to the track.
- The video used a variety of carefully considered internal and external locations.
- The two artists were a young female and a young male, seemingly of another ethnicity (although this was not explored in the video).
- There was a graphic superimposed near the start with the artists' names and the track title.

The video was over-length at 3'37".

Overall the video was **Excellent** – a best fit low Level 5, 21/25 marks.

The learner demonstrates excellent application of knowledge and understanding of the media theoretical framework to create a media product.

- A very good use of a range of appropriate media language techniques that delivers an accomplished demonstration of knowledge and understanding of the distinctive media language of the media form, including:
 - o a highly developed use of codes and conventions that communicates meaning that is highly appropriate to the media form
 - o a highly appropriate use of content and appeal which creates sophisticated meaning for the intended audience
 - o a sophisticated construction of representations which create well-selected and highly developed insights into the portrayal of events, issues, individuals and social groups as appropriate to the media form.
- Developed application of knowledge and understanding of the media industry demonstrated through a sophisticated use of the media form that is highly appropriate to the media industry context of the set brief.
- An excellent realisation of the chosen brief that addresses all the requirements of the brief and includes all elements of the production detail.

The video is not completely consistent, with possibly too many costume changes, some occasional focus issues and insufficient shot movement (although the static camera with movement largely happening in front of the lens did add to the impression of a photographic shoot, consistent with the notion of packaging the performer). The outside filming was not as strong as the studio work and was a lost opportunity in adding to the representation of the artist.

Application of knowledge and understanding of the digitally convergent nature of contemporary media to create meaning

This candidate's work overall is **adequate** with good features (given the lack of music video being embedded on the website but the evidence of a consistent house style between the two and a wide range of social media links). Best fit is a high Level 3, 6/10 marks.

The learner demonstrates **adequate** application of knowledge and understanding of the digitally convergent nature of contemporary media to create meaning across the cross-media production.

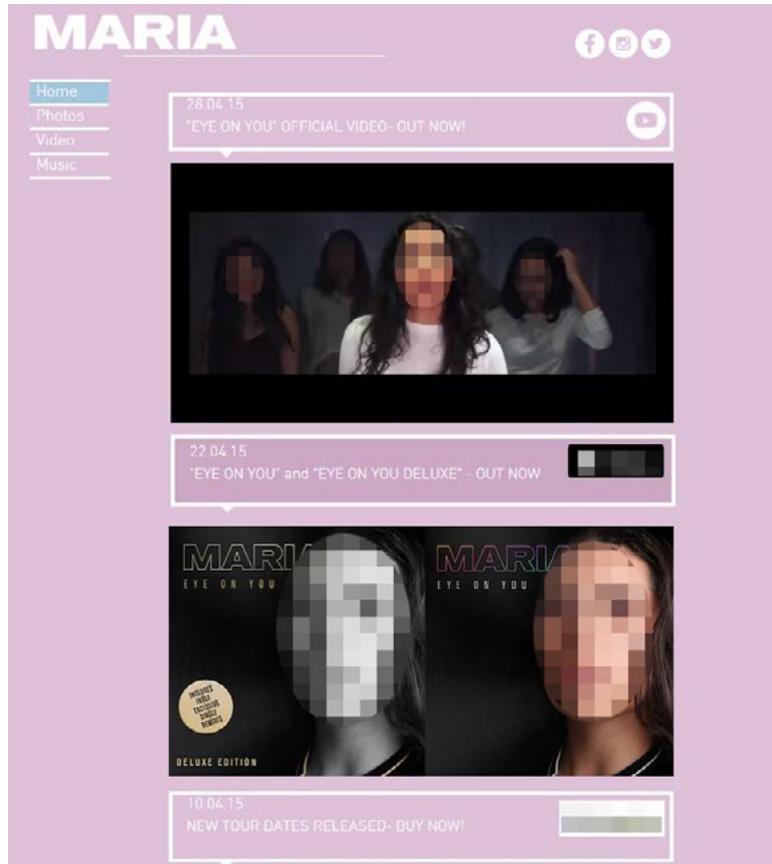
- Consistent links between the two cross-media products that create a reasonably appropriate awareness of how to use digital convergence to create meaning and engage an intended audience.
- An adequate use of techniques to create a sense of branding across the two cross-media products that demonstrates reasonably appropriate meaning for the intended audience.

Candidate 3

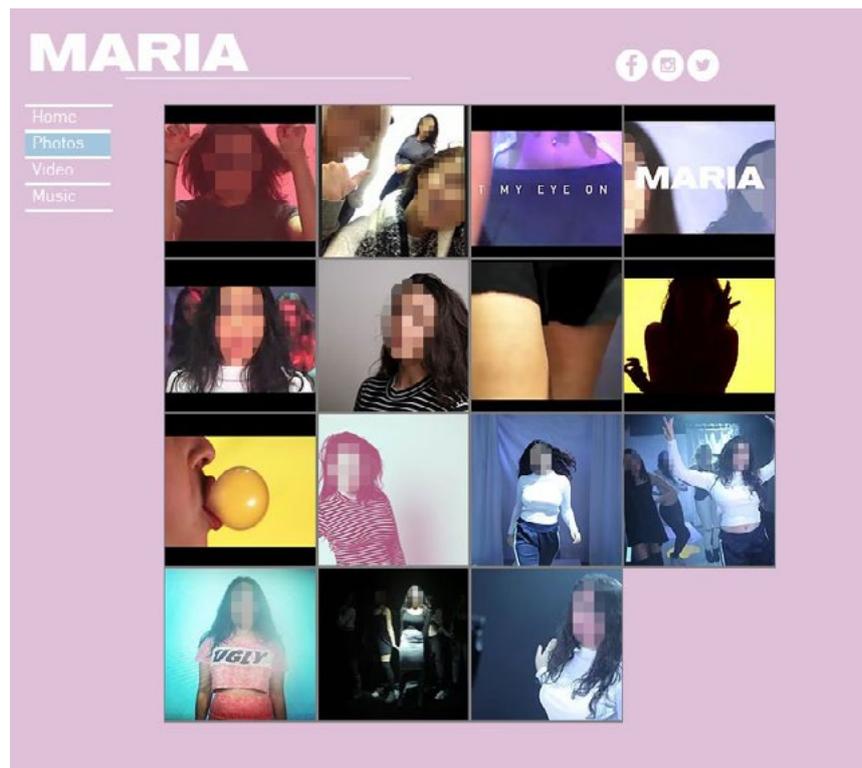
High

50/60 marks

Home page



Gallery page



Examiner commentary

Web pages: 20/25 marks

The home page includes a navigation bar and two photos (one on the digipak and one on the tour section); it shows links to various social media sites and to iTunes (for ease of buying the track or album) and to Ticketmaster, for buying tour tickets. This shows clear understanding of the convergent nature of business and the relationship with its audience.

The gallery page appears to have taken the images mainly from the video but with a couple of 'behind the scenes' to further explore the representation of the artist. It also appears to add one very small image of someone who appears to be male, which widens the social groups being represented (just about!).

The work fulfils the **Production detail** as follows:

- It has a range of original photos (over two pages) that promote and reinforce the brand identity of the artist.
- It follows the conventions of website design, including an original title/logo and a menu bar.
- There is some text (which explains that their track and video are out now and that they are going on tour on specified dates).
- There are working links from the homepage to the Gallery.
- The candidate has employed a range of appropriate media language techniques in terms of: typography, images, backgrounds and logos etc.
- The music video embedded on the homepage is original audio-visual content appropriate to the artist's website.

The work was very **Good** with some **excellence**, best fit top of Level 4, 20/25 marks.

The learner demonstrates good application of knowledge and understanding of the media theoretical framework to create a media product.

- A good use of a range of appropriate media language techniques, that delivers a good demonstration of knowledge and understanding of the distinctive media language of the media form, including:
 - o a well-developed use of codes and conventions that communicates meaning that is appropriate to the media form
 - o a highly appropriate use of content and appeal which creates effective meaning for the intended audience
 - o a good use of representations which create well-selected and well-developed insights into the portrayal of events, issues, individuals and social groups as appropriate to the media form.
- A very well-developed application of knowledge and understanding of the media industry demonstrated through a good use of the media form that is appropriate to the media industry context of the set brief.
- A very good realisation of the chosen brief that addresses all requirements of the brief and includes all elements of the production detail.

The candidate could have enriched the representation by including a behind-the-scenes/interview video, for example, addressing (perhaps) the representations to be seen in the music video.

Video

A video for the dance/electronic track 'I got my Eye on You' by Nari & Milani and Cristian Marchi Feat. Luciana.

This is a fast-moving, carefully choreographed performance video, featuring a teenage female singer backed by four female dancers of a similar age. It is set in a studio, any variation in mise en scène being created through lighting effects. All five performers are dressed in black and white (jeans, cropped t-shirts, short skirts etc.) and all five have long, loose hair, which the young women use as part of their performance. The shot size is largely a medium close up throughout, focusing on either head and shoulders (either of a single performer or widened to include any combination of the five) or on a body part (navel with piercing, a thigh, chest). Eye contact is held with the audience in nearly every shot, challenging and inviting the audience simultaneously. There is a sense of a sexualised representation being constructed, but one where the performers (or their personas) are in control. This is reinforced by the lyrics and is appropriate to the genre. Although the range of shot size is somewhat limited at times, the work is appropriate for the form and genre – and is beautifully shot and lit, again showing excellent understanding of the genre. The cut rate is very fast, and the use of montaging (e.g. dissolving footage of roller-skating under the image of the singer and dancers) and of strobed lighting adds to the high-energy approach and shows excellent understanding of the form and genre.

There is no obvious representation of more than one social group: they are all female and of a similar age and if they are of different ethnicities this is either difficult to determine or certainly not drawn out. This was not an issue for the legacy qualification but needs some consideration in the new NEA work.

A caption near the start gives the artist's name and the track title.



In terms of fulfilling **Production detail**:

- The video used a range of camera shots, as appropriate, including shot distances, angles and movement appropriate to a music video.
- Editing was appropriate to the track.
- The video used a single location (a studio) but 'with a significantly different use of lighting'.
- The performers were all female and of a similar age, it is possible that they may have been a range of ethnicities, although this was not explored in the video and all were represented similarly.
- There was a graphic superimposed near the start with the artist's name and the track title.

The video was the appropriate length, at 2'57" (there seem to have been some internal editing of the soundtrack to ensure this).

Overall the video was **Excellent** – a best fit mid Level 5, 22/25 marks.

The learner demonstrates excellent application of knowledge and understanding of the media theoretical framework to create a media product.

- A sophisticated use of a wide range of appropriate media language techniques that delivers an accomplished demonstration of knowledge and understanding of the distinctive media language of the media form, including:
 - o a highly developed use of codes and conventions that communicates meaning that is highly appropriate to the media form
 - o a highly appropriate use of content and appeal which creates sophisticated meaning for the intended audience
 - o a sophisticated construction of representations which create well-selected and highly developed insights into the portrayal of events, issues, individuals and social groups as appropriate to the media form.
- Highly developed application of knowledge and understanding of the media industry demonstrated through a sophisticated use of the media form that is highly appropriate to the media industry context of the set brief.
- A very good realisation of the chosen brief that addresses all the requirements of the brief and includes most of elements of the production detail.

The main area for development would be representing more clearly the notion of two different social groups.

Application of knowledge and understanding of the digitally convergent nature of contemporary media to create meaning

This candidate's work overall is **Good** - a high Level 4, 8/10 marks.

The learner demonstrates **good** application of knowledge and understanding of the digitally convergent nature of contemporary media to create meaning across the cross-media production.

- Clear and consistent links between the two cross-media products that create an appropriate and at times insightful awareness of how to use digital convergence to create meaning and engage an intended audience.
- A good use of techniques to create a well-developed sense of branding across the two cross-media products that demonstrates appropriate and at times insightful meaning for the intended audience.



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