



PATHWAYS MARKING SCHEME

PATHWAYS CREATIVE MEDIA LEVEL 1 / 2

SUMMER 2014

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2014 examination in GCE PATHWAYS CREATIVE MEDIA LEVEL 1 / 2. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

PATHWAYS CREATIVE MEDIA LEVEL 1 / 2

UNIT 1: CREATING A PROPOSAL IN RESPONSE TO A BRIEF

MARK SCHEME - SUMMER 2014

- Q.1** (a) Describe the research you did for the assignment brief. Include information on:
- primary and secondary sources;
 - target audience.
- [10]**

Award marks as follows:

1 - 3 marks: Description of limited research which may not be relevant to the brief.

4 - 5 marks: Description of some research which is relevant to the brief.

6 - 7 marks: Description of adequate research, including primary and secondary sources, which is relevant to the brief.

8 - 10 marks: Description of excellent research, including a range of primary and secondary sources, which is relevant to the brief.

- (b) How did your research help you create your proposal? **[5]**

5 marks for relevant reasons (e.g. suited to style or genre chosen/to what is accessible/linked to local community/theme, etc.)

1 - 2 marks: A limited explanation of how research informed the proposal, with limited relevance to the brief.

3 - 4 marks: There is some relevant detail in the explanation of how the research informed the brief.

5 marks: A detailed explanation of how research informed the proposal, which is highly relevant to the brief.

Q.2 Describe examples of professional practice you researched for your proposal.

You may wish to include details of relevant practitioners, styles, genres, materials, resources, technologies, etc.

[10]

Award marks as follows:

1 – 2 marks: A limited explanation of professional practice is provided, with limited relevance to the brief.

3 – 4 marks: A limited explanation of professional practice is provided which has some relevance to the given brief.

5 - 6 marks: An explanation of professional practice is provided in some detail which has some relevance to the given brief.

7 – 8 marks: A detailed explanation of professional practice is provided which is relevant to the given brief.

9 – 10 marks: A highly detailed explanation of professional practice is provided which is highly relevant to the given brief.

Indicative Content:

- **Reference to appropriate specific professional practice** (e.g. compositions/performances/art work/films/print media linked to local theme, etc.)
- **Reference to appropriate style and/or genre of work** (e.g. naturalistic/non-naturalistic/impressionistic/abstract/symbolic/jazz/hip-hop, etc.)
- **Reference to appropriate materials** (e.g. instrumentation/paints/fabrics etc.)
- **Reference to resources** (e.g. texts/amplification/tools/recording equipment/images/sketches/storyboard, etc.)
- **Reference to technologies** (e.g. specific, relevant software/hardware, etc.)

Award marks for other valid explanations.

Q.3 (a) Briefly outline the proposal for your event at the opening of the new creative and media arts centre. **[5]**

1 - 2 marks: A limited outline of the proposal is provided, with limited relevance to the brief.

3 - 4 marks: There is some detail in the outline of the proposal which is relevant to the given brief.

5 marks: A detailed outline of the proposal is provided which is highly relevant to the given brief.

(b) Explain details of your proposal, giving reasons for your choices.

You may include the following:

- style and/or genre;
- the content: what's in it ?
- resources: what or who do you need?
- links to target audience.

You may include sketches, designs, drawings, storyboards, etc. in your response. These can be included as part of your answer or on the pages provided at the back of the booklet.

Marks will be awarded for use of specialist language. **[20]**

Award marks as follows (total 20 marks)

1 mark for style/genre and 1 additional mark for reason (total 2 marks)

Responses might include the following:

Style/Genre	Reason
<ul style="list-style-type: none">physical theatre	<ul style="list-style-type: none">as this would be very visual and would appeal to a variety of audiences and also it could use a lot of musical references, etc.
<ul style="list-style-type: none">portraiture in photographic, painted and sculpted forms	<ul style="list-style-type: none">to celebrate the lives of members of the community
<ul style="list-style-type: none">2D animation (local myths/legends)	<ul style="list-style-type: none">as could incorporate storytelling, music, voices and visual ideas from children from local primary school
<ul style="list-style-type: none">collaborative sculpture using junk and found objects from locality	<ul style="list-style-type: none">as this would encourage audience participation and raise ecological issues
<ul style="list-style-type: none">land art with photographic record to be shown in exhibition and on website	<ul style="list-style-type: none">as this is visually arresting, with limited impact on the environment
<ul style="list-style-type: none">animation	<ul style="list-style-type: none">as this would appeal to young people and provide an interesting visual style
<ul style="list-style-type: none">contemporary design of website	<ul style="list-style-type: none">to connote a modern approach

Marks for content to be awarded as per the grid below (total 12 marks)

	Content
0	An answer not worthy of credit
1 - 3	Simple ideas are provided with some relevance to the brief/style/genre
4 - 6	A conventional range of ideas is provided with some relevance to the brief and style/genre
7 - 9	Some original ideas are provided with clear references to the brief and style/genre
10 - 12	Original and innovative ideas are provided with clear and detailed references to the brief and style/genre

2 marks for relevant detail on resources as fit for purpose (human and physical)

Responses might include the following:

- human: require people or crew to do lighting/sound/costume design/musical composition/animation/filming/recording, etc. Also need to negotiate schedule to establish ideas and work with children and teachers in groups/classes, generating initial ideas, developing character designs, backgrounds, etc.;
- physical: requiring software such as Cubase, Logic, Adobe Flash, DTP packages/scanners/cameras/MP3 players/decks, etc.

1 mark for relevant comments on audience (detail on age/ gender/interests) with 1 additional mark for reason (total 2 marks)

Responses might include the following:

Audience	Reason
<ul style="list-style-type: none"> suitable for teenage girls who are interested in dance and popular music 	<ul style="list-style-type: none"> as this would inspire them and make them more interested in Shakespeare as it would be based within their own terms of reference
<ul style="list-style-type: none"> animation/local myths, etc. would be suitable for 5-11 year olds 	<ul style="list-style-type: none"> as this is the age group who would be inspired by fairytale and fantasy
<ul style="list-style-type: none"> would also appeal to older audience, such as parents and grand-parents 	<ul style="list-style-type: none"> who will find the work of children humorous and appealing
<ul style="list-style-type: none"> targeting a young, male audience 	<ul style="list-style-type: none"> through a humorous, light-hearted mode of address
<ul style="list-style-type: none"> targeting an older demographic who are fans of arthouse films 	<ul style="list-style-type: none"> by using innovative cinematic techniques

Award marks for other valid ideas.

2 marks for use of appropriate specialist language.

(e.g. narrative, structure, gobos, motifs, sequencing, dope-sheet, composition, colour, line, voice-over, panning, long-shot, close-up, story-board, montage editing, house style, user generated content and references to terms from relevant movements and disciplines, etc.)

Assessment Grid

Learning Outcomes	Assessment Criteria	Question	Marks	%
LO1 know professional practice in creative and media industries	AC1.1 describe features influencing professional practice	2	10	20%
LO2 be able to investigate creative and media ideas	AC2.1 plan research for creative and media ideas	1 (a)	7	14%
	AC2.2 outline target audience for proposal	1 (a)	3	6%
	AC2.3 evaluate quality of research findings	1 (b)	5	10%
LO3 be able to develop creative ideas	AC3.1 generate ideas for a proposal	3 (a)	5	10%
	AC3.2 use creative features of professional practice	3 (b)	2	4%
	AC3.3 develop creative ideas from research findings	3 (b)	4	8%
LO4 be able to propose creative ideas	AC4.1 propose creative ideas	3 (b)	14	28%
TOTAL			50	100%

LO1	LO2	LO3	LO4
10 marks	15 marks	11 marks	14 marks
20%	30%	22%	28%



WJEC
245 Western Avenue
Cardiff CF5 2YX
Tel No 029 2026 5000
Fax 029 2057 5994
E-mail: exams@wjec.co.uk
website: www.wjec.co.uk