

**Pearson BTEC Level 3 Nationals Extended Certificate/
Foundation Diploma/Diploma/Extended Diploma**

Window for supervised period:

Thursday 12 January 2023–Friday 13 January 2023

Supervised hours 6 hours

**Paper
reference**

31674H

Creative Digital Media Production

UNIT 8: Responding to a Commission

Part S

You do not need any other materials.

Instructions

- This booklet must be issued to learners as defined by Pearson and should be kept securely.
- This booklet must be issued to learners during the two-week period and under the conditions specified by Pearson. The period will allow centres to timetable appropriate supervised sessions for all learners.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in that series.

Information

- The total mark for this set task is 72.
- This booklet should not be returned to Pearson.

Turn over ►

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Pearson

Instructions to Teachers/Tutors and/or Invigilators

Centres should refer to the BTEC Nationals *Instructions for Conducting External Assessments (ICEA)* document for full information on the correct conduct of monitored and formally supervised assessment.

This set task has a preparation period followed by an assessment period of **six hours**. Both the preparation and assessment periods must be scheduled over the **two weeks** timetabled by Pearson. The periods will allow centres to timetable appropriate supervised sessions for all learners.

The set task has a monitored preparation period of **two hours**. This must be scheduled by the centre. Within this time, learners should review the information provided in this booklet, conduct research activities and make notes to take into the supervised assessment period.

Learners may also undertake some independent research outside of the monitored preparation sessions. It is suggested they spend up to **10 hours** on this research.

This can include activities such as:

- carrying out primary and secondary research into the target audience and similar products
- identifying appropriate research sources.

Centres may need to make facilities available to learners to support independent research. Where learners want to carry out research, these outcomes may be brought into the monitored preparation sessions but only notes produced in monitored preparation sessions may be used during the formal supervised assessment.

Learner notes are restricted to:

- **three sides** of A4 notes, which can be handwritten or typed. If typed, the text must be a minimum of 10 point font size
- information from primary and/or secondary research
- facts related to the commission and existing practice.

Learner notes **cannot** include:

- pre-prepared answers for activities
- assets, images or materials to be used in the activities.

Teachers/tutors should note that:

- learners should not be given any direct guidance or prepared materials
- learners should not be given any support in writing or editing notes
- all work must be completed independently by the learner
- learner notes produced under monitored conditions must be checked to ensure that they comply with the limitations
- learner notes should be retained by the centre between the monitored sessions and the formal supervised assessment
- learner notes should be retained by the centre after the completion of assessment and may be requested by Pearson.

The supervised assessment will take place over **six hours** in the **two-week** period timetabled by Pearson. Centres should schedule all learners at the same time or supervise cohorts to ensure there is no opportunity for collusion.

Maintaining security during the supervised assessment period

- The assessment areas must only be accessible to the individual learners and to named members of staff.
- Learners can only access their work under supervision.
- Any work learners produce under supervision must be kept securely.
- Only permitted materials for the set task can be brought into the supervised assessment.
- During any permitted break and at the end of the session materials must be kept securely and no items removed from the supervised environment.
- Learners are not permitted to have access to the internet or other resources during the supervised assessment period.

There are four activities within the set task. All the activities will be completed under the **six hours** supervised assessment period.

Activity 1: Produce a rationale (**1 hour** approximately)

Activity 2: Produce a pitch of the idea (**1 hour** approximately)

Activity 3: Produce a proposal (**2 hours** approximately)

Activity 4: Produce a treatment (**2 hours** approximately)

The set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the BTEC Nationals *Instructions for Conducting External Assessments* (ICEA) document to ensure that the supervised assessment is conducted correctly and that learners submit evidence that is their own work.

After the sessions the teacher/tutor and/or invigilator will confirm that all learner work had been completed independently as part of the authentication submitted to Pearson.

Outcomes for submission

- Rationale, pitch, proposal and treatment combined in a PDF file.

This must be submitted no later than Monday 16 January 2023.

Instructions for Learners

Read the set task information carefully.

You will be given **two hours** of monitored preparation, which will allow you to review the information in this booklet, carry out research and make notes. This will be followed by **six hours** of supervised assessment sessions.

You can carry out independent research outside of the monitored preparation sessions. It is suggested that you spend up to **10 hours** on this research.

This can include activities such as:

- identifying appropriate research sources
- carrying out primary and secondary research into the target audience and similar products.

You may bring this research into the monitored preparation sessions but only notes produced in monitored preparation sessions may be used during the formal supervised assessment.

You are allowed to prepare **three sides** of A4 notes to take into the supervised assessment sessions. Your notes can contain:

- information from primary and/or secondary research
- facts related to the commission and existing practice.

Notes can be handwritten or typed. If typed, the text must be a minimum of 10 point font size.

The notes **cannot** include:

- pre-prepared answers for activities
- assets, images or materials to be used in the activities.

Your notes must be your own work and will be retained by your centre until results are issued.

The set task is assessed over **six hours** under formal supervision. You will have a number of sessions organised by the centre to complete the set task. Plan your time carefully and allow time to produce your outcomes for submission.

During the supervised assessment sessions you will be permitted access to:

- pens and drawing materials
- computers
- specialist software and equipment.

Outcomes for submission

You must submit:

- a rationale, pitch, proposal and treatment combined in a .pdf file

Set Task Information

Bamboozle

Bamboozle is a UK producer of ethical and sustainable fashion using bamboo as a primary material. Bamboozle is commissioning a national media campaign to inspire consumers to change their purchasing habits and move toward ethical and sustainable clothing.

Read through the information provided.

PRESS RELEASE from Bamboozle

Bamboozle is a UK company that produces ethical and sustainable clothing using bamboo. We are commissioning a national campaign to inspire consumers to move away from 'fast fashion' and towards ethical, sustainable clothing for the good of the planet.

We live in exciting times for sustainable fashion. The global value of this sector of the industry is set to grow to over \$15 billion by the end of the decade and nearly two thirds of UK consumers say that they consider sustainable brands when purchasing a luxury product.

Making clothes from bamboo makes perfect sense: the plant is extremely fast growing, needs no pesticides, absorbs five times as much carbon dioxide and releases 35% more oxygen than trees. It is also breathable, moisture wicking (draws moisture away from the skin), offers UV protection and is super soft when woven into a fabric. To be frank, we are bamboozled why fashion brands would wish to use anything else!

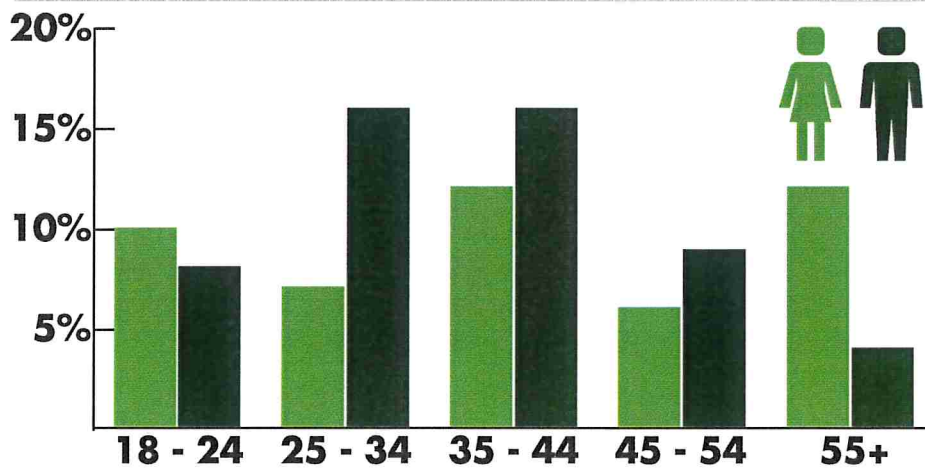
Bamboozle is committed to ethical clothing production and although we are a growing company, we have a limited budget for this campaign as we want to pass on as much revenue as possible to our bamboo growing community.

We are interested in your ideas for low budget media products that can be used as part of a viral campaign to get our message across to people between the ages of 16 and 24. We would like the campaign to be launched in March 2023.

In responding to the commission, you must incorporate this research into your final response.

Bamboozle

Ethical, sustainable clothing



UK preferences for sustainable clothing by gender and age

<1%
Less than one per cent of clothes are currently recycled.

1.2 Bn Tonnes CO₂



Globally, the sustainable fashion industry is set to grow significantly this decade

It is estimated that the fashion industry creates 1.2 billion tonnes of CO₂ emissions each year.

\$6.35 Bn 2022
\$9.81 Bn 2025
\$15.17Bn 2030

66%
of respondents say they consider sustainability when purchasing a luxury product

0 zero pesticides are needed to grow bamboo



bamboo gives UV protection



bamboo is naturally antibacterial

1mm

bamboo plants grow by 1mm every 90 seconds

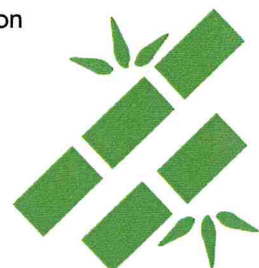
5x bamboo absorbs five times more CO₂ than trees



woven bamboo is breathable and moisture wicking



woven bamboo is super soft and lighter than cotton



What's with Bamboo?

SOURCES

Icons made by Freepik, GoodWare, Slidicon and Smashicons from www.flaticon.com
<https://www.globenewswire/newsrelease/2020/> and <https://www.statistica.com/staistics/>

Choose ONE of the five commissions offered to plan your response.

We need media practitioners to provide initial responses to **one** of the following commissions.

COMMISSION 1: SOCIAL MEDIA PROMOTIONAL VIDEO (5 minutes approximately)

COMMISSION 2: WEBSITE (home page and 3 other pages)

COMMISSION 3: AUDIO ADVERT (45 seconds approximately)

COMMISSION 4: DIGITAL PRINT PRODUCT (4 pages minimum)

COMMISSION 5: DIGITAL GAME (for mobile devices with at least 3 levels).

We want this resource to be ready for March 2023, so you will need to consider the timescales and logistics involved.

You need to know that we have sent this request to a number of media producers, so we will need you to persuade us that your idea is worth taking forward.

We look forward to working with you.

Set Task

You must choose **one** of the commissions.

You are required to complete four activities.

Activity 1: Produce a rationale (1 hour approximately)

Activity 2: Produce a pitch of the idea (1 hour approximately)

Activity 3: Produce a proposal (2 hours approximately)

Activity 4: Produce a treatment (2 hours approximately)

You must complete ALL activities in the set task.

Activity 1 – Rationale (1 hour approximately)

Write a rationale of your ideas in response to the commission you have chosen.

Your rationale will be assessed on:

- the consideration of the commission
- interpretation of the commission
- meeting the requirements of the commission
- justification of approaches used to inform ideas.

(Total for Activity 1 = 16 marks)

Activity 2 – Pitch (1 hour approximately)

Write a pitch of your idea to Bamboozle. Your pitch should be **no more than 350 words**.

Your pitch will be assessed on:

- your idea and solution in relation to the stimulus material
- the refinement and succinct communication of the pitch
- your understanding of the potential of the commission
- the practicality of your solution.

(Total for Activity 2 = 16 marks)

Activity 3 – Proposal (2 hours approximately)

Write a proposal for your idea.

Your proposal will be assessed on your:

- understanding of technical media production processes
- use of the medium and targeting of audience
- communication of a plausible idea
- consideration of logistical implications.

(Total for Activity 3 = 20 marks)

Activity 4 – Treatment (2 hours approximately)

Bamboozle needs to know what your idea will look or sound like.

Produce a treatment for your chosen commission. Your treatment can be up to **six A4 pages**.

Your treatment only has to cover an appropriate sample or taster of the product.

You must select pre-production materials from the table below that are relevant to the medium of your commission. You must include **one or more** of these in your treatment and also a justification of your ideas.

Visual materials	Written materials	Diagrams and graphics
<ul style="list-style-type: none">• Storyboard• Visuals• Mock-ups• Layout• Interface or menus	<ul style="list-style-type: none">• Audio script• Descriptions of scenes and transitions• Audio descriptions• Body copy• Character description• Shot descriptions• Rules and gameplay instructions	<ul style="list-style-type: none">• Navigation• User flow chart• Wireframe

Your treatment will be assessed on your:

- understanding of media production processes
- use of the medium in targeting the audience
- communication of style
- justifications of your decisions.

(Total for Activity 4 = 20 marks)

TOTAL FOR TASK = 72 MARKS

