

## *Teacher Resource Bank*

### **GCSE Media Studies**

# IT Resources and Submission Guidance for Controlled Assessment

version 1.1



## Resources for Controlled Assessment

For the Controlled Assessment unit(s) of the course candidates must complete a practical production task. For Unit 2 this is chosen from one of the topics listed in Assignment Bank 3. This document contains information on resources that could be used to complete the work. These suggestions also apply to Unit 4 (Double Award).

### Moving Image

**120 second trailer or opening sequence (or two 60 second teaser trailers) for a feature film or television program aimed at a specific audience.**

There is no need to invest in industry standard video cameras for the production of controlled assessment productions. By dividing your candidates into groups you can easily schedule the use of filming equipment to avoid extra expenses.

**Hardware:** *Flip Ultra* is an affordable camcorder and includes a built in USB connection for data transfer. A tripod can be bought separately for still shots. Other affordable camcorders include: *Canon FS10*, *JVC GZ-MG330A*, *Samsung VP-MX20*, and the *Panasonic SDR-S7*.

**Software:** *iMovie* (free with Macs) and *Windows Movie Maker* (PC) both feature a simple drag-and-drop interface. Other software includes: *Microsoft Photostory* (free download if you have other Microsoft products), *Cyberlink PowerDirector*, *Serif MoviePlus*, *Pinnacle Studio*, *Adobe Premiere Elements*.

*Final Cut Express* also offers a lot of features but is a more complicated program.

*Xtranormal.com* is a website that offers the easy creation of animation scenes using a 'text-to-movie' feature.

For **Stop Motion Animation:** *I Can Animate* by *Kudlian Software* is a specialist animation program. Otherwise candidates can import stills into *iMovie* or *Windows Movie Maker* and trim to 1/12<sup>th</sup> second per frame.

### Radio/Sound

**A five minute audio sample for a talk-based radio show aimed at a specific audience.**

Although candidates can easily produce audio work using tape recorders and Dictaphones there are software packages available that can enhance the quality of their work and be used to add audio effects. Almost any USB device with a microphone (including a webcam) can be used to record audio to such software. Even mobile phone microphones can be used and the file then sent via USB or Bluetooth to the computer on which the software is installed.

**Software:** *Audacity* (free download for PC) and *Garageband* (free with Macs) are two easy to use programs. Other more professional programs include: *Logic Express*, *Adobe Audition*, and *Digidesign's Pro Tools*.

## Web based technologies/New Media

**Four pages (including the home page) for a web-site aimed at a specific audience.**

There are various web design packages available that use a graphical user interface as opposed to more complicated code-based design.

**Software:** *iWeb* (free with Macs), and *Microsoft SharePoint* (PC) offer easy creation of web pages. There are also some websites that offer the creation of web pages online for free. Other packages include: *Adobe Dreamweaver* and *Adobe Flash*, which can be used to add animation and interactivity to web pages (your centre may already have this software available if doing DiDA, or has bought the earlier Macromedia site licence).

## Print

**Four pages (including the front cover or front page) for a magazine or newspaper aimed at a specific audience.**

For print work a word processor should provide all the necessary tools. Images can be taken using a basic digital camera or even a mobile phone camera.

**Software:** *Microsoft Publisher*, *Microsoft Word* (PC) or another word processor. For **Images:** *Paint.net* is available for free download and *Adobe Photoshop Elements* is available on educational licence.

## Advertising and Marketing

**An advertising campaign realised as either three 30-second television or three 30-second radio advertisements or three full page magazine advertisements (or a combination of all three).**

The resources for this topic can be found under the above categories, depending on the chosen media form.

## Promotion of Music

**A three minute music video to accompany all or part of a particular track or campaign consisting of at least three print or web-based advertisements to promote a band or artiste.**

The resources for this topic can be found under the above categories, depending on the chosen media form.

Most of the software packages for Moving Image could be used to synchronise a music track with video successfully.

## Storage of Candidates Work

Most contemporary computers have high enough specifications to cope with the demands of controlled assessment productions, if in doubt please consult your technician. Moving Image work in particular can take up quite a lot of hard drive space and as such it is recommended that a centre invest in external hard drives. These can be found for relatively low prices on most online stores and offer a very convenient and portable means of storing data.

## Software Tutorials

Most, if not all, of the programs mentioned above have free tutorials provided by the software developer. If not, many can be found using a search engine. Here are some links for a few of the programs included in this document:

### Microsoft SharePoint

<http://office.microsoft.com/en-us/sharepoint-designer-help/demos-a-six-part-series-on-getting-the-most-out-of-sharepoint-designer-2007-HA010219984.aspx>

### iWeb

<http://www.apple.com/ilife/tutorials/#iweb>

[http://macs.about.com/od/ilife/a/iweb\\_intro.htm](http://macs.about.com/od/ilife/a/iweb_intro.htm)

### RapidWeaver

<http://www.realmacsoftware.com/tour/>

<http://www.viddler.com/explore/realmacsoftware/videos/4/>

### Adobe Flash

<http://www.adobe.com/support/documentation/en/flash/>

<http://www.smartwebby.com/Flash/default.asp>

### Final Cut

<http://movies.atomiclearning.com/k12/finalcutprox.shtml>

*Inclusion of a product in this document does not indicate a recommendation by AQA.*

## Submission of Work

When preparing practical work for submission to the moderator, please consider the following:

- Candidates' work should be clearly identifiable – their name, candidate number and centre number should be on all parts of their submission. If submitting multiple candidates work on a data CD/DVD or USB memory stick you should create a main folder with your centre number and name. Sub-folders can then be created with candidate numbers and names
- Work should be presented to the moderator in a format which shows the candidates' work in the best possible light and in a way that is appropriate for the platform
- Consideration should be given to ensure that the formats used for electronic submission are universally accessible
- Submissions should be backed-up regularly and checked for malware
- If you have any queries at all regarding the submission of work, please contact your controlled assessment adviser or the subject department.

### Moving Image

Moving image should be burnt to a domestic DVD for submission. Please do not send the original image files as there can be problems with compatibility. Do not send work on videotape as some moderators may not have access to video players. You may wish to submit each candidate's work on single DVDs which are included with their main portfolio. If so, please ensure that each DVD is clearly marked with the candidate's name, candidate number and centre number. Most moving image controlled assessment productions are completed by a group so please ensure the details of each group member are clearly marked on each DVD. One disc per group is also acceptable – again it is very important that the group members are identified clearly on the disc's label. If you wish to include multiple candidates/groups work on a single DVD, please ensure that the candidates are identified clearly on the DVD menu with their names and candidate numbers. If more than one disc containing multiple submissions is sent, it is important to inform the moderator whose work is on each disc so they can locate each candidate's productions easily.

### Audio

Sound files should be sent in **.mp3** format on a USB memory stick/data CD, or burnt to an audio CD that will play on a domestic player. You can send one CD per candidate or a collection of finished pieces on one or more discs. As above, please ensure all candidates' work is clearly identified and easily located.

## Web Pages

Candidates should submit web pages electronically on CD, DVD or USB memory stick. Web pages should be designed using either web design software offline or designed online and saved to a workable format using mirror (web cache) software. Where appropriate, and where functionality is not lost, pages may be saved as screen dumps. These should then be saved and the index page and the associated folder (which will contain images, etc.) should be placed in a single folder for each candidate which should be named appropriately to identify the candidate. Different software packages may use different commands to create the file and so you should check the software in advance. The folder that is created holds all the different elements of the web pages and should not be altered in any way once created, nor should it be renamed or moved, unless the index file is moved with it. The second and third web pages will be accessible from the hyperlinks created on the home page. There is no requirement to send printouts of web pages.

**Before submission, it is important to check that any hyperlinks and/or embedded content work as required from the index page. This should be checked on the final disc itself before submission. Submissions should also be backed-up regularly and checked for malware. The centre will be liable for any failure to do so which leads to any form of virus or malware infecting a moderator's computer.**

## Submitting work online

There is the potential to submit portfolios of work online, for those centres that are confident to do so. In order to do this centres would need to be able to set up a secure area on the internet (e.g. a password protected wiki site or blog, or an area of their own VLE) which can be added to by their students and accessed by the AQA moderator. For example, wordpress.com and wikispaces.com are two of many such sites that allow schools to set up free password protected spaces, which can have as many subpages as are needed. A class home page with students' names and candidate numbers could lead to a master page for each student with a suitably headed subpage from that for each of their assignments. The student could type directly into the page, and could also upload images and audio and embed YouTube videos. Planning work could be scanned or photographed and uploaded as an image file. The centre would need to ensure that the image quality was good enough to provide evidence of the student's achievements. Videos can be uploaded directly to some sites or embedded from YouTube – centres should ensure that videos do not breach copyright restrictions or they could be taken offline by service providers.

Centres are reminded that we cannot accept oral contributions where written work is specified, so video and audio diaries should not be used to provide analyses or explanations of work. If following this route, centres would need to think carefully about students' privacy and safety, and ensure that these are safeguarded.

**Centres should let the AQA Media Studies subject department ([mediastudies@aca.org.uk](mailto:mediastudies@aca.org.uk)) know as early as possible that they are going to use this method of controlled assessment submission so that their moderator can be informed in advance.** When it comes to moderation, centres would need to provide the moderator with the URL and a username and password that would be usable from 7 May to the end of October. Paper-based controlled assessment cover sheets would need to be completed and posted to the moderator along with the marks for a small centre, or for the sample chosen if it is a large centre. The route to individual candidates' work would have to be carefully signposted.