

Exemplar Material Exercise

GCSE 2010 Digital Communication

Unit 3 – Creating Digital Text: 5ED03/01

Exemplar Commentary: Texts A-E

PREFACE

Exemplar Use

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Notes on the Exemplar

Please note that:

- The exemplar materials are original candidate work and may contain grammatical errors and spelling mistakes.
- Some items may have been removed, such as references to individuals and places. Please refer to the notes by the Principal Moderator for specific references.

Digital Communication: Unit 3 Section B - Communicating through your text to the audience

Task: Create a digital text promoting a new film trailer for teenagers

Text A: The Wizz Kids

Commentary

This short film, although at times amusing, seems rather disordered. The structure of the piece is weak: although the idea is, presumably, to introduce us to the three characters, it is repetitive and thus fails to hold the audience's interest. The non-linear narrative structure is appropriate to a film trailer style and form, so although the wider purpose of the text is clear, the intended effects of the individual components may seem less obvious. A range of content has been captured and there is some evidence of technical control over shot composition, and some variety of shot types is used. The shot of the characters moving down the stairs and through the shot shows some ambition. Some editing choices are evident. The cutting points are generally appropriate and a mixture of still and moving images as well as monochrome shots and captions adds some visual variety. The attempt to use MTV style editing shows some grasp of audience awareness.

For AO3 (Bi) a mark of 10 at the top of Band 2 is appropriate

For AO3 (Bii) a mark of 9 at the bottom of Band 3 is appropriate

Text B: 'Student Slayer'

Commentary

This short film trailer is effective. **Although it** starts strongly, **it** flags during the middle section shot inside the building before regaining some momentum at the end. Ideas are expressed and developed appropriately, with crafted choices being made successfully at both acquisition and editing stages. A range of different camera shots are used to add visual variety and there is skilful control of the camera, **for example the zoom in to the masked face at the door creates strong impact**. The contrast between the low key external shots and the naturalistic interior lighting shifts the mood. Organisation is sound. The use of different shots, such as close-ups and the use of lighting, help to make this more effective. Reasoned choices have been made when capturing content, in order to create suspense and obvious effect for the chosen genre.

For AO3 Bi a mark of 15 at the top of Band 3 is appropriate

For AO3 Bii a mark of 13 at the bottom of Band 4 is appropriate

Task: Create a digital text providing Yr 7 secondary students with an introductory guide to your school

Text C: Podcast script

Commentary

Although this podcast demonstrates an understanding of the brief, there is little content captured using digital hardware. The product is undeveloped and does not include any other components except for the recorded narrated script. To gain higher marks when producing a podcast, a range of components need to be added in order to make the product more successful and interesting for the audience. There is some grasp of purpose and audience, but the product remains unappealing due to its lack of components. The recording itself has some unwanted background noises and interruptions.

For AO3 Bi a mark of 6 is appropriate in Band 2 is appropriate

For AO3 Bii a mark of 4 at the top of Band 1 is appropriate

Task: Create a digital text providing parents of Year 7 students with an introductory guide to your school.

Text D: Webpage

Commentary

The website, which consists of the homepage and eight link pages, is a convincing and consistent fulfilment of the brief. The red on black is effective and the house style is maintained. Images are used well, with them being cropped and placed appropriately. This achieves clarity and successfully presents fully developed ideas. There are reasoned choices made when capturing content; however, had the candidate been more adventurous and included either a short podcast or moving image clip, this would have moved the AO3Bii mark into the higher band.

For AO3 Bi a mark of 22 at the bottom of Band 5 is appropriate

For AO3 Bii a mark of 16 at the top of Band 4 is appropriate

Task: Create a digital text promoting ways in which schools and colleges could recycle more

Text E: Podcast.

Commentary:

The result of this audio podcast expresses ideas that are sometimes appropriate, but due to weak content and editing, it remains in Band 2 for both AO3 Bi and Bii. The candidate has produced the product using *Movie Maker*, but would have achieved better results had *Audacity* been used, as this would have been more appropriate for the chosen digital text. Layering of sound would have produced a more professional finish. The editing is disjointed and although images are 'commons free', they are re-

used and repetitive. The candidate would have gained more marks if a greater variety of components and own photography had been used.

For AO3 Bi a mark of 6 at the bottom of Band 2 is appropriate

For AO3 Bii a mark of 5 at the bottom of Band 2 is appropriate