

Commentary on candidate 1 evidence

The candidate evidence has achieved the following marks for each part of the coursework assessment task.

Section 1: Planning

a. the brief

The candidate was awarded **5 marks**.

1 mark is awarded for the detailed justification of the plans relating to form. A further 1 mark is awarded for development of this plan, relating to enigmas. 1 mark is awarded for the detailed plans to engage the target audience by establishing the school setting. 1 mark is awarded for the developed justification of how purpose will be achieved. 1 mark is awarded for the discussion of plans relating to the institutional constraint of trailer length.

NB: There are more than 5 marks which could have been awarded in this response.

b. creative intentions

The candidate was awarded **5 marks**.

5 marks are awarded for planning decisions backed up by justifications relating to creative intentions as follows: 1 mark for the detailed plans relating to a representation of surveillance; 1 mark for the representation of cocaine and its connotations; 2 marks for the detailed planning decisions relating to narrative and how the size of the deal will be revealed to the audience, backed up with developed justifications; and 1 mark for the way the chase scene will be edited to achieve purpose.

NB: There are more than 5 marks which could have been awarded in this response.

c. audience research

The candidate was awarded **4 marks**.

1 mark is awarded for each of the specific planning decisions justified by specific and detailed research findings as follows: 1 mark for the plan to include upbeat music; 1 mark for the plan to use on-screen text; 1 mark for the plan to start by establishing setting; and 1 mark for the plan to use music rather than dialogue.

d. content research

The candidate was awarded **5 marks**.

1 mark is awarded for the plan to sync editing to music, justified by detailed research findings. 2 marks are awarded for the developed plans relating to the use of camera to establish character and genre, with justification based on

detailed research findings. 1 mark is awarded for the detailed plan to use on-screen text with a simple link to research. 1 mark is awarded for the detailed research finding regarding voice over, linked to a planning decision.

NB: There are more than 5 points which could be awarded marks in this response.

e. institutional context research

The candidate was awarded **4 marks**.

1 mark is awarded for the specific editing plans and the research into the constraints of available software. 1 mark is awarded for the discussion of possible copyright constraints regarding the initial music choice, and the plan to do further research if there is an issue. 1 mark is awarded for the understanding of the potential impact of health and safety and the need to take account of this in plans. 1 mark is awarded for planning decisions justified by the need to keep the certification low.

Section 2: Development

a. institutional context evaluation

The candidate was awarded **10 marks**.

Four developed points of evaluation of institutional constraints are given, supported by specific and detailed examples. Each developed point discusses the nature and implications of the institutional context in depth, and how effectively these were dealt with. There is evaluation of the impact of music copyright; the issues with the software used and how effectively they were overcome; the issues caused by the failure to set white balance in the original footage; and the need to shoot additional footage (even though the majority of the footage wasn't used, valid reasons for this are also discussed).

b. content evaluation

The candidate was awarded **15 marks**.

There are more than five developed points of evaluation in this response. It demonstrates a highly technical, and at times insightful, understanding of how to use and combine a range of codes and techniques to achieve creative intentions. The candidate effectively evaluates the use of continuity editing to achieve flow and pace; the decision to change the original plan to use a cliff-hanger; the use of a single shot in place of a planned montage; the use of cropping to tighten framing; the decision not to use transitions such as fades or dissolves; and the syncing of the action on-screen to the soundtrack.