

GCSE Digital Media and Film Qualification Outline – Consultation Version



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Introduction

This document provides a high-level overview of the proposed WJEC GCSE Digital Media and Film Qualification.

It is based on Qualifications Wales's Approval Criteria (key sections are included in Appendix 1). Our qualification **must** meet these requirements.

The qualification outline will provide a guide for the development of the Specification and Sample Assessment Materials (SAMs).

Qualification Overview

The GCSE Digital Media and Film qualification will support the Curriculum for Wales by:

- Supporting the statements of what matters¹ by giving learners the opportunity to:
 - engage with genres, techniques, tools, materials and practices that enables them to become curious and creative individuals
 - develop an understanding of how the expressive arts communicate through visual, physical, verbal, musical and technological means
 - develop their imagination and draw upon their own experiences, skills and talents to become creative artists themselves
 - explore work from diverse cultures and societies and learn about these influences, histories and impact
 - consider creative work in a range of digital media, forms, genres and styles
 - learn the important skills of refinement and analysis
 - reflect on the effectiveness of their own work and that of others, including the work of diverse artists from Wales and beyond
 - be innovative and bold, and to create individual work
 - communicate through a variety of digital media forms.
- Supporting the principles of progression² by encouraging learners to:
 - explore, experience, interpret, create and respond to increasingly complex meaning
 - develop an increased sophistication of conceptual learning
 - develop a more sophisticated use of relevant skills and the ability to transfer existing skills and knowledge into new context.

¹ <https://hwb.gov.wales/curriculum-for-wales/expressive-arts/statements-of-what-matters/>

² <https://hwb.gov.wales/curriculum-for-wales/expressive-arts/principles-of-progression/>

- Supporting the subject specific considerations for Digital Media and Film³ by giving learners the opportunity to consider:
 - Aspects of pre-production, production and post-production, including editing, cinematography; sound, production design (including mise-en-scène), narrative, style, genre.
 - Products and forms: film, television, audio (podcasting and digital radio), video games, websites.
 - Distribution and exhibition: online platforms (including social media and streaming sites), cinema, digital television, video gaming platforms.
 - Producers and audiences, including users, 'prosumers', spectators, content creators.
 - Messages, ethics and issues: representations of people, identities, places and society, digital divides, social media issues (including privacy, bias and misinformation).

Proposed Qualification Structure

Unit 1: Exploring key concepts and issues

Digital-only examination
30% of qualification

Unit 2: Investigating the digital media and film industries

Non-examination assessment
30% of qualification
Marked by the Centre and moderated by WJEC

Unit 3: Creating digital media and film content

Non-examination assessment
40% of qualification
Set by WJEC, marked by the centre and moderated by WJEC

- These are the proposed percentages for the four assessment objectives:

AO1	Demonstrate knowledge and understanding of digital media and film processes and products.	15%
AO2	Develop and apply creative techniques and production skills in a range of different contexts / media forms.	30%
AO3	Reflect on, analyse and evaluate own work and the work of others.	30%
AO4	Create and develop ideas to communicate meaning in digital media and/or film outcomes.	25%

This will be a linear qualification. Unit 2 and Unit 3 could be completed any time during the two years and submitted to WJEC in the final year of the course. However, centres should ensure that assessment of both Unit 2 and Unit 3 is completed only when learners have undertaken the necessary teaching and learning and developed the required skills and knowledge. Unit 1 would be examined in the final year of the course.

³ <https://hwb.gov.wales/curriculum-for-wales/expressive-arts/designing-your-curriculum/#specific-considerations-for-this-area>

Unit Information

Unit 1 – Exploring key concepts and issues

The purpose of this unit is to:

- Demonstrate knowledge and understanding of how digital media and film products are constructed.
- Demonstrate awareness of social, cultural, historical and production contexts in which digital media and film products are produced.
- Explore how digital media and film products represent identity and place.
- Explore ethical issues surrounding social media platforms and its impact.

This unit will focus on:

- **exploring** – learners will have the opportunity to explore how digital media and film products are constructed and generate meaning and response, through the study of elements of digital media and film (including editing, cinematography, production design and sound), wider social, cultural and historical contexts, and representations.
- **responding and reflecting** – learners will have the opportunity to respond to digital media and film products, including an unseen product / extract, reflect on the impact of social media and respond to key issues in social media production.

The unit will be assessed via a digital examination available in the summer series of the final year of study, with a mix of question types that will target AO1 and AO3. AO1 and AO3 will have equal weighting. There will be a choice of set works that will include works of: contrasting styles/genres; from contrasting periods; created in or inspired by Wales; created by a diverse range of content creators including those from Black, Asian and minority ethnic backgrounds.

Unit 2 - Investigating the digital media and film industries in Wales

The purpose of this unit is to:

- Explore how digital media and film industries in Wales operate
- **Investigate how Welsh digital media and film products are produced and distributed**
- Develop creative skills by creating a distribution or exhibition campaign.

This unit will focus on:

- **exploring** – learners will have the opportunity to explore how digital media and film industries in Wales operate through experiences and research into a specific Welsh production company, such as BBC Studios Wales, Severn Screen or Ffilm Cymru. Learners will also explore ethical issues of diversity and inclusion in the Welsh digital media and film industries.
- **responding and reflecting** – learners will have the opportunity to respond to products produced by their chosen Welsh production company, and reflect on how these products are financed, distributed and exhibited, and how they aim to represent Wales and Welsh talent.
- **creating** – learners will respond to a static brief that allows them to create a distribution or exhibition campaign proposal for their chosen Welsh production company to promote Welsh digital media and film.

The unit will be assessed via practical portfolio non-examination assessment, submitted in the final year of the course as part of the summer series. The non-examination assessment must be submitted digitally. The mix of tasks for this unit will target AO2, AO3 and AO4. AO2 will have a higher weighting, followed by AO4, then AO3. The unit will be internally assessed marked by the centre and externally moderated by WJEC.

Unit 3 - Creating digital media and film content

The purpose of this unit is to:

- Develop creative practical skills through production work
- Reflect on own production work and compare to professional work
- Develop personal skills of decision-making and confidence.

This unit will focus on:

- **exploring** – learners will have the opportunity to explore how digital media and film products are created.
- **responding and reflecting** – learners will have the opportunity to respond to a brief set by WJEC and reflect on own work through a reflective log.
- **creating** – learners will have the opportunity to create digital media and film products in response to set brief.

The unit will be assessed via practical assignment based non-examination assessment and a reflective log, submitted in the final year of the course as part of the summer series. The non-examination assessment must be submitted digitally. The mix of tasks for this unit will target AO2, AO3 and AO4. AO2 and AO4 will have a higher weighting, followed by AO3. This unit will be set by WJEC, marked by the centre and externally moderated by WJEC.

Consideration of manageability, engagement, validity and reliability

In developing this proposed qualification outline, we have considered manageability, engagement, reliability and validity, and how to balance these considerations in the context of the requirements of the Approval Criteria.

The Approval Criteria require 70% of the qualification to be assessed by non-examination assessment that is set by WJEC. This poses some potential manageability challenges for centres and learners which we propose to minimise by spreading the workload and assessment for centres and learners. As the Approval Criteria state that the qualification must be linear, there are some limitations here, but we propose making the Unit 2 and Unit 3 assessment available to learners in the first year of study for submission to WJEC in the summer series of the final year of study. Unit 1 will be available to learners in the final year of study, allowing learners to be assessed after undertaking the teaching and learning for the relevant unit. However, we have placed Unit 1 first as this unit provides the foundations for the course - understanding how media products create meaning alongside key issues in the media. We believe that creating can only be undertaken once this knowledge is established.

Although we acknowledge that it has an impact on manageability, we have concluded that a high level of control is considered crucial for elements of both non-examination assessments, to ensure equity for learners. There will be elements of the non-examination assessments that are conducted under low level control (Unit 3 reflective log). We believe that a low level of control for these elements will help with manageability for centres and provide an authentic way to satisfy Approval Criteria requirements for learners to apply understanding of the creative process and critically evaluate.

There will be flexibility in terms of format of the non-examination assessment. This flexibility will aid manageability for centres, allowing them to select the most suitable format or range of formats for their learners in line with the resources they have available.

We believe that our proposed qualification should provide opportunities for centres to develop an engaging programme of study for its learners, in line with the expectations of the Curriculum for Wales. The qualification is an opportunity for learners to understand the current digital media and film landscape and its impact on individuals and society.

We believe that the non-examination assessment tasks we propose (Units 2 and 3) are a valid approach to assessing the purpose and content because they allow students to demonstrate their skills in appropriate contexts. To ensure the reliability of the non-examination assessments, we will ensure the units will target the same assessment objective weightings each assessment series, marking criteria will be developed and teachers will be provided with a package of support to ensure consistent application of the marking criteria across centres and each series. We will moderate a sample of centre work to provide further assurance of reliability.

We believe that the purpose and content of Unit 1 can be validly assessed by examination, and a mix of question types can help us maximise validity. When we develop assessments, we will ensure that all tasks target the relevant construct, that there is an appropriate balance of content covered over time and that there is alignment between assessment items and learning outcomes. Where appropriate, we will use data available to us on how an assessment has functioned. To ensure reliability, we will make sure that the examined units target the same assessment objective weightings and have a consistent level of demand each series, marking criteria will be developed and assessors will be trained on how to apply them consistently. We are liaising with Qualifications Wales and Welsh Government about centre capacity to deliver the on-screen assessment.

In considering the weightings of the Assessment Objectives we propose to increase AO3 by the 5% tolerance as we believe that this is integral to all three units. Reflecting on the work of others is important in analysing and understanding media and film products in Unit 1. In Unit 2, learners will also reflect on their own work when developing their 'investigating the digital media and film industries in Wales' portfolio, and learners will be reflecting on their own work and others with the reflective log in Unit 3.

We will continue to consider the balance of manageability, engagement, reliability and validity, at each stage of qualification development.

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APPENDIX

Key information from Approval Criteria

The following information has come directly from Qualifications Wales's ([Approval Criteria GCSE Digital Media and Film](#)) - our qualification must meet these requirements.

Purpose

1. GCSE Digital Media and Film must:

- 1.1. be designed primarily for *Learners* between the ages of 14 and 16
- 1.2. build on the conceptual understanding *Learners* have developed through their learning from ages 3–14
- 1.3. support teaching and learning by providing appropriately broad, demanding, relevant and engaging content and assessment that relates to and supports the Curriculum for Wales, including its four purposes
- 1.4. allow *Learners* to develop a strong foundation of knowledge, skills and understanding which supports progression to post-16 study and prepares them for life, learning and work
- 1.5. provide meaningful, fair and accurate information on *Learner* achievement within a subject that highlights what *Learners* know, understand and can do

Aims

2. GCSE Digital Media and Film must:

- 2.1. allow *Learners* to explore a range of knowledge, skills and understanding in relation to digital media and film
- 2.2. provide opportunities for *Learners* to be assessed in a variety of relevant and meaningful contexts

3. GCSE Digital Media and Film must:

- 3.1. explore and appreciate other people's digital media and film products to develop their own digital media and film talents
- 3.2. develop knowledge, appreciation and understanding of the uses and impact of digital media and film and of how meaning is communicated
- 3.3. gain an understanding of genres and contexts of digital media and film
- 3.4. respond to and reflect on digital media and film created by other people, applying knowledge of contexts to evaluate the effectiveness of ideas and techniques used to communicate meaning
- 3.5. develop creative skills through experimenting and investigating to plan, design and produce effective digital media and/or film products
- 3.6. apply technical skills to demonstrate control
- 3.7. reflect on, refine and evaluate their own work
- 3.8. enable *Learners* to explore the cross-cutting themes of human rights and diversity, including Black, Asian and minority ethnic themes, contributions and experiences

Assessment objectives

9. The assessment of the knowledge, understanding and skills required in the qualification must target the following assessment objectives in line with the indicated weightings, within a tolerance of +/- 5 percentage points.

AO1	Demonstrate knowledge and understanding of digital media and film processes and products.	15%
AO2	Develop and apply creative techniques and production skills in a range of different contexts / media forms.	35%
AO3	Reflect on, analyse and evaluate own work and the work of others.	25%
AO4	Create and develop ideas to communicate meaning in digital media and/or film outcomes.	25%

Scheme of assessment

10. The **GCSE Digital Media and Film** qualification must be linear.

11. The **GCSE Digital Media and Film** qualification must show the proportion of mark (weighted and/or raw) allocated to each assessment objective and to each *Component*.

12. The **GCSE Digital Media and Film** specification must include the following assessment arrangements:

12.1. a total of 70% of the qualification will be assessed through non-examination assessment

12.2. the non-examination assessment must include a portfolio which will be marked by the *Centre* and *Moderated* by the awarding body

12.3. the non-examination assessment must include an assignment which will be set by the awarding body, marked by the *Centre* and *Moderated* by the awarding body

12.4. the non-examination assessments must be able to be submitted digitally

12.5. *Learners* must submit the non-examination assessment in the final year of the course

12.6. *Learners* must submit a reflective log in a non-prescribed format. This reflective log will be compulsory to access the full range of marks, and it must:

12.6.1. be worth no less than 2% and no more than 5% of the total qualification

12.6.2. be worth a fixed number of the marks available

12.6.3. be able to be submitted digitally

12.7. the awarding body must set out the minimum requirements for an acceptable reflective log

12.8. the awarding body must set out criteria which differentiate accurately and consistently between a satisfactory and an unsatisfactory reflective log

13. A total of 30% of the qualification will be assessed via a digital-only examination which must:
- 13.1. be set and marked by the awarding body
 - 13.2. require *Learners* to review and respond to recordings of professional works
 - 13.3. include questions on both studied and unseen work
14. The awarding body must specify its rules regarding resits and resubmissions for **GCSE Digital Media and Film** in accordance with the *National GCSE Conditions and Requirements*.

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