**TOPIC: Investigate the codes and conventions used in the opening sequence of a television program.**

**Task 1**: Analyse the opening 5 minutes of an episode of Doctor Who. How does the episode attract the interest of its audience? [10 marks]

*This question asks you to deconstruct the way in which a typical episode of Doctor Who starts (the codes and conventions it uses) and how it attracts a specific target audience.*

**Task 1 Grade Criteria**

**Level 6 9–10 marks**

Candidates produce convincing and effective analyses of media texts. Media terminology is used extensively and effectively. The consumption of texts by particular audiences is discussed in detail. Responses are cogent and well-structured with precise and accurate use of language and arguments clearly supported by evidence.

**Level 5 7–8 marks**

Candidates produce good-quality analyses of media texts. They use technical terminology with confidence. A sound understanding is shown of the role of audiences in the consumption of media texts. Responses are clear and well-organised with generally accurate use of language and evidence used to support points.

**Level 4 5–6 marks**

Candidates produce a solid analysis of at least one media text and are able to use appropriate technical terminology. The role of audiences in the production and consumption of media texts is identified. Responses are well organised with reasonably accurate use of language and arguments are usually supported by evidence.

**Level 3 3–4 marks**

Candidates show a basic grasp of textual analysis and use technical terminology occasionally. There is some understanding of how a media product appeals to a particular audience. Responses are reasonably well organised and points are sometimes supported by evidence.

**Level 2 1–2 marks**

Candidates tend to describe media texts to demonstrate limited understanding of forms and

conventions. There may be some awareness of how a media product might appeal to its audience .An attempt has been made to organise responses.

**Level 1 0 marks**

No work worth the award of a mark.

**Task 2:** Create a storyboard for the opening sequence of a new episode of *Doctor Who*. [5 marks]

*This task tests your understanding of the codes and conventions by having you use them in a practical way.*

You should remember to:

* Include visual elements, shot types, words or dialogue used, Music/special effects, and timings.
* Plan your storyboard up to the beginning of the title sequence
* Include the codes and conventions of the program, as described in your written analysis
* Include any research notes taken to help determine a possible storyline for your new episode

**Task 2 Grade Criteria**

**Level 6 5 marks**

Candidates demonstrate independent and effective evidence of research and planning. They demonstrate flair and creativity through their pre-production work which is convincing and engaged and uses appropriate forms and conventions. They draw on relevant products, concepts and contexts. Material is presented skilfully. There is a clear understanding of how audiences are identified and how production is tailored to audience needs and expectations.

**Level 5 4 marks**

Candidates demonstrate evidence of successful research and planning. There is evidence of imagination in the pre-production work which is clearly fit for purpose and uses many appropriate forms and conventions. Material is presented effectively. Audiences are identified, their needs are taken into consideration and awareness is demonstrated of how this has shaped the ideas.

**Level 4 3 marks**

Candidates demonstrate evidence of appropriate research and planning. Ideas are apt and mostly employ appropriate forms and conventions. Material is well presented. Candidates are able to identify and target audiences. They indicate how this has informed their plans and ideas.

**Level 3 2 marks**

Candidates demonstrate evidence of research and planning. Their ideas show some understanding and involvement with the task and use some appropriate forms and conventions. There is a basic attempt to present the work in a straightforward way. Some understanding of appealing to a potential audience is evident.

**Level 2 1 mark**

Candidates offer minimal evidence of research and planning to inform their pre-production work. They offer some ideas that are at least partly relevant or appropriate to the task. Some forms and conventions may be employed. Presentation of the material is limited.

**Level 1 0 marks**

No work worth the award of a mark.