

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

**Window for supervised period:**

**Thursday 11 January 2024 – Friday 12 January 2024**

**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 2-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 of 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 has been completed independently as part of the authentication submitted to Pearson.

### **Outcomes for submission**

- Rationale, pitch, proposal and treatment combined in a .pdf file.
- A completed authentication sheet.

This must be submitted no later than Monday 15 January 2024.

## 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
- an authentication sheet.

## Set Task Information

What am I being asked to do?

### CLEAR WATER

CLEAR WATER is a national organisation raising awareness about the pollution of UK rivers, waterways and beaches. CLEAR WATER is commissioning a selection of media products aimed at young adults to support their campaign.

Read through the information provided.

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

#### PRESS RELEASE from CLEAR WATER

CLEAR WATER is a national organisation determined to raise public awareness of water companies releasing raw sewage into UK rivers and beaches.

According to the UK Government, almost all storm overflows in the UK have released sewage into our waterways this last year (89%). We believe the water companies should reduce the amount and duration of these overflows – the average spillage into a UK river or coastal area in 2021 was seven hours. Seven hours of raw sewage flowing onto beaches where we could swim, surf, snorkel or sunbathe. Seven hours of raw sewage flowing into our beautiful rivers, damaging our wildlife.

Raw sewage pumped straight into our rivers has been found to contain harmful bacteria such as E. coli, so if the thought of swimming with sewage doesn't make you feel sick the bacteria in it may well do.

We believe there need to be tougher restrictions and harsher penalties when big companies let this happen. We are commissioning a media campaign to put pressure on water companies by raising awareness of this issue and engaging with young adults (18-30 year-olds). We are supported by some high-profile donors so we have a significant budget for this campaign.

We want to put clear water between us and this filthy practice from some of the UK water companies and all who allow them to get away with it.

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

Choose **one** of the five commissions offered to plan your response.

**COMMISSION 1: SOCIAL MEDIA VIDEO (up to 2 minutes approximately)**

**COMMISSION 2: WEBSITE (4 pages minimum)**

**COMMISSION 3: AUDIO ADVERT (up to 60 seconds approximately)**

**COMMISSION 4: DIGITAL PRINT PRODUCT (4 pages minimum)**

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

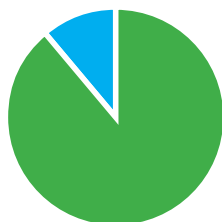
We want this resource to be ready for the summer of 2024, so you will need to **consider the timescales and logistics involved.**

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.

Pitch

We look forward to working with you.

# CLEAR WATER



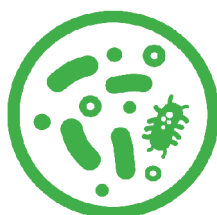
89% of UK sewer overflows discharged raw sewage in 2021. Each overflow drain discharged raw sewage an average of **29 times** that year.

## 7hrs



The average overflow duration of raw sewage flowing into our waters was seven hours in 2021.

By 2050 a further 83 bodies of water (rivers or beaches) in the UK will fail to achieve clean water status if we do not reverse our current practice of discharging sewage into them. This is an increase of 13%.



There is a direct risk to human health of raw sewage being released into rivers and beaches. E-Coli and other bacteria have been found that are resistant to antibiotics.

Sewage overflows have an impact on aquatic wildlife. Sewage fungus and micro-plastics have been found in rivers.



There has been a significant increase in warnings advising against using water for recreation because of sewage discharge.



## 570,000km

There are over 570,000 km of sewers in the UK. To completely separate the waste water systems with our waterways would be estimated to cost between £350 billion and £600 billion.

#### SOURCES

UK Waters (2021), Storm Overflow Evidence Project

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1030980/storm-overflows-evidence-project.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1030980/storm-overflows-evidence-project.pdf)

CIWEM (2022), River water quality and storm overflows- Technical Report

<https://www.ciwem.org/assets/pdf/Policy/Reports/Storm%20Overflows%20Systems%20Full.pdf>

#### ICONS

All icons sourced from Vecteezy

<https://www.vecteezy.com/free-vector/>

## 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 your:

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

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**(Total for Activity 1 = 16 marks)**

### **Activity 2 – Pitch** (1 hour approximately)

Write a pitch of your idea to CLEAR WATER. 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
- succinct communication and refinement of the pitch
- understanding of the potential of the commission
- solution being practicable.

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**(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)

CLEAR WATER 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 ideas.

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

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 PAPER = 72 MARKS**