

Pearson BTEC Level 3 Nationals Extended Certificate, Foundation Diploma, Diploma, Extended Diploma

Window for supervised period:

Tuesday 5 January 2021 – Friday 8 January 2021

Supervised hours: 6 hours

Paper Reference **31674H**

Creative Digital Media Production

Unit 8: Responding to a Commission

Part S

You do not need any other materials.

Instructions

- This booklet must be issued to learners as defined by Pearson and should be kept securely.
- This booklet must be issued to learners during the 4-week period and under the conditions specified by Pearson. The period will allow centres to timetable appropriate supervised sessions for all learners.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in that series.

Information

- The total mark for this paper is 72.
- This booklet should not be returned to Pearson.

Turn over ►

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Pearson

Instructions to Teachers/Tutors and/or Invigilators

Centres should refer to the BTEC Nationals *Instructions for Conducting External Assessments (ICEA)* document for full information on the correct conduct of monitored and formally supervised assessment.

This set task has a preparation period followed by an assessment period of **six hours**. Both the preparation and assessment periods must be scheduled over the **four weeks** timetabled by Pearson. The periods will allow centres to timetable appropriate supervised sessions for all learners.

The set task has a monitored preparation period of **two hours**. This must be scheduled by the centre. Within this time, learners should review the information provided in this booklet, conduct research activities and make notes to take into the supervised assessment period.

Learners may also undertake some independent research outside of the monitored preparation sessions. It is suggested they spend up to **10 hours** on this research.

This can include activities such as:

- carrying out primary and secondary research into the target audience and similar products
- identifying appropriate research sources.

Centres may need to make facilities available to learners to support independent research. Where learners want to carry out research, these outcomes may be brought into the monitored preparation sessions but only notes produced in monitored preparation sessions may be used during the formal supervised assessment.

Learner notes are restricted to:

- **three sides** of A4 notes, which can be handwritten or typed. If typed, the text must be a minimum of 10 point font size
- information from primary and/or secondary research
- facts related to the commission and existing practice.

Learner notes cannot include:

- pre-prepared answers for activities
- assets or materials to be used in the activities.

Teachers/tutors should note that:

- learners should not be given any direct guidance or prepared materials
- learners should not be given any support in writing or editing notes
- all work must be completed independently by the learner
- learner notes produced under monitored conditions must be checked to ensure that they comply with the limitations

- learner notes should be retained by the centre between the monitored sessions and the formal supervised assessment
- learner notes should be retained by the centre after the completion of assessment and may be requested by Pearson.

The supervised assessment will take place over **six hours** in the **four-week** period timetabled by Pearson. Centres should schedule all learners at the same time or supervise cohorts to ensure there is no opportunity for collusion.

Maintaining security during the supervised assessment period

- The assessment areas must only be accessible to the individual learners and to named members of staff.
- Learners can only access their work under supervision.
- Any work learners produce under supervision must be kept securely.
- Only permitted materials for the set task can be brought into the supervised assessment.
- During any permitted break and at the end of the session materials must be kept securely and no items removed from the supervised environment.
- Learners are not permitted to have access to the internet or other resources during the supervised assessment period.

There are four activities within the set task. All the activities will be completed under the **six hours** supervised assessment period.

Activity 1: Produce a rationale (**1 hour** approximately)

Activity 2: Produce a pitch of the idea (**1 hour** approximately)

Activity 3: Produce a proposal (**2 hours** approximately)

Activity 4: Produce a treatment (**2 hours** approximately)

The set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the BTEC Nationals *Instructions for Conducting External Assessments (ICEA)* document to ensure that the supervised assessment is conducted correctly and that learners submit evidence that is their own work.

After the sessions the teacher/tutor and/or invigilator will confirm that all the learner work had been completed independently as part of the authentication submitted to Pearson.

Outcomes for submission

- Rationale, pitch, proposal and treatment combined in a .pdf file.
- A completed authentication sheet.

This must be submitted no later than Tuesday 12 January 2021.

Instructions for Learners

Read the set task information carefully.

You will be given **two hours** of monitored preparation, which will allow you to review the information in this booklet, carry out research and make notes. This will be followed by **six hours** of supervised assessment sessions.

You can carry out independent research outside of the monitored preparation sessions.

This can include activities such as:

- identifying appropriate research sources
- carrying out primary and secondary research into the target audience and similar products.

You may bring this research into the monitored preparation sessions but only notes produced in monitored preparation sessions may be used during the formal supervised assessment.

You are allowed to prepare **three sides** of A4 notes to take into the supervised assessment sessions. Your notes can contain:

- information from primary and/or secondary research
- facts related to the commission and existing practice.

Notes can be handwritten or typed. If typed, the text must be a minimum of 10 point font size.

The notes cannot include:

- pre-prepared answers for activities
- assets or materials to be used in the activities.

Your notes must be your own work and will be retained by your centre until results are issued.

The set task is assessed over **six hours** under formal supervision. You will have a number of sessions organised by the centre to complete the set task. Plan your time carefully and allow time to produce your outcomes for submission.

During the supervised assessment sessions you will be permitted access to:

- pens and drawing materials
- computers
- specialist software and equipment.

Outcomes for submission

You must submit:

- a rationale, pitch, proposal and treatment combined in a .pdf file
- an authentication sheet.

Set Task Information

Self Health

Self Health is a UK lobby group that has been set up to raise awareness about mental health problems among young people. The organisation is developing a media campaign to raise awareness of the challenges faced by young people.

Read through the information provided.

Choose ONE of the five commissions offered to plan your response.

In responding to the commission you must incorporate this research into your final response.

PRESS RELEASE from Self Health

Self Health is a lobby group based in the UK. The organisation is commissioning a media campaign to raise awareness about the challenges facing young people in the UK concerning their mental health. The media campaign should also include information on what young people can do to improve their mental health.

16 million people in the UK have a mental illness (around one in four people), yet the funding per person for mental health research is 14 times less than for dementia and 22 times less than for cancer.

Research has shown that three quarters of diagnosed mental health issues begin in childhood and we want to raise awareness of this issue so that more is done to support young people.

Self Health wants to raise awareness of simple things people can do to improve their mental health such as talking to others, volunteering, exercise, team sports, living a healthy lifestyle and mindfulness.

Self Health wants to produce a national campaign reaching as many people as possible and starting in the summer of this year.

Self Health has a substantial budget for this campaign. We will, however, want to see value for money in commissioning this campaign.

We are looking for media practitioners to provide initial responses to **one** of the following commissions.

Commission 1: promotional video for use on social media (2 minutes approximately)

Commission 2: website (4 pages minimum)

Commission 3: factual audio programme (6 minutes approximately)

Commission 4: print advertising campaign (to include at least 3 advertisements)

Commission 5: digital game (web and mobile, to include at least 3 levels).

We want this resource to be available in the summer of this year, so you will need to consider the timescales and logistics involved.

It is worth pointing out that we have sent this request to a number of media producers, so we will need you to persuade us that your idea is worth taking forward.

We look forward to working with you.

SELFHEALTH



150min / wk (31%)

Just 150 minutes of exercise per week reduces the chance of depression by nearly a third (31%)



Three quarters of diagnosed mental health conditions begin in childhood



Ten percent of school children have a diagnosed mental illness



51 percent of school children believe that discussing mental health is embarrassing



16 million people in the UK suffer with a mental illness each year. This is the equivalent of one in four people

16M

UK funding for research into **mental health** is around **£8 per person**. This is compared with £110 per person for dementia (14 times as much)



What makes us stressed?



Research tells us that work, long term health problems, money and social media are the largest causes of stress and anxiety in the UK

SOURCES

NHS Digital (2016): *Mental Health and Wellbeing in England*

Chief Medical Officer (2013) *Annual Report of the Chief Medical Officer 2012, Our Children Deserve Better: Prevention Pays*

Young Minds Consultancy (2018) *Transforming Together*

Stress: are we coping? (2018) *Mental Health Foundation*

MQ Transforming Mental Health (2018) *Funding gap in mental health research leaving generations of young people in the dark*

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Set Task

You must choose **one** of the commissions.

You are required to complete four activities. You have a maximum of six hours.

Activity 1: Produce a rationale (1 hour approximately)

Activity 2: Produce a pitch of the idea (1 hour approximately)

Activity 3: Produce a proposal (2 hours approximately)

Activity 4: Produce a treatment (2 hours approximately)

You must complete ALL activities in the set task.

Activity 1 – Rationale (1 hour approximately)

Write a rationale of your ideas in response to the commission you have chosen.

Your rationale will be assessed on:

- consideration of the commission
- interpretation of the commission
- meeting the requirements of the commission
- justification of approaches used to inform ideas.

(Total for Activity 1 = 16 marks)

Activity 2 – Pitch (1 hour approximately)

Write a pitch of your idea to Self Health, that is **no more than 350 words**.

Your pitch will be assessed on:

- your idea and solution in relation to the stimulus material
- the refinement and succinct communication of the pitch
- your understanding of the potential of the commission
- the practicality of your solution.

(Total for Activity 2 = 16 marks)

Activity 3 – Proposal (2 hours approximately)

Write a proposal for your idea.

Your proposal will be assessed on your:

- understanding of technical media production processes
- use of the medium and targeting of the audience
- communication of a plausible idea
- consideration of logistical implications.

(Total for Activity 3 = 20 marks)

Activity 4 – Treatment (2 hours approximately)

Self Health needs to know what your idea will look or sound like.

Produce a treatment for your chosen commission. Your treatment can be up to **six A4 pages**.

Your treatment only has to cover an appropriate sample or taster of the product.

You must select pre-production materials from the table below that are relevant to the medium of your commission. You must include **one or more** of these in your treatment and include justifications of your ideas.

Visual materials	Written materials	Diagrams and graphics
<ul style="list-style-type: none">• Storyboard• Visuals• Mock-ups• Layout• Interface or menus	<ul style="list-style-type: none">• Script• Descriptions of scenes and transitions• Audio descriptions• Body copy• Character description• Shot descriptions• Rules and gameplay instructions	<ul style="list-style-type: none">• Navigation• User flow chart• Wireframe

Your treatment will be assessed on your:

- understanding of media production processes
- use of the medium in targeting the audience
- communication of style
- justifications of your decisions.

(Total for Activity 4 = 20 marks)

TOTAL FOR PAPER = 72 MARKS