



# Examiners' Report Lead Examiner Feedback

January 2021

Pearson BTEC Firsts  
In Creative Digital Media Production  
(31674H)  
Unit 8: Responding to a Commission

## Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications website at <http://qualifications.pearson.com/en/home.html> for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at <http://qualifications.pearson.com/en/contact-us.html>

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson. Their contact details can be found on this link:

<http://qualifications.pearson.com/en/support/support-for-you/teachers.html>

You can also use our online Ask the Expert service at <https://www.edexcelonline.com>  
You will need an Edexcel Online username and password to access this service.

## Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your learners at: [www.pearson.com/uk](http://www.pearson.com/uk)

January 2021

Publications Code 31674H\_2101\_ER

All the material in this publication is copyright

© Pearson Education Ltd 2021

## Introduction

In this series, students were able to respond to the SelfHealth commission that centred on mental health awareness. The particular circumstances around the timing of this examination which saw the controlled assessment take place following the disrupted return to educational settings in January, did not stop a significant number of candidates and centres opting to enter this exam. Many students had clearly prepared well in the time allotted to research and develop ideas before the Christmas break.

## Introduction to the Overall Performance of the Unit

Overall, there were some excellent responses for this paper with many students electing to sit the exam perhaps because they were confident following their careful preparation in the allocated period leading up to the exam. Many students continued with the practice as typified by some examples in the sample of marked learner work published by Pearson. This tends to lead to quite formulaic responses, particularly for the rationale activity, with some students struggling to write meaningful passages to every suggested heading. Similarly, the exam, this series does not require students to use a template (for the Proposal activity, for example) and where students were directed to, this led again to students sometimes struggling to complete every section as outlined.

Within Activity 1, we are still seeing a lot of primary research from learners that often does not support or inform their ideas development (either due to the small sample size or due to a lack of linking this research to the ideas). Secondary research into the topic or into similar existing products is much more useful for this activity. Stronger candidates tend to be able to carry out purposeful secondary research and then link this to their ideas development so that the reader can see and understand how the ideas have been formulated.

For Activity 2, a number of learners exceeded the word limit, and these were unable to access the higher levels of the mark scheme that focus on the efficient use of the structure of the pitch (limiting their marks for this activity). Centres should remind candidates of the requirement to stay within the 350-word limit to avoid restricting their marks towards the bottom of the mark band for this part of the paper.

Activities 3 and 4 carry 20 marks each for this paper and perhaps differentiate between the strongest and weakest candidates the most. There were numerous examples where students appeared to embark on ideas for media products that they had limited direct experience in producing. A media student without a great deal of games development experience may have opted to respond to this commission through producing a game leading to them being unable to fully describe the production steps and techniques required to fulfil this idea in Activity 3 (focussing perhaps more on and justifying the content). Compared with some of their fellow students who were able perhaps to describe particular filming techniques in detail and the effect that these would have on the

viewer, the learner proposing an idea out of their field of experience was at a distinct disadvantage.

## Individual Questions

Note – when reading this report and in particular the commentaries for individual student responses, it would be useful to have a copy of the marking grid for this unit. The marking grids for each question are organised into vertical columns (with each column left to right representing the different mark bands, lowest to highest) as well as a number of horizontal traits. Each trait represents a different aspect the examiner is looking for when marking the response. Trait 1 in Activity 4 is aligned to how much the student's treatment demonstrates their knowledge of media production processes and techniques, whereas Trait 3 is aligned to how clearly the student represents their idea through the medium of the treatment. In all cases, where some parts of a response lie in different mark bands (using the two traits above, a student might include justifications that demonstrate good media production processes (trait 1 is in the higher mark band) but is unable to communicate their idea clearly (trait 3 is in a lower mark band)), a 'best fit' approach is applied to the overall mark for the activity.

### Activity 1 Rationale

At the Pass Boundary, within this activity many learners at the Pass boundary would typically include lots of primary research about the topic that did not directly inform the development of their ideas in responding to the commission. Typically, learners might survey their local peer group to discover that they were all from the same geographical region. Ideas themselves would be poorly expressed and somewhat generic so that it was unclear how they would effectively target the brief.

This response received 7 marks:

The rationale has quite a lot of content in it that is simply reflecting the commission back at us (describing the findings of the research that was used to create the commission briefing document in the paper). Where the student has conducted some primary research there is little evidence to suggest that this has informed their ideas generation. The secondary research describes what they have learned about the product / service and does not link this with the commission.



### **Rationale**

Introduction: Self health is a UK based lobby group, that is commissioning a media campaign to raise awareness about the challenges facing young people concerning their mental health. Self health is interested in creating an approx. 2-minute-long promotional video for use on social media, to inform young people on simple things they can do to better their mental health, such as communicating, volunteering, exercising and living a healthy lifestyle.

Target Audience: from the commission brief, we know that self health wants to target a younger audience, including students and adolescents. In the UK, 16 million people suffer with a mental illness, which is roughly one in four people. Self health wants to target young people as three quarters of diagnosed mental health conditions begin in childhood, showing that childhood issues are capable of passing on into adulthood. 10% of school children have a diagnosed mental illness, meaning the possibilities of these issues carrying on into adulthood are high. These figures have a considerable effect on our target audience, and self health wants to work to reduce those figures so that less young people carry life on into adulthood with mental health issues.

Primary Research: In order to out more about our target audience, I carried out a survey to find out more statistics. The first question of the survey was 'What gender are you?'. The figure that came back from the survey was that 65% of responses where male. This figure will allow us to understand who we need to primarily cater our promotional video for. With the male target audience being the majority, we should attempt to tailor the promotional video to a male audience. However, we should not ignore the female target audience, as 35% of responses still came from a female audience which is still a large proportion. With this in mind, we should create the video with a male target audience as the primary audience and the female target audience as the secondary audience, as we still want to target the largest group of people possible. The next question was 'What age are you?' 85% of responses came back at between 15-20 years old. This question validated that the main target audience for our promotional video was students, and this is therefore who we should tailor our video towards. Question 3 was 'Where are you from?', and 100% of responses said that they where from the UK. This helped us find out that the figures we where using regarding mental health in the UK where valid to our target audience. The next question was 'Do you suffer from and mental health conditions?', 30% of response came back saying yes. This figure was similar to our figure from the commission which stated that roughly 1 in 4 people in the UK suffer with mental illness. This figure shows us how many people from our target audience do have mental health conditions that they struggle with, and what proportion of our target audience would find discussed mental health issues relatable. Question 5 was 'Do you believe that phones and social media have a negative impact on mental health?', 60% of responses said yes. This figure will help impact our production as it as it shows us that we could base our advert around a 'digital detox', due to such a considerable amount of our target audience believing that phones and social media can have a negative effect on mental health. Next, we asked 'Do you believe that mental health is underfunded in the UK?', and 90% of answers believed that this figure was considerably lower than it should. Our production can allow us to have a platform to promote an increase in funding for mental health, and we should make it known that £8 funding per person is not enough for mental health. The next question we asked was 'Do you do any activities outside of school that act as distractions or relieve stress?', and 65% of responses said yes. This shows that the majority of our target audience do activities outside of school, but a large proportion still don't. in our production, we should promote activities that can act as a distraction or stress relief, as it is proven as an effective way to better mental health. Lastly, we asked 'What makes you continue watching an advert or promotional video?', the majority (55%)

said a strong message. This therefore means that we need to be able to have a strong message from the off that will attract the viewer to continue watching the video.

Secondary research: Mental health is known as emotional, psychological and social wellbeing. Our mental health can have effects on our thought and how we process things, our behavior and our feelings. In the UK, 1 in 4 people suffer from mental health conditions, with roughly 75% of those issues starting in childhood. The main/most common forms of mental health conditions are anxiety, depression, bipolar, schizophrenia and stress, with majority of people suffering from more than one condition. Stress is the biggest cause of mental health conditions in the UK, it is caused by emotional pressure, big changes and having minimum control of a situation. In our target group, stress is mainly caused by situations such as changing school or going to university, exam stress, new jobs and issues with friends and families. Mental health can be improved by talking about feelings, keeping healthy and active, eating well, drinking sensibly, keeping in touch with people, asking for help and taking a break. Schools are also able to help encourage mental health improvements. They can do this by encouraging social time, running lunchtime clubs, spreading awareness about mental health and organizing wellness events. These findings will help impact our production as it shows us ways in which we can promote bettering mental health, it shows us what are the main causes of mental health conditions are amongst our target audience, as well as what the main mental health conditions are amongst our target audience.

Understanding the Client/Commission:

The purpose of the commission: the purpose of the Self health commission is to promote to young people simple things they can do to better their mental health. The commission they have set is a approx. 2-minute-long promotional video to cover this topic. Self health is aiming to target young people, and from our primary research we have been able to specify that the majority age group of our target audience is 15-20-year old's (student and adolescents).

Ethos and reputation of the client: Self health are a lobby group that has been set up to raise awareness about mental health problems among young people. They are a nationwide group that aims to target as many people across the country as they can. The aim of Self health's organisation is to raise awareness about the challenges that young people face and how young people can improve their mental health so that they don't progress into adulthood with mental health conditions.

Who or what are they targeting: Self health is aiming to target young people, and the commission they have set out is aimed to be used on social media, we would also like to make be useable in other places such as schools, so we can reach the largest target audience possible. We also have knowledge of what attracts our target audience to continue watching a promotional video, meaning we can better engage with the audience through our commission.

Restrictions on client: As Self health is targeting a younger audience, we need to especially take into consideration what we can and cannot show to our audience through our product and have to be sure to follow all the BBFC guidelines. Since we are targeting a younger audience we should refrain from use of distressing images, violence and bad language, especially if we want our product to be used in schools, as the product could eventually end up being catered to an even younger audience. Will also must follow social medias policies on what we can and can't show in terms of a promotional video regarding their guidelines, which are similar to the BBFC guidelines. We would also like to refrain from any issues regarding copyright, such as music or logos.

Competitors within the same industry: 'Mind' is a mental health service that aims to provide advice and support the help people suffering from mental health problems, they have 125 'local minds' that

offer supportive and reliable information to help others. Mind's campaign and goals will differ from ours and Mind is more focused on 1-to-1 advice and support, while Self health is aiming to help a larger target audience nationwide to come together and help support each other and work together to improve mental health amongst people in their age group.

Idea 1: The first idea for our Self health product is an informative video that will showcase all the things that young people can do that will help improve mental health, the video will start off by focusing on the main character, our main character will be speaking with a therapist, it will be a short 15-second interaction in which you will be able to hear the main character talking to the therapist about stress and anxiety he has felt from exams. The next scene will show the character walking down the street in the dark and the camera will be following behind him. It will then cut to a short scene of him sat with his friends at a bus stop. A bus will drive past and there will be message on the side of the bus where there is typically an advert reading, 'UK funding for mental health is around £8 per person, £110 per person for dementia'. We want to continue this theme of showcasing positive interactions amongst our characters, while having informative facts in figures in creative places in the scene. The main information we want to share is, 'Three quarters of mental health conditions begin in childhood', 'One in Four people in the UK suffer with a mental health illness', 'anxiety, depression, bipolar and stress are the most common mental illnesses' and 'mental health can be improved by positive interactions, keeping active, eating well and drinking sensibly', along with many more figures and information. We want to scatter these in creative locations such as sponsorship boards at a football match, posters in public and adverts at the cinema, as it will allow us to showcase the information we want to share while also giving our viewers ideas on little things they can do to better their mental health.

Idea 2: The second idea for our Self health product is to make a promotional video that is promoting local clubs and activities for the viewers to attend. It will allow us to showcase all the activities and distractions that are available to our target audience that will help better mental health. We could do this by interviewing the leaders who run the activities to ask them how they think that their activity can be helpful to people from our target audience and help improve their mental health and can talk to people who have attended them and ask them how it improved their lives.

How ideas will measure against the client's criteria: both of the ideas fit the client's criteria as they both accommodate the BBFC guidelines and feature topics which are acceptable to be shown to our target audiences age, also for both videos there will be no issues regarding copyrights. Both videos also clearly show the aims of Self health as an organisation and how they serious they take their aims of better mental health amongst young people.

Final idea: For our final idea, Idea 1 is the idea that we feel would most engage our target audience to the message of Self health. Idea 1 will allow us to be more informative and educative in terms of raising awareness of the figures and information regarding mental health in the UK which I believe are crucial to showcase to our target audience. Idea 1 is also more creative and shows more positive interactions amongst the characters, and has a lot more intended fun within it, which I think our target audience would feel a lot more engaged with as appose to listening to people speak the whole time in idea 2. I also feel like idea 1 is the most effective as it will be more relatable to our audience as a large proportion of our target audience will be more interested in more social based activities with friends as appose to group activities with people they are not as familiar with.

At the distinction boundary learners would be able to link the content in the commission to their ideas and explain their choices effectively. In many, examples learners would choose appropriate secondary research and discuss how their ideas would emulate these responses to a similar brief.

The ideas will be well thought out and detailed enough to give the reader confidence that they meet the commission.

This response received 15 marks:

This rationale is very well-written and clearly demonstrates a student who is able to make reasoned connections between the stimulus material, how to investigate the topic further and how this can inform their response to the brief. Throughout the response the student is able to demonstrate coherent interpretations of the client and commission and apply these to well-expressed ideas that would make an interesting use of the medium.

All traits are in the top mark band and the rationale receives 15 marks.

## RATIONALE

### INTRO

Self Health is a lobby group based in the UK who is conducting a media campaign to raise awareness towards the “challenges facing young people in the UK” – primarily towards mental health. In response, I propose a print advertising campaign. I feel as if this is a strong response to the commission for a multitude of reasons, not only do print campaigns exist within this sector of mental health (with organisations such as YoungMinds and Childline), making it a familiar platform, it is also very accessible to not only young people, but for adults alike. This will therefore raise more awareness towards mental health and will hopefully get more people involved in this issue, and not just the target audience. In addition, I believe that an online media campaign, while being suitable for young people in this technology-obsessed generation, it will fall short as the client wants to raise awareness towards simple things that people can do to improve their mental health (talking to others, volunteering, exercise, team sports, living a healthy lifestyle, mindfulness) – most of which exclusively depend on physical activity rather than a digital presence.

### TARGET AUDIENCE RESEARCH

With what the commission suggests, with terms such as “young people” and “childhood” – I believe that the correct audience to target would be those in a school environment. The national campaign will start at the beginning of summer, and although the demographic will not be in school anymore, they will feel more inclined to improve their mental health outside of an academic environment. The print media campaign, which will take the form of posters, will seem familiar to them as this is something that is already scattered around schools, but it will feel different as it is not being shoved in their faces. This, along with the incorporation of a QR code will easily send users to the information that the client wants to convey. With the campaign being scattered around town centres, bus stops, cinemas and other places where youths normally hang out – this will be the best place for Self Health to engage the correct audience towards the challenges of their mental health, reaching as many people as possible. “School children” is a rather broad audience to target, therefore I have condensed it down to 12-18, people in secondary school, as mental health is somewhat of a dense topic that primary school children are not so aware of. This, as well as mental health being engaged in secondary schools to an extent, will allow the audience to already understand the challenges that they face, and to simply be educated on how to improve their lives in a small way. I think it is also important to take into consideration other factors such as socio-economic groupings, as I believe that a person from a working class background would require more support regarding their mental health than something from a middle/upper class. In addition, the campaign will be something targeting those in public schools rather than private schools – and will most likely appear in school corridors after the summer in continuation. Age and gender is something that should be targeted either/or as mental health is a universal problem that most people share, and will follow Self Health’s intention to reach as many people as possible.

### PRIMARY RESEARCH

For my primary research, I conducted a survey in a secondary school where people ranging between the ages of 14-18 participated, 46 participated. The survey’s intention was for me to find out what the demographic thought of regarding the causes of mental health, what they do to help their mental health as well as Self Health’s ideas regarding the simple things they wish to promote. The participation was quite diverse in terms of gender as 20 were women, 25 were men and 1 was non-binary. Most of the participants were aged 15(22), which is quite relevant to my own target audience as that is the age in the middle of my given range. I initially asked whether they believed that school has a negative impact on their mental health, and while 17 agreed up-front, 24 believed it did to an

extent and 5 said it didn't. This to me connotes that schools do cause some distress to some students, but that this is something that is not felt universally. It would be something interesting to look into whether school has a direct correlation with poor mental health – though this is something that shouldn't be a primary focus when creating the print campaign. When I asked them what other factors do they believe has a negative effect on their mental health with a finite number of reasons, the most staggering one was insecurities(34) with covid-19(32) a close second. This was interesting for many reasons – one being that insecurities have been something that the average teenager has struggled with for a long period, and is something that will never change and go away unlike covid-19. Though I believe that covid-19 cases will drop by the summer of this year, there is a possibility that these will be seen during exercise made by teen's, so it should be an important factor to be displayed in the print campaign. Other factors had the following results: health problems(29), family disputes(26), social media(23), friend drama(13), other(7) - many of these included school and worries over the future. I defiantly think that these factors are something that should be addressed subtly within the print advertisement campaign, and the most crucial one to me is social media. There is a fine line between attacking children for constantly being on their phones and social media and addressing the elephant in the room – and I will ensure that the print advertisements are more informative than anything so not to "call out" one of the most constant factors of problems around mental health (insecurities).

I found it interesting, however, when I asked what they do to help their mental health. 20 of the participants said that they go on social media – meaning that the vast majority of those who blamed social media for a negative impact, go to social media for comfort to. This is something that I can relate to myself – and is defiantly a main point that I would like to target in the print campaign. The most popular answer for this was being around friends(36), which would explain why most of the demographic found covid-19 to have a negative effect on their mental health for the isolation they feel, which pushes me to believe that Self Health's idea around talking to others would be the most suitable thing that this demographic would participate in. This is confirmed to be true, as when I asked which of the following they would consider doing to improve their mental health (with all of Self Health's simple things people can do to improve their mental health), talking to others(32) was the clear winner – though living a healthy lifestyle(25) and exercise(18) were also very popular. While this means that talking and conversations is something this specific audience believe is something that would improve their mental health – it will not be the only thing that I will focus on. There are many reasons and ways that you can improve your mental health, which is what Self Health wish to promote, and one way will not work for others. This survey did not include those aged 12-13, and while this does not hinder my results to an extent, it means that I should broaden my answers rather than taking everything at face value. By promoting the options that the client has suggested, it ensures that most grounds are covered and raises as much awareness as possible.

In addition, most of the participations (20) believe that there is not enough available support to help young people with mental health – clearly depicting that Self Health's support in the form of a print advertisement will be a welcome contribution. Raising awareness towards the challenges that young people face, not only to the target audience but to others who could be parents/carers to the target audience, will help improve the support system and allow conversations to be opened much more among peers and relatives. This is something that needs to be improved, as when I asked if the participants felt comfortable discussing mental health with their friends, while some said yes(15), a significant number said no(11) and maybe(20), indicating that the stigma around mental health has not yet been addressed. This, along with other comments made by the participants themselves, like the outdated phone-lines that certain ages won't see, and ideas surrounding mental health

awareness groups in schools, show that conversations should be opened about modern problems surrounding mental health.

#### SECONDARY RESEARCH

With my secondary research, I wanted to look more into the causes of mental health and to see whether this is something that could be clearly incorporated within a poster, or whether it is something that the links on the posters should state. [www.mentalhealth.org.uk](http://www.mentalhealth.org.uk) made a variety of information in 2018 surrounding mental health, stating that 1/8 people aged 5-19 had a mental disorder in the UK. This is reinforced by the information provided by the client in how 1/4 people in the UK had mental health problems, and how this is something that heavily effects the target audience. It was interesting that the website mentioned how mental disorders rose with age, which again reinforces the secondary school target audience in comparison to the target being primary schools. The gender group with the likeliness of having mental health problems changed with age, too, as boys were more likely than girls to suffer from mental disorders as they were younger, but girls were more likely than boys as they got older. This clearly conveys that mental health is something that is not exclusive to either/or sex and is something that should be broad in the posters. Interestingly, 1/4 young people with a disorder reported accessing mental health services in the previous year – clearly conveying that mental health services are something that are not used often, especially within the target audience. This was something that was addressed in the primary research, too, and is defiantly something I should consider when designing my posters – as this should be a primary message I convey. This could be something that also makes Self Health different from other mental health organisations and charities, as while it will promote mental health services that they can access, it also provides alternatives and small things that the person can do in the local area, which will therefore make Self Health more accessible, and in a way, more personal and relevant to the modern day, in comparison to phone lines.

In the other section of the website (A-Z children and young people), they addressed that emotional wellbeing is as important as physical health, along with things that can help keep children mentally well (being in good physical health, having time to play, being a part of a family, going into a good school, taking part in local activities) – many of which reinforce the simple things that Self Health suggested. While this is clearly in relation to children, it does infer that this idea of physical wellness does help mental health, and is something that should be included within the print campaign as it is information on how young people can improve their mental health. Some risk factors that were listed in regards to mental health included (long term physical illness, experiencing death of a loved one, divorce, bullied, poverty) – some of which correlates to the current climate regarding covid-19 with the death of loved ones, and some families requiring foodbanks. This is something that is relevant and should be included within the campaign in order for the audience to feel as if Self Health is taking into consideration relevant factors, while also not forcing more covid-19 down people's throats. This fine line is something that should be balanced and should not be done in a way that makes people feel too embarrassed to take on board Self Health's suggestions or to read the information that the link would elaborate on.

#### THREE IDEAS

All three of my ideas will include a set of posters that all come as a collection. The first idea would be to use pop culture references/quotes that the demographic would understand and relate to. The first poster would relate to Harry Styles, who himself is a huge advocate towards mental health, and would include the following "As Harry Styles once said: We'll be Alright". This is simply to attract the audience of 12-18 year olds with a fun, almost humorous poster with his signature pink/blue colours and would have a QR link with the information on it. The second poster would relate to One Direction,



which is something the older portion of the target audience would be more inclined to understand, “You’re insecure, don’t know what for (society) – One Direction” which would again be a humorous outlet while including a QR link. This poster would be red/white as these are colours associated with 1D. The final poster would be a Hunger Games quote “As Haymitch Abernathy once said: Stay Alive” – in black/gold with a QR link. All of these posters would not include images, and would be large text. While these posters target the idea that this generation uses humour as an outlet for all their problems, I believe that it does not convey what the client really requires from the posters. In addition, the Hunger Games quote seems out of place of the other two song references, and not all people will like these genres, therefore excluding people and would not reach as many people as possible. It would also fall short on adults, which is a secondary purpose towards the campaign, but these would confuse them as it does not explicitly convey mental health, or how to improve it. In addition, with the substantial budget, this idea does not use the large budget effectively.

The second idea would relate to using social media as a template to express issues surrounding mental health, in a way that was familiar to the target audience while also clearly expressing the intention of the posters. This idea is not fully fledged and has many different avenues, through all being a twitter template, some being an Instagram or one being set out like a YouTube video. While the templates are not confirmed – the humorous text that would star on the posters would include: “I’m not scared of covid-19 – I’m scared of my own thoughts” “I just found out that you have to do things to improve your mental health I AM DISGUSTED” and “In a time like this – be more like Matt” (a reference to WiiSports). These all clearly target the audience much more effectively and would be an interesting style to play with – however, I again feel as though the substantial budget would be something that is not exerted here. These posters do feel more relevant, though, and would include a QR link.

The third idea would be something completely different to the previous ideas, as I would create a collection of posters that would use fruit as the key graphic. I would include text such as “We’re all just fruit in a bowl, you know?” “Not peeling well mentally?” “Don’t be melon-choly this summer” “It’s okay to be a little bruised” and an idea that plays around a tiktok audio “Two pears sitting in a bowl, *yeah*, they might improve their mental health, *no*, they might, *no they won’t*, why are you saying that, *you’re making this really awkward right now*, the links are right there, *really?*, *yeah*” This idea would include photographs that I would either take myself, or by a professional photographer, of fruits that are either ‘normal’ or ‘slightly damaged’ – with contrasting colour backgrounds to create bright, vibrant colours to attract the target audience. The idea would to be use any of the following – watermelon, banana, apple, pears to create a set of 3 or more posters that would clearly allude to mental health while being engaging and not intimidating. This is something that could engage both adults and the target audience and would clearly reference mental health in a way that is consumable during the summer. I feel as if this idea is the most engaging, and would not be susceptible to copyright costs and charges for using templates and well-known pop artists/quotes to convey a message that can be done in a original, fresh manner. In addition – this would clearly identify with one of the ‘simple things’ that Self Health would like to promote to improve mental health “living a healthy lifestyle” – creating a direct reference to the commission

#### LEGISLATION & BUDGET

The main form of legislation that I will have to consider relates to ‘the Copyright, Designs and Patents Act 1988’ – especially in relation to some of the ideas that I have suggested. If I were to use idea 1 or 2, I would have to get permission from the artist’s agents, perhaps the author and permission to use a pre-existing template that belongs to the social media websites. If I were to use something without their permission, the fines could be substantial. However, considering that idea 3 is the one I will



create on behalf of the client – I will have to make sure that none of the puns have pre-existing copyrights that cannot be used within advertisements, along with the spoof on the popular tiktok audio. Though I plan to take my own images of the fruits, if I were to use anything that I did not create myself (e.g. fonts) I would also have to consider whether I would be required to pay the creator of the font money in order to use it within the advertisement.

Regulatory bodies is also something I will have to consider – (IPSO) would mean that I would have to make sure than I am factual and accurate for the information on the QR code. If something is not accurate, then I am subjecting the target audience and anyone who follow the QR code to mis-information and could therefore face legal issues surrounding this. (OFCOM) is also important regarding my posters as I will need to ensure that the client, and perhaps a lobby group, agree that the puns I intend to use could not be interpreted as offensive – especially “It’s okay to be a little bruised” could be deemed as hurtful when looking at it from an angle that isn’t mental health.

In relation to the budget – the client has stated that it is substantial but will want to see value for money. This, again, relates to the third idea that I have chosen as I can create an effective, professional quality of print advertisements that will be not only visually aesthetic, but also effective in relation to the poster’s intention to educate and inform. Since Self Health is a lobby group, and not a charity, this means that I can get professionals involved in this to create the best product possible.

#### JUSTIFICATION

In conclusion – I have considered and responded to the commission in order to create the most effective media campaign to raise awareness about the challenges facing young people in the UK regarding mental health. I have chosen a print advertising campaign as this is the most accessible platform for a large demographic of people. I have conducted my own research in both primary and secondary forms that has reinforced ideas that the client initially had towards mental health, as well as creating new avenues of information regarding causes and factors of mental health and how to improve it.

The client wishes to raise awareness towards the simple things that people can do – and I believe that I have done so with the text that I will include in my posters, as well as the information that I intend to link through a QR code printed on every poster. The national campaign will exclusively target an audience of 12-18 year olds within the UK, especially towards those in working class, secondary school education, and will start in the summer. This will therefore mean the campaign is in public spaces such as bus stops and town centres.

## Activity 2 – Pitch

At the Pass boundary, learners would typically describe an idea without making it feel particularly plausible in terms of how the production would be made. Some learners would spend too much of the pitch reiterating the commission back to the commissioner or describing the importance of the theme (rather than the reasons to choose their idea).

Mostly learners at this boundary would have demonstrated an intention to make their pitches persuasive but this may be limited to some generic statements about the quality of their work (we always produce the highest quality games so you should have no concerns over choosing us).

This response received 5 marks

This is rather a weak pitch from a student who does not really have a clear idea about how they will create their game. The pitch does not demonstrate understanding of production processes (trait 1 is in band 1). The idea itself is not very well expressed at all (trait 4 in band 1). There is an attempt to link this to the stimulus and to persuade the reader (lifting traits 2 and 3 to band 2).

My game will be the best game when it comes to teaching about mental health, as I believe that many young people will enjoy playing the game, which will mean there will be good reviews and more people will play. This allows the game to get a further reach, teaching more and more young people about their mental health and how it can be improved. With this game, it might also convince people to donate money into research about mental health, which also allows more research to be done on other ways to improve it that haven't been discovered yet. This game will feature a great character customisation system similar to other amazing games such as terraria, which will mean that the player can enjoy the game more, in turn meaning that they will play the game for longer, learning more about mental health. This fantastic game will also have a similar art style to Undertale, which is a popular RPG game also. Since this will be a popular game among young people, I felt that it would be better to have the player fighting enemies that are physical manifestations of mental illnesses. This is so that the player can tell the difference between different types of enemies that they will be fighting during the playthrough. It will also allow fans of the game to create fan art of the enemies, which can attract more people to play the game, meaning that more people will learn about how to improve their mental health. This will be amazing for Self-Health, as their goal is to raise awareness for mental health. I am excited to hear your response, and hope that you choose to invest in my game idea.

In some cases, at Distinction level the pitches will make effective use of the word limit through a coherent structure to the pitch.

Learners' pitches would give the reader a clear idea of their production based on the commission. For example, a learner might say – the split screen effect will be lit and colour graded so that the version of the character who decides to adopt a healthy approach to mental health is portrayed in bright and vibrant colours, whereas the other side of the split screen would be slightly de-saturated to convey a more sombre mood. The ideas will also generally be justified in terms of why they are appropriate for the audience. Learners at this level also have made a clear and coherent attempt to sell their proposal to the client with the effective use of persuasive language. Ideas would be conveyed with precision explaining key features of the production such as the style or approach that make it distinctive from generic ideas.

This response received 14 marks

This is a strong pitch that is very well-articulated and persuasive (trait 3 in mark band 4). It is clear that the student has a good understanding of the production processes that will be used in creating this print campaign and that they have generated an imaginative response to the brief (traits 1 and 4 are in the top mark band). There are one or two omissions in terms of how the campaign might meet all of the requirements of the brief (will the posters be too oblique to be as informative as Self Health may wish them to be?) - this brings trait 2 into mark band 3 and the overall score down to lower middle of the top mark band overall with 14 marks.

#### THE PITCH

My product is a set of 3 posters for the lobby group Self Health with the intention to raise awareness surrounding mental health in the UK – aiming to target young people and educate them on simple ways to improve their mental health. In response, I propose a print advertising campaign in the form of posters which will meet the requirements of the client. My idea revolves around using fruit as the primary focus of the posters in order to convey the message to the target audience that I have refined to 12-18 year olds. Not only is fruit something with a positive connection to health is general – but it is something that has been used as a prop to discuss ideas such as bullying in the past (the bruised apple analogy). This idea inspired me to the use a collection of damaged/intact fruit to portray text that alludes to mental health in a humorous way – some of which include: “We’re all just fruit in a bowl, you know?” “Not peeling well mentally” “Don’t be melon-choly this summer”.

The target audience, on social media, use humour as an outlet to most of their problems that they try to suppress. Using their format of humour within a poster will create a sense of understanding between Self Health and the text receiver that will encourage them to find out more information through the QR code, and will therefore be aware of the ways that they can improve their mental health. The use of bad puns is something that can be used to the advantage of the client, as many other mental health organisations use real people in their posters, making those advertisements seem more like that you will see at the Doctors. This format of poster, using bright colours to attract the eye with ‘aesthetic’ bold colour palettes will attract the audience’s eye and stand out from the crowd of other mental health organisations posters with a fresh format. My idea should be chosen as it is a unique concept that will reach many people in outdoor places.

#### Activity 3 – Proposal

At the pass boundary learners were more likely to describe what they would produce without going into very much detail about how they were going to do it.

Some sections of the proposal template may have generic or limited information in them (particularly around aspects such as legal considerations, planning and scheduling implications and technical consideration).

In moving image proposals there would likely be a disconnect at this level between the content described and the techniques chosen to realise them.

This response received 9 marks

This proposal has some quite naïve ideas about how to create an engaging video for the audience. The idea that there will be 10 seconds of blank screen with voice over at the start of

a 120 second promotional video for use on social media shows a lack of understanding of the medium (traits 1 and 2 are in mark band 2). The structure of the product does seem only generally plausible (use of music venue and football stadium locations will be difficult to achieve) and the response stops at scheduling and planning (traits 3 and 4 are also in mark band 2). Overall, the proposal receives 9 marks.

## **Proposal**

Content overview:

Scene 1: The first scene will be an establishing shot of the room and will start with our main character speaking with a therapist, the screen will fade in from black for 10s, and you will be able to overhear the characters conversation with the therapist, the character will be talking about his anxiety and stress that school has caused him. This scene will last for 15s including the 10s fade in.

Scene 2: For the next scene, it will cut from the last scene to a shot of behind the character, and it will follow him from behind walking down the street, which will last 5s. It will then cut to a long shot of our character socialising with a group of friends at a bus stop, talking and laughing for another 5s. a bus will then drive past the bus stop and the camera will follow the bus, the advertisement board on the side of the bus will have a message reading 'UK funding for mental health is around £8 per person, £110 per person for dementia', this will stay on screen for about 8s so it can be read by the audience, we want to add this so we can add information that will raise awareness about mental health statistics within the UK.

Scene 3: The next scene will be an establishing shot of a stand full of fans at a football stadium (3s), this will then zoom in further towards the character with his friends in the stand as a long shot. They will all be talking with each other and laughing while watching the football game which will last for 5s. It will then cut toward the electronic sponsorship board that will be placed around the pitch and here we want to place another message, this one will read 'One in Four people in the UK suffer with a mental health illness', which will last for 6s.

Scene 4: The next scene will start at a music concert and will show an establishing shot of the concert for 3s, the camera will then cut to a close up shot of the main character smiling at the concert for another 3s. There will then be another cut and will show a shot from behind, of the character dancing to the music with a group of friends (4s). This will then cut to footage of the DJ on stage, behind the DJ on the electronic light board will be another message, this one will read 'Three quarters of mental health conditions begin in childhood', and this will last for 5s.

Scene 5: The next scene will start in a restaurant, and will start as an establishing shot of the main character sat with friends having food and drinks, this will last around 3s. The next shot will be quick close ups of both the character and his friends' happy facial expressions which will last for 4s, the last shot in this scene will be a long shot of a poster on the wall in a restaurant which will read 'anxiety, depression, bipolar and stress are the most common mental illnesses', which will last 5s.

Scene 6: This scene will feature our main character at an indoor basketball court, training with his team. It will start with an establishing shot of the team playing (3s). From here, it will then cut to a close up of the main character shooting the ball, and then cut to a close up of the ball going through the net (3s), it will then cut again to a long shot of him running back down to the other end of the court while his teammates off the court are cheering/hyping him up. This will then lastly cut to a long shot of the electronic score board behind the hoop with a message that says 'mental health can be improved by positive interactions, keeping active, eating well and drinking sensibly'.

#### Technical considerations:

The equipment we require for our production is equipment that is owned by Self-Health:

Camera: The camera we want to use is the Canon EOS SL3, it is a lightweight and compact camera that can be easily moved for the shots that we require, as well as high-quality shooting, this camera shoots in 4K which will give us that high-quality graphic that we will require for our promotional video

Tripod: The Oben tripod is the tripod that we have decided to use for our production. This Tripod is lightweight which will allow us to easily move the tripod when filming or moving location, as well as allowing us to access a range of camera angles.

Rode microphone: The Rode microphone is a high-quality microphone that will allow us to capture high quality audio for our production, including both diegetic and non-diegetic sound.

Adobe Editor: Adobe Editor is the editing software we plan to use, as it is one of the most commonly used editing software's when making productions such as a promotional video.

#### Location scout:

Location 1: For the first location, it will require a therapist's office so that we can give the opening scene the impression right from the get go that our character is speaking with a therapist about topics such as exam stress, and to give the impression that our character may be an individual who himself suffers from mental health issues, which may help make the video more relatable to our target audience and the viewers of the video. We would the office to be big so that we are allowed space for an establishing shot to open the scene with.

Location 2: The next location that we will need to use is football stadium. This location will allow us to show that our character has a feel and sense of belonging as he is comfortable being around that many people. With our main target audience being young males, football is a rather common interest amongst this group, so adding this location would help make it relatable for a large proportion of our target audience and may engage them more. It aswell allows us to showcase a great distraction that is really beneficial with regards to bettering mental health.

Location 3: Another location that we will need is an area for a music concert. Again, this location will be really useful as music and festivals/concerts is another very common interest amongst our target audience, and the space of the location will allow the message we want to put behind the DJ set really stand out to the viewer and engage them more. Another impact this location will have on the production is that because of the space and size of the area it will allow us to take some really full establishing shots which will promote to the viewer the fun you can get from a music concert.

Location 4: Another location that we feel could be useful in our production is a restaurant for scene 5. This location will allow us to give the impression that the character is having a lot of fun and enjoying the time with the group of people he is with. By using a restaurant, it will let us give of the sense that the character is relaxed and just enjoying his time.

Location 5: The last location we will need is an indoor basketball court, this location will be useful as it is a bright and fun environment. Using this location and having the actions we have to plan in the scene, it will allow us to showcase the feeling of belonging when in a team. Which will promote to

our viewers and the target audience to trying or take up group activities so that they can have that feel of belonging.

Risk assessment:

Slipping:

Likelihood of risk: Low

Severity of risk: Low

Measures to prevent risk from occurring: In order to prevent this risk from occurring, we should make sure that the floors of the facilities/areas we are working at are all safe to use and that the floor is dry which will reduce the chances of the risk happening

Falling:

Likelihood of risk: Low

Severity of risk: Medium

Measures to prevent risk from happening: Again, the safest measure would be for us to have a thorough check of the facilities to make sure they are safe, and if there are any damages to the facilities or high-risk parts of the facility, making sure to either report it straight away, or using a safer part of the facility.

Actors not turning up for filming:

Likelihood of risk: Low

Severity of risk: Low

Measures to prevent risk from happening: Having a simple and easy to understand shooting schedule, so that actors know where they need to be and when they need to be there. As well, having the contact information of our actors in case they mistake the shooting schedule and don't turn up in time for any filming.

Electric faults:

Likelihood of risk: Low

Severity of risk: Low/medium

Measures to prevent risk from happening: Making sure the premises are safe to film on and there are no hazards within the setup, such as loose wires or faulty equipment.

Legal considerations: There are numerous legal considerations we must take into account for our production. Firstly, the use of copyrighted materials such as logos and music. We can prevent this by simply using unbranded clothes with no logos which will avoid any risk at all, or ask any clothing brands for consent regarding showing their logo in our production. For the music of our production, we can contact the label to allow us to use their music within our production, or simply use a uncopyrighted song for our production. We would prefer to use a more popular song so that engages our audience better, which is therefore most likely going to require copyright clearance.

Schedule and planning:

With distinction boundary proposals, learners will have covered all sections more evenly than weaker candidates.

Learners will have selected specific techniques and approaches will be conveyed with detail and these will be informed by the commission requirements.

When completing the scheduling section there will be a realistic timetable that belies an understanding of the production processes. There are likely to be pertinent examples of where the producer would need to consider legal and ethical issues.

This response received 20 marks

This is an excellent proposal that is written in an authoritative and well-reasoned manner. When faced with a response like this, it can be worth asking what else would we expect to be in the proposal. This proposal blends a good idea, that has been developed with a clear understanding of the processes that would be needed to make it and how these deliberately chosen techniques and content choices would have upon the audience.

All traits are fully in the top mark band and this response receives the maximum 20 marks.



## THE PROPOSAL

### CONTENT OVERVIEW

My poster campaign will consist of 3 or more different designs that all consist of 'fruit' as the visual focal point. This is not done without intention – as the fruit not only subconsciously illustrates an idea of healthy, but will also explicitly mention mental health within the text. The client wishes to raise awareness about the challenges surrounding mental health for young people – and with a target audience being those aged 12-18 (in secondary school education), I believe that this concept with eloquently express the problem that mental health can have and offer solutions and information in order for the text receiver to educate themselves. Mental health is something that requires treatment – but is something that is initiated by the person themselves. The research I have conducted has illustrated that not many young people access support that is out there, and by offering links in a simple, easy-to-consume format such as a poster, the client's message will be able to reach as many people as possible. The poster will not be too heavy or intimidating to the audience like some of the existing posters surrounding mental health and avenues for support – instead of seeing themselves in the poster, with real people used as a focus point to clearly display the audience they are targeting, by going down this comedic route, the topic of mental health will feel less daunting and taboo. If something as simple as a fruit pun can put the target audience at ease, this will allow them to feel comfortable exploring the information that will be provided independently, not only feeling accomplished for wishing to better their declining mental health, but also learning how to improve it with simple ways.

In my posters, I wish to include as little content and text as possible. White space is one of the most crucial parts of a poster as it allows certain assets to stand out – this will highlight the fruit, text and QR code to create a simple message that does not bombard the viewer with too much information. In addition – modern trends are something that the target audience like staying up to date on, and modern 'aesthetics' tend to include minimalism within their ideal homes, and within life in general (product logos have become more minimalist etc.) The crucial parts of the poster would be the puns: which would be highlighted so in a larger, sans serif text above the picture of the fruit. Though I have not concluded the final quantity of designs, as this heavily depends on the feedback I receive from the client wants, I have brainstormed some that would be effective for different reasons:

*"We're all just fruit in a bowl, you know?"*

*"Not peeling well mentally?"*

*"Don't be melon-choly this summer"*

*"It's okay to be a little bruised"*

*"Two pears sitting in a bowl, yeah, they might improve their mental health, no, they might, no they won't, why are you saying that, you're making this really awkward right now, the links are right there, really?, yeah."*

Most of my quotes align with one another as they are short and simple, making them easy to engage with, the last is more extensive and would take a different layout to the other posters if it was chosen. This is somewhat of a weakness as it will not seem as part of the same collection, but holds some advantages with the idea that a different layout can target a different group of people than the other layout, therefore reaching more people as the client wants. This is also the case as the longer quote is a parody on a popular tiktok audio and, though many teenagers are on the platform, some would simply not understand it – especially adults (who are a secondary audience that I should keep in mind to target). This specific quote would take the form of text-message-bubbles going left to right above the given fruit (in this case, pears), and would take up most of the poster.

Though the quotes would act as the 'title' of the poster – this does not mean it is the only text on the poster. In a much smaller but the same sans serif font as the title, as it is crucial to create a collective poster that does not seem chaotic and intimidating to the audience, so I will therefore use one typeface. It would be organised below the focal point of the poster (the fruit) and would include a statistic surrounding mental health and how to find out more information on simple ways to improve their own mental health. This is something that would direct the audience's attention to the QR code in the bottom right-hand corner and since mobile phones are a technology that the vast majority of the population, specifically the target audience, they can easily access information by using a modern avenue. However, this does not take into consideration my target audience entirely, as I intend to target the working class, as they will have less access to more expensive avenues to improve their mental health. Therefore – in the smaller text on the poster, I should include a hyperlink to a website that is easy to remember/note down for when they get access to a computer or the internet. While this hinders the client's intentions slightly – it does not mean that the person who wants the most help will not be able to get it. In addition, this allows adults to access the information also to educate themselves on the causes and factors of poor mental health in order to understand the challenges that their child/young people as a whole may face. It would be an idea to consider Self Health to promote other charities (graphically or simply the name) so that the target audience can have access to multiple avenues of support. This is something that would have to be discussed with the client – though my primary research brought up the problem of outdated support avenues such as phone lines, this does not necessarily mean that other people would not wish to use them.

Another crucial graphic choice would be the use of colour within the poster – as this colour will juxtapose the given fruit that I choose. Some examples of the fruit that correlate with the quotes are: watermelon; apple; banana; pear; grapes; oranges. The examples of the colour scheme I would choose, and the colours I would contrast, would include pink being the background with watermelon; an orange being contrasted with yellow etc. All the colours I will contrast with are bright and vibrant that not only allow the images to stand out, but also attract the audience in and away from wherever else they were looking, considering that the posters will be scattered around town centres, bus stops and common places where youths go in the summer such as parks. This, along with the title/text contrasting the background being in 'white' will ensure that the message not only is clearly conveyed, but that it matches certain colour schemes that the target audience enjoys (neon being a recent trend along with bright colours to match the 80's – initiated by the popularity of shows such as Stranger Things). The fruit are the most crucial part of the poster, being the primary focal point, and will either be 'normal' pictures of fruit or be damaged in some way to allude to 'deteriorating' mental health. Camera angles and shots are something I have considered – and I believe that long shot, eye level images will be the best to work with, though this is something that I will have to experiment with within the process. These features, along with the flow of the poster being clear and easy to understand and follow, will effectively guide the audience to the correct information to improve their mental health.

#### TECHNICAL ELEMENTS

In relation to the technical elements – the most crucial part of the poster is to create effective primary photos that would not only attract the audience's attention, but to convey the idea of health/deteriorating health. In order to do so – I will require professional equipment and software in order to create the best outcome for the print advertising campaign. It is important that we create and use our own primary images in consideration of the cost of copyright and fair usage – as well as creating exactly what myself and the client will envisage. Since the images would be in print – this would mean that I would need a camera that could capture a high resolution image, specifically 300dpi, in order to be a high quality for when the product would be ready to print. This process would

only require one day of a photoshoot – so therefore it would make sense to hire suitable equipment for the job. On [www.kitcabin.com](http://www.kitcabin.com) – there is a variety of cameras and accessories in order to create a professional photoshoot. I chose a Canon EOS 5D MKIV, which charges £96.00 per day. This camera takes photos at 60FPS in 4K and is a full-frame photography camera – meaning that it will create high quality images suitable to use in my poster. In addition – I would also recommend hiring the Canon Speedlite 430EX III for £12.00 per day as it will make the ideal lighting conditions no matter where we shoot these images. It is important to consider that this company requires paperwork when hiring from them – and the risks around using the camera and damaging it, would result in the cost of repair/replacement and cancellation for whatever reason would result in losing the deposit. This is something that isn't too much of a concern considering the client's substantial budget, but is something to be aware of.

An alternative route, however, would be to hire a commercial professional photographer, as this would create the best outcome when it comes to the images in comparison to taking the photos myself. Though their rates are a little expensive - £125 for 1 hour, subsequent hours £75, half day(4 hours) £300, full day(8 hours) £500 – it would create the best outcome for the images and would not hold the problems surrounding hiring a camera, with the risks of damaging the camera and paying costs for repair/replacements. The main risk would be that the photographer mis-sells himself and does not produce photographs of a high quality, but looking through portfolios and reviews should remove the likelihood of that happening. Hiring a cameraman may mean that the process is delayed slightly – but considering the summer deadline, it should be possible to hire within covid-19 guidelines.

Other costs would include the fruit, first hand, as I intend to purchase a reasonably large quantity of fruit in order to experiment with the 'damaged fruit' idea as well as taking multiple images and alternatives during that day so the assets are all ready to be used. This should also include buying items in order to damage the fruit such as a 'hammer' etc. Hiring a room would be somewhat of a cost, but considering that the images are of fruit and do not require a particularly special process, I believe that doing this in a room in someone's house would cut out the cost of hiring a venue and would not taint the quality of the images produced. This is something that would be discussed by the client, however, as they may wish to hire a space that is created for professional photoshoots, though the cost of this would be quite extensive. Another cost to consider would be, perhaps one of the most important parts of the process, which is editing and creating the actual product. The best software to use would be Adobe Photoshop, which charges £19.97 a month. This is something that I am not only experienced in – but is also where most companies would design and create their own posters and print advertising campaigns, therefore making it the suitable choice.

The final consideration surrounding the print advertising campaign would relate to printing the final product itself. Print is something that would not be cheap – especially if the client wishes the highest quality paper in order to survive weather, water damage and vandalism in general. It would be important to print these at a professional print factory where they can be printed in mass, and with the additional cost of colour-print, and the thousands of posters that will be printed in order to be distributed all across the UK, this is something that will eat up the vast majority of the client's budget and will cost thousands, though I believe this process and concept is worth this cost in order to effectively spread the client's idea. In addition – distributing the poster print across the country will mean postage charges.

PREDICTED COSTS: £6,000 (ESTIMATED)

#### LEGAL AND ETHICAL IMPLICATIONS

Legal restrictions would not particularly restrict the posters in terms of the images used – the only specific considerations would be to ensure that permission is granted if the client was to include the names of the charities and if the puns/quotes I have used hold some copyright claims from a different source, though I thought of the puns myself, someone may have thought of them long before me. A legal restriction could also be the copyright of certain templates, such as the idea for the text message bubbles as this could be something considering as unfair use of this standard format – which is something that I should consider further. Another legal restriction would be to insure that during the photoshoot, no health and safety violations happen – especially with the recent covid-19 restrictions, so that government guidelines are followed. The main thing that I will need to ensure is that no exclusions regarding ethical issues – and that the posters do not exclude anyone or causes offence to anyone of any disability, age, gender, ethnicity, race etc. My poster should be inclusive and should not be hurtful in any way, shape or form. It should also be accessible, too, in order to reach as many people as the client wishes – and so I should therefore consider the people who are colour blind, and that the colours I use are distinguishable to them. In addition – it would be a good idea to make the posters accessible to those who are blind, too, as there are special printing places that make the paper ‘imprinted’ with text that means that blind people can interact and understand what the poster is saying. While this is something that would cost more – it is also important to think of everyone’s mental health issues and needs and the feeling of being included and seen. This would open up the reach of this campaign to an even broader demographic, as well as being ethically and morally respectful towards those with disabilities that perhaps have a negative effect on the young person’s mental health – offering everyone support.

#### SCHEDULING AND PLANNING CONSIDERATIONS

WEEK ONE: READ COMMISSION, CONDUCT PRIMARY AND SECONDARY RESEARCH, DEVELOP IDEA(S)  
WEEK TWO: MEET WITH CLIENT, DISCUSS IDEAS, FEEDBACK  
WEEK THREE: BOOK PHOTOGRAPHER, HIRE EQUIPMENT/ROOM, REFINE IDEA (PERMISSION FOR ANY COPYRIGHTS)  
WEEK FOUR: PURCHASE THE PRODUCTS NEEDED, TAKE THE PHOTOS  
WEEK FIVE: CREATE INITIAL DRAFTS AND DESIGNS FOR THE CLIENT, FEEDBACK  
WEEK SIX: REFINE DESIGNS AND CREATE THE FINAL OUTCOMES  
WEEK SEVEN: SEND THE FINAL PRODUCT TO THE CLIENT, LEAVE ROOM FOR ANY LAST MINUTE CHANGES  
WEEK EIGHT: SEND THE PRINTS TO A FACTORY  
WEEK NINE/TEN/ELEVEN: DISTRIBUTE THE PRINTS

The schedule is rather simple in terms of producing the product, in both pre-production and actual production processes. Nine weeks, starting at the end of February, would take us to the beginning of May – therefore leaving enough time for any unforeseen circumstances in which production will have to stop, or the time it takes for the factory to print the posters. In addition – hiring a room and photographer to be available on the same day may take some time and is something to be considered.

Though, something that would need to take place would be a risk assessment. Considering everything that can go wrong will mean that the estimated time that the process should be finished by will extend, and the worst case scenario that the client may be faced with. Some risks include: the photographer, client, or myself being diagnosed with covid-19; technical issues and risk hazards at the photoshoot; somebody hurting themselves when handling heavy objects/dropping the hammer/fruit on themselves – as well as other things that can go wrong such as a problem at the printing factory or

the factory closing. These are a mixture of preventable/unpreventable risks that the client should consider during the process.

#### CONCLUSION

The poster campaign meets all of the client's requirements in relation to raising awareness towards the challenges that young people face as well as information surrounding mental health and ways to improve it. Self Health's key message is met by these media products and is something unique and effective that effectively reaches the target audience of secondary school students aged between 12-18.

#### Activity 4 – Treatment

At Pass boundary, the realisation of the idea at this level would also be somewhat unclear and lacking in detail (we then see the character being happy after exercising). Print responses would perhaps not include designs that were appropriate for the target audience or client (using multiple varied fonts and layout designs without justification, for example).

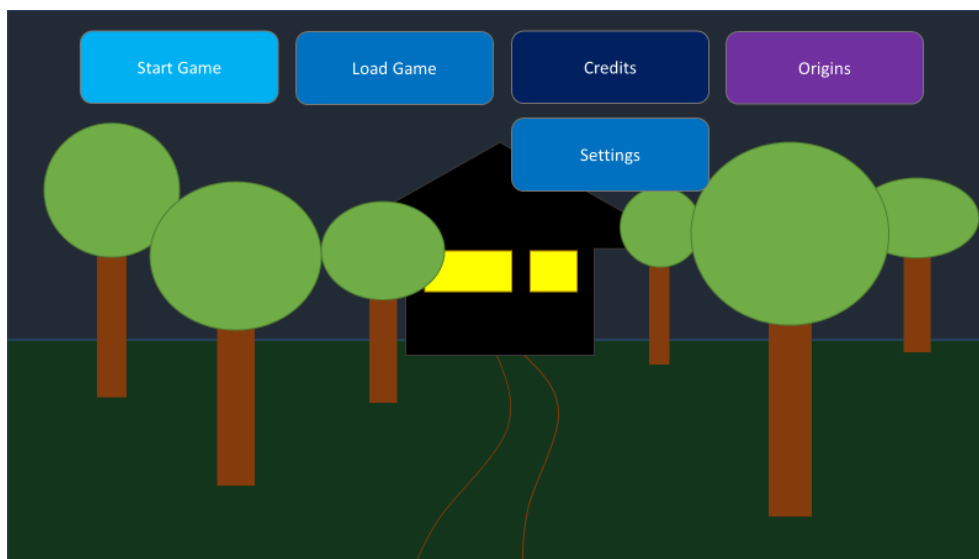
Learners at the lower level would perhaps not fully use the template, leaving some cells or entire pages blank. Justification sheets may be used, however the justifications at this level are likely to be mostly descriptive.

This response received 9 marks:

In this response, the learner has opted to show us the menu screens rather than the game screens themselves. This leads to an idea that is not very well explained within this document. What is expressed is clear (trait 3 in band 3) but there is a lack of clarity about whether this game would be engaging for the audience or how it would be made (traits 1 and 2 in band 2).

## Treatment

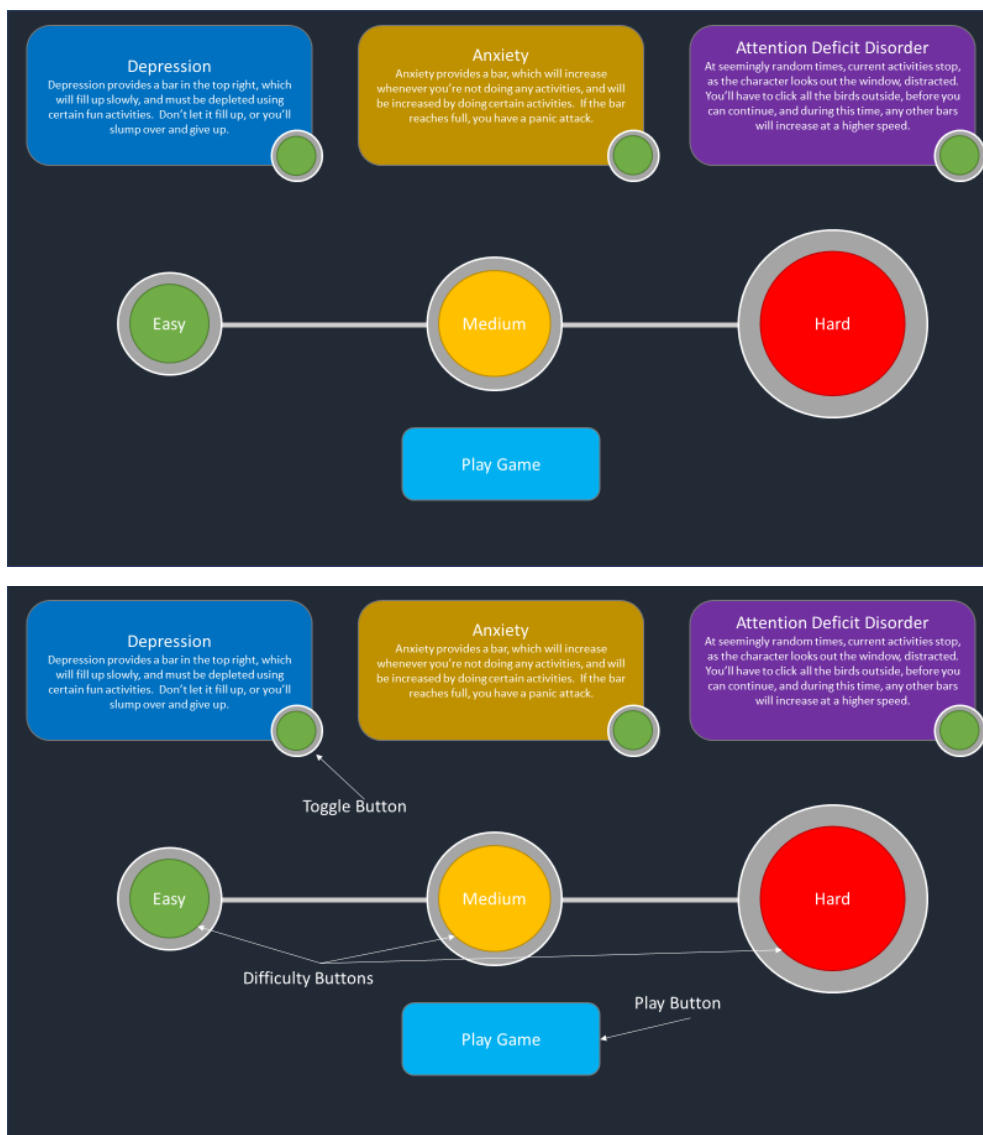
I decided to create some layouts for some of the different screens. This would enable me to display the different main scenes that would be seen in the game. I began with the opening screen, where the player would be able to choose what part of the game they wanted to go to. The start game would take them to the difficulty page, which will be referred to further into the treatment. The load game option would only be available if the player had already started a game, and it would immediately take them to the start of the level which they were last on. The credits page would include any attributions that were to be made, in the event of using outsourced assets. The origins tab would lead the player to an index of the features, and the reasons they are the way they are. The settings button leads to a selection of options, such as brightness, accessibility for colour blind people and the capacity to increase or decrease the size of some buttons to make it easier for those with poor vision to play.



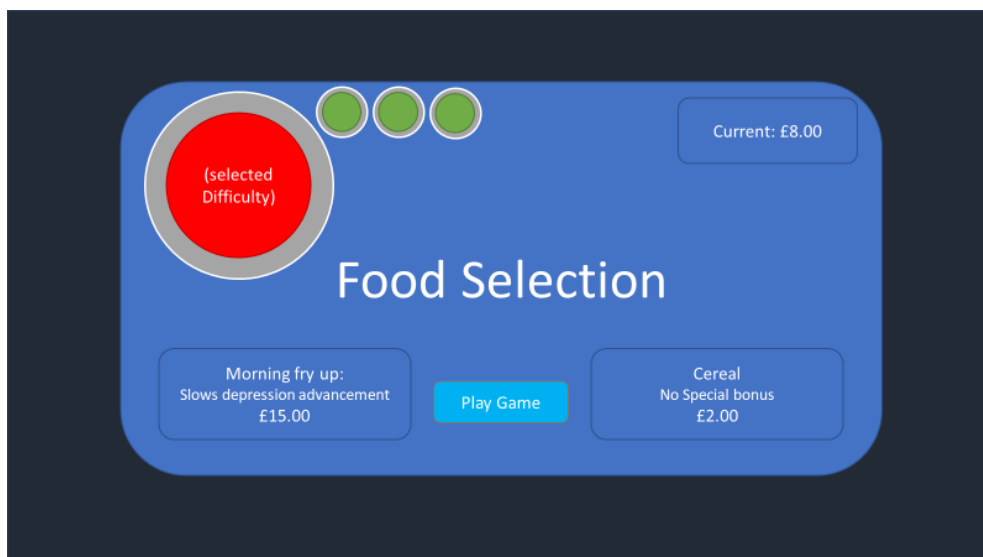
I created a layout for the difficulty selection page, which featured the three different potential mental conditions, and the difficulty scalar. The three mental conditions all have a small button in the lower right of each corresponding box, each of which contains a brief explanation of what each does to the player. By clicking the button, the player will be able to turn the coloured button from green to red, and if green then the player will have activated it, and they will experience the effects of that disorder in their game.

Conversely, the difficulty buttons are comparably large and have defined colours. The player can select a difficulty level by clicking on each button, which will provide a white outline, indicating which is selected.

On the mobile platform, these features will be identical, except will feature tapping with a finger, instead of clicking with a mouse.



I moved on to create the food selection menu. This enabled the player to choose between saving money, or getting a bonus on their ability to play. This mirrored the concept of saving money, or buying something which the character would actually enjoy, which more often than not, was actually impossible to buy. This is also the feature that brought in the statistic related to money, which could be included in the origins page, in order to clarify the reason why so little was actually supplied to the player, to buy things with.



The character that the player will play as is a nameless, and featureless black figure with a fuzzy white outline and white eyes. The reason they are featureless, and pitch black similar to a shadow, is because they can effectively represent anyone, which will allow the player to more easily fit themselves into the shoes of the character they play the role of. As a role-played Game, (RPG), the player does need to play the role of a character who is not necessarily themselves.

This dark theme will be befitting of the theme mentioned in the proposal for the game, and the combination of black and white properties will avoid the potential moral implication of the game being viewed as racist in any way, while also defining the character's presence and making sure they can be distinguished in a black or white room.

The dark theme in the visual assets, will have a darker, more ominous style. This is to create a foreboding atmosphere to the environment and overall gameplay, which will serve to make a subtle nod towards the dark nature of Covid-19 as a deadly virus, and also provide a certain context for the situation for the character. The lockdown causes instability in the lives of young people, both socially and financially, and the isolation can make living alone like the player character, very dreary and can tap into that experience most everyone has had, where an empty home in the dark can come across as very ominous. Lockdown is not a happy or pleasant experience, so it wouldn't make sense to have a bright and pleasant style, which will only confuse the player, detracting from the game's overall immersion.




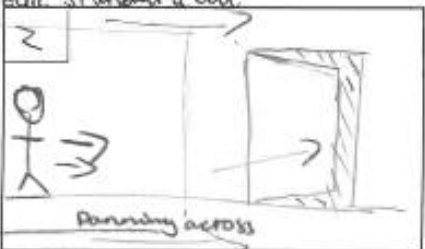
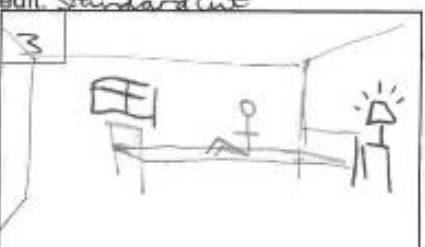

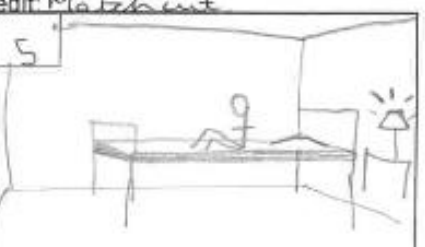
At Distinction, the treatment will include detailed justifications that makes clear links to the requirements of the commission. There will be a consideration of the target audience and why the styles used would be effective at communicating the necessary message to them. Overall, styles and techniques will be used purposefully with an intent to meet the needs of the brief.

With the treatment the distinction boundary work does not necessarily need to demonstrate high levels of technical skill although the intention of the proposal has to be clear. Storyboards should include clear references to timing, audio and shot transitions. The sample text for print commissions should be written in an engaging style that meets the targeted audience for this commission.

This response received 16 Marks

The treatment has some very strong elements (in particular the use of specific camera techniques that are used deliberately to create a particular impact with the audience) which are present on this storyboard (both in the illustrations and in the accompanying notes). Traits 1 and 2 are both in mark band 4. This storyboard could have been expressed more clearly and coherently (trait 3 moves into mark band 3). This last weaker element pulls the overall score down to the bottom of the top mark band with 16 marks.

### Activity 4: Treatment

| Image  | Audio   | Description  |
|--|---|--|
| <p>edit: Standard cut</p> <p>1</p>                        | <p>Diegetic: news in the background, TV, the background overlapping, footsteps of teenager</p> <p>Non-diegetic: none</p>              | <p>Long shot - Teenager looking up and away from camera, looking up behind them. News programme is overwhelming, this shows them trying to get away, there is a dull colour palette and very bright lighting adding to the feelings of being overwhelmed</p> |
| <p>edit: Standard cut</p> <p>2</p>  <p>Panning across</p> | <p>Diegetic: footsteps, news overlapping is getting quieter as teenager is further away</p> <p>Non-diegetic: none</p>                 | <p>dur: 2s</p> <p>Full shot - Shot pans down corridor with protagonist, camera stays at the same speed as teenager until they turn into their room where they stop the camera stops</p>  |
| <p>edit: Standard cut</p> <p>3</p>                       | <p>Diegetic: a few seconds of silence and then teen starts crying</p> <p>Non-diegetic: voiceover, comes in after 1s</p>               | <p>dur: 3s</p> <p>Long shot - Teenager sits on their bed and begins to cry - Shot subtly begins to zoom in when the voiceover comes in</p>   |
| <p>edit: Match cut</p> <p>4</p>                         | <p>Diegetic: splashing water, loud whistle, people talking</p> <p>Non-diegetic: background music has come in, voiceover continues</p> | <p>dur: 6s</p> <p>Wide shot - Teenager match cut to being in a public pool - high energy atmosphere</p>  |
| <p>edit: Match cut</p> <p>5</p>                         | <p>Diegetic: None</p> <p>Non-diegetic: background music and voiceover</p>   | <p>dur: 1s</p> <p>Full shot - Back in the bedroom with the teenager on the bed, shot is more zoomed in and continues to zoom in</p> <p>dur: 2s</p>   |

### Justification

#### Shot one

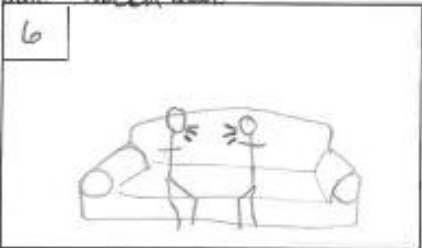
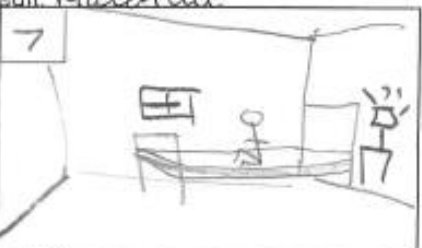

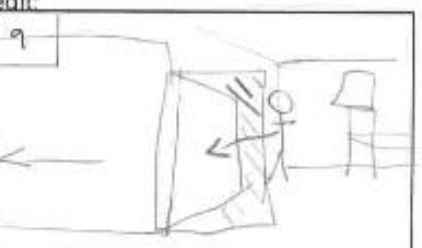
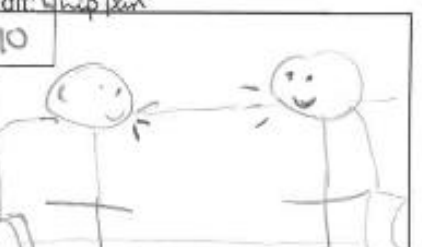
In the first shot in this sample, the composition of the shot with the protagonist running away from the camera conveys their feeling of frantic urgency to get away from their source of stress - in this case the news programme. The audience will engage with this shot composition because of the way it signifies the change in scenery, therefore ~~any~~ <sup>ensuing</sup> interesting. The audio in this scene brings an atmosphere of chaos, forcing the audience to feel that the protagonist's emotions are out of control. The decision to overlap the audio into the next shot of people talking at once will illustrate to the audience that the stressed teenager is under. The dull colour palette and bright lighting also play a part in showing the teenager's feelings in the colour palette symbolising ~~their~~ <sup>their</sup> and reflecting their mood and ~~the~~ <sup>the</sup> dull colours represent bad mental health, as well as bright cold lighting reinforcing the feelings of being overwhelmed.

#### Shot Two

Running parallel along with the teenager illustrates the urgency in the atmosphere. As the teenager gets further away from the stress of the news program, the audio begins to fade away and there is just the sound of their footsteps, illustrating safety in being away from the stress. Additionally there is a release in the tension because of the change in scene and the teenage audience, ~~being in the~~ <sup>the</sup> teenager getting to their room will be a sign of relief.

#### Shot three

Crying is a normal response to stress and this illustration of the teenager crying reinforces this and clarifies to the audience that they are distressed. The purpose of this is so that the target audience can identify with the character early in the plot so that the commentary sequences can be most effective. The shot zooms in on the teenager subtly, the movement will draw in the audience's attention and makes the shot more interesting. As well as this, ~~the~~ <sup>the</sup> atmosphere is now less tense than before, but not more stagnant and cathartic. The decision to have the audio silent for a few seconds ~~also~~ <sup>gives a</sup> change in audio, which will interest the audience because ~~it~~ <sup>it</sup> will make them want to know what comes next. As well as this the voiceover coming in partially through this shot gives a few seconds for reflection of what has happened in past shots.

| Storyboard  | Producer   | Title   | Page Number |
|---|--|---|-------------|
|   |  |   | 2/3         |
| Image   | Audio  | Description   |             |
| <p>edit: Match cut</p> <p>6</p>    | <p>Diegetic: faint people talking to one another</p> <p>Nondiegetic: Background music &amp; voiceover</p>              | <p>Full Shot - Match cut to the teenager talking to their parent about mental health and asking for help</p> <p>dur: 1s</p>   |             |
| <p>edit: Match cut</p> <p>7</p>    | <p>Diegetic: none</p> <p>Nondiegetic background music &amp; voiceover</p>  | <p>Full Shot - more zoomed in shot of the teenager in their bedroom - they have stopped enjoying and look like they're thinking</p> <p>dur: 2s</p>  |             |
| <p>edit: Match cut</p> <p>8</p>   | <p>Diegetic: relaxing music, instructor speaking</p> <p>Nondiegetic: background music &amp; much quieter voiceover</p> | <p>Full Shot - Teenager is in a leisure centre taking yoga classes / meditation classes, off camera we hear the instructor guiding the group through the class</p> <p>dur: 1s</p>                     |             |
| <p>edit:</p> <p>9</p>            | <p>Diegetic: footsteps of teenager</p> <p>Nondiegetic: voiceover has stopped, background music still going</p>         | <p>Wide Shot - Shot pans with the teenager we see it just before and travels with them as they get up, exit the room and walk along the corridor</p> <p>dur: 4s</p>                                   |             |
| <p>edit: Whip pan</p> <p>10</p>  | <p>Diegetic: Parent teenager talking, TV in background</p> <p>Nondiegetic: background music</p>                        | <p>Mid Shot - Shot of parent &amp; teenager talking to one another after teenager comes back down stairs asking for help - Shot later zooms out and pauses on margin in foreground</p> <p>dur: 6s</p> |             |



### Justification

#### Shot 4

In this shot, there is a match cut, the first new variant of shot transitions signifying a more exciting life away from stress. The atmosphere in the pool is high energy and much lively compared to the first. This is included to show the target audience the importance of exercise on your mental health. The change in diegetic audio gives a more authentic feeling of the pool environment and there is also familiar consistency in the Non-diegetic audio of the background music and voiceover.

#### Shot 5

The repetition of the zooming shot of the teenager in their room, reminds the audience that this is the starting point of the character and will be the starting point for others so they can relate to the protagonist's feeling of hopelessness. The audio is unchanging in the non-diegetic aspect, however the Diegetic audio changes to having no audio to keep consistency within shots.

#### Shot 6

The atmosphere in shot 6 is more caring and safe, illustrating to the audience that talking to a loved one about mental health is a positive thing to do. The shot zooms in to the faces, showing the closeness of the intimate environment between the two. This also shows the character's how it benefits the teenager's mental health. In this shot, the background music and voiceover are used as audio fillers to prevent awkward silences as it had just been the two characters talking.

#### Shot 7

The teenager being back in their room, this time not only reinforces their starting point, but also illustrates them looking as if they are thinking and realising what they should do to help themselves. The atmosphere is much calmer and less tense as they are coming to terms with their stress and realise that they can make it better and fix it.

#### Shot 8

The audio in this shot is different to others in that the background music becomes significantly quieter and the non-diegetic music is more predominant. This decision has been made because it will match and reinforce the soothing atmosphere more effectively. All of the suggestions for helping with mental health have been suggested by self-help. Health and we see the teenager doing yoga/meditation. As well as this, the sound of the instructor leading the class will further illustrate the appropriate atmosphere.

|  |  |      |
|--|--|------|
|  |  | dur: |
|--|--|------|

### Justification

#### Shot 9

This shot introduces the first use of a brighter colour palette in the scenes in the home illustrating the teenager's beginning of the journey to having ~~more~~ better mental health. This shot begins as a close up of the door and the camera travels with the protagonist out the door and down the corridor. The atmosphere is more motivated and determined for the teenager to get better.

#### Shot 10

The use of a whip pan is more high energy and exciting, signifying the protagonist's excitement to get better. The shot consists of the teenager talking to the parent in a mid shot, giving it a caring atmosphere, ~~as it is the~~ The refocusing onto the ring gives the audience a generic, simple background to look at whilst the various links for SelfHealth ~~the~~ appear on screen. The lighting in this scene is much warmer, giving it a cosier ~~feel~~ feeling of safety and comfort, ~~new~~ As well as this, by having the advert start and finish with the ~~advertiser~~ teenager being surrounded by people, it ~~shows the~~ completes a cyclical plot of the teenager always being surrounded by loved ones and therefore support, even if they don't realise it in the beginning.

## Summary

Based on responses seen in this session, centres and learners are offered the following advice:

- Practice creating proposals, pitches and treatments under time constraints to prepare for having to this in the examination.
- Do not undertake proposals for commissions that they have limited production experience in (e.g. a student with little games development experience electing to develop a game for this Commission)
- Communicate clearly, using precise terms and technical language throughout.
- Ensure an appropriate amount of time is given to each task (based on the marks available for each activity and guidelines in the question paper)
- Explain both what they are proposing to make as well as how they are going to achieve this using precise technical language
- Constantly refer back to the client commission to ensure that the ideas meet the requirements of the target audience and the client.
- Deliberately make stylistic decisions about a product and then justify why these would be effective in meeting the commission.

