

## External Assessment Instructions 1

NCFE Level 2 Certificate in Creative Studies:  
Interactive Media (600/6906/5)

This is a sample instructions document

Please do not distribute this document to candidates; this is for centre use only. All Teachers and Invigilators must be familiar with the information in this document. This document should be kept secure at all times.

## **Introduction**

This document should be used by centres to support the administration of the external assessment. It provides information which relates specifically to the NCFE Level 2 Certificate in Creative Studies: Interactive Media assessment. It should be read along with the Regulations for Conduct of External Assessment – V Certs. This document can be found on our website [www.ncfe.org.uk](http://www.ncfe.org.uk) or by contacting your Centre Support Assistant.

There is a separate External Assessment Instructions document per paper. It's important that you use the correct one.

Some external assessments include a preparatory period as well as a timed period. Both the preparatory period and the timed period are part of the external assessment. There are different levels of control that need to be applied to each and these are explained within this document.

The external assessment (both preparatory and timed period) must be independent from the teaching of the unit. Work completed during the teaching of the unit cannot be used in the external assessment. No stimulus materials used by the centre during the teaching of the unit can be used in the external assessment.

Candidates can use the intranet and/or the internet during the preparatory period and for the purpose of developing and hosting their final product (if applicable). The internet can also be used to test and launch the final product (if applicable).

Candidates must complete all of the tasks independently. If any group work is undertaken during the preparatory period, such as using the internet together or preparing materials, the unique contribution of each candidate must be clearly attributable to that individual and securely authenticated.

The external assessment is set and marked by NCFE. This means centres must not alter the tasks in any way, nor should they assess, internally moderate or provide any feedback to the candidate during or following the external assessment.

The external assessment tasks and candidate evidence must not be photocopied or reproduced by the centre.

If you have any questions prior to administering the external assessment, please contact the External Quality Assurance team.

## Time allowed

20 hours

There are 20 hours of preparation time. Candidates will work on Tasks 1, 2, 3, 4 and 5 during this time.

There are 10 hours of timed external assessment. This should be the time given to the candidates to complete the timed external assessment only and not include any preparation time. Candidates will work on Tasks 6 and 7 during this time.

All candidates must attempt all tasks. The tasks must not be altered in any way by the centre. Before each task you'll find reference to the assessment criteria addressed by that task.

**Candidates must attempt all tasks in order to address all assessment criteria fully.**

Upon receipt of the external assessment, the centre must:

- make sure there are sufficient copies of the assessment for the number of candidates entered
  - make sure there are sufficient resources for the number of candidates entered (see specification). If candidates are using a computer/laptop/tablet to complete their external assessment, this must be the schools' own equipment and must be free from any material which will give the candidate an unfair advantage
  - provide a secure area where candidates can save their work during the timed external assessment. They must not have access to this area between the sessions
  - make sure that candidates are told to read the general instructions for candidates which appear on their assessment paper. A copy of these instructions is included in this document on page 13
  - distribute the papers to candidates in sufficient time to allow for 20 hours preparation prior to the timed assessment
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# External assessment – preparation conditions

There are 20 hours of preparation external assessment time.

There are 5 set tasks within the external assessment which must be completed within the 20 hours preparation time.

The completion of the preparation tasks must be supervised by the Teacher and can be sat in the normal classroom environment. The tasks within the preparation period do not need to be invigilated. However, the preparation tasks must be treated independently from the teaching of the unit and candidates must complete all tasks independently. If any group work is undertaken during the preparatory period, such as using the internet together or preparing materials, the unique contribution of each candidate must be clearly attributable to that individual and securely authenticated.

Work completed during the teaching of the unit cannot be used in the external assessment. No stimulus materials used by the centre during the teaching of the unit can be used in the external assessment.

Centres can decide how the 20 hours of preparation external assessment time should be undertaken by candidates; however this time must **not** be increased, unless a reasonable adjustment request/special consideration has been applied to a particular candidate, in accordance with the Reasonable Adjustments and Special Considerations Policy which can be found on the NCFE website. Centres must keep their own records of the number of hours spent on the preparation period.

We advise that the following time is spent on each task, however this is only a guide and these timings are flexible within the available 20 hours:

- Task 1 5 hours
- Task 2 5 hours
- Task 3 8 hours
- Task 4 1 hour
- Task 5 1 hour

Centres may manage the 20 hours of preparation time as a series of sessions (eg 10 x 2-hour sessions). Centres must ensure that they have adequate supervision and management of the 20 hours and keep appropriate records.

Work produced in the preparation time must be stored securely and can only be accessed by the candidate or the Teacher for the period of the preparation time. The work produced in the preparation time can be taken into the timed external assessment to support the candidate in completing their timed external assessment tasks. Only the work completed to address the preparation tasks can be taken into the timed external assessment.

Candidates can use the school's intranet and internet for the preparation tasks to support their research and inform their final piece of work; however candidates cannot copy directly from the internet. Any information used from the internet must be acknowledged in their work. The final product must be the candidate's own work.

The candidates must complete all tasks individually, if any group work is undertaken, such as using the internet together or preparing materials, the unique contribution of each candidate must be clearly attributable to that individual and securely authenticated.

Candidates must be supervised by the Teacher during this time. For example, during the preparation time:

- the Teacher can discuss the conditions in which the preparation tasks and timed external assessment tasks must be undertaken.
- the Teacher can discuss how the evidence should be laid out and if any electronic evidence is produced, the acceptable file types that can be used.
- Teachers should not label work on behalf of the candidate.
- the Teacher can help the candidates understand the brief and the associated tasks, however the candidate must decide how to approach the brief and associated tasks.
- the Teacher can discuss the grading descriptors to ensure the candidates understand what they're being graded against.
- the Teacher can help the candidate understand which Task relates to which Assessment Criterion.
- Teachers must not give any feedback about a candidate's individual work nor should the work be assessed or internally moderated.
- Teachers must supervise the development of work in order to monitor progress and to prevent plagiarism. If plagiarism occurs you must report it to NCFE immediately in accordance with the Malpractice and Maladministration Policy.
- preparation work must only be completed by the candidate in the classroom. Homework, such as research to support the preparation work may be set, but the preparation tasks as detailed in the external assessment must be completed in the classroom.

It's expected that the preparation work will make a significant contribution to the submitted work. Candidates **must** include their preparation work for assessment.

All work must be clearly labelled with the centre number, candidate name, candidate number and task number. If the candidate's evidence is in more than one form, all pieces must be labelled individually. Centres should not label the work on behalf of the candidate; this must be completed by the candidate. If an Examiner is unable to identify the evidence that relates to each Task, then the work may not be graded.

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# External Assessment – timed conditions

**The tasks completed within the timed external assessment must be administered in accordance with the Regulations for the Conduct of External Assessments – V Certs.**

The timed external assessment tasks must be treated independently from the teaching of the unit and candidates must complete all tasks independently.

Work completed during the teaching of the unit cannot be used in the external assessment. No stimulus materials used by the centre during the teaching of the unit can be used in the external assessment. Candidates must complete all of the tasks independently.

Candidates will have 10 hours under timed external assessment conditions to complete the required tasks.

Work produced in the preparation time can be taken into the timed external assessment to support the candidate in completing their timed external assessment tasks. Only the work completed to address the preparation tasks can be taken into the timed external assessment.

There are 2 set tasks within the external assessment which must be completed within the 10 hours under timed external assessment conditions.

Centres can decide how the 10 hours of timed external assessment should be undertaken by candidates; however this time must **not** be increased, unless a reasonable adjustment request/special consideration has been applied to a particular candidate, in accordance with the Reasonable Adjustments and Special Considerations Policy which can be found on the NCFE website. If a reasonable adjustment request/special consideration has been applied to a particular candidate this must be recorded on the Invigilator's Register.

We advise that the following time is spent on each task, however this is only a guide and these timings are flexible within the available 10 hours:

- Task 6 9 hours
- Task 7 1 hour

Centres may manage the 10 hours of timed external assessment as a series of timed sessions (eg 5 x 2-hour sessions). Centres must ensure that they have adequate supervision and management of the 10 hours and keep appropriate records. An Invigilator must be present for the 10 hours. This must also be recorded on the Invigilator's Register.

However the 10 hours are managed, centres will be required to:

- administer the timed external assessment tasks in accordance with the Regulations for Conduct of External Assessment – V Certs
- provide suitably trained Invigilators, ensuring that they're familiar with the Regulations for the Conduct of External Assessment – V Certs
- ensure that work or evidence produced in the timed external assessment is stored securely and can only be accessed by the candidate or the Invigilator for the period of the timed external assessment
- ensure that the Invigilator's Register is completed at the end of the 10 hours timed external assessment period and any anomalies that occur during the timed external assessment period are recorded on the Invigilator's Register
- keep track of the number of hours spent on the timed external assessment and ensure the total is recorded on the Invigilator's Register

Candidates can have access to the schools intranet for the purpose of developing and hosting their final product (if applicable). The internet can also be used to test and launch the final product (if applicable). The product must be available to access externally by the Examiner. The final product must be the candidates' own work.

All work must be clearly labelled with the centre number, candidate name, candidate number and task number. If the candidate's evidence is in more than one form, all pieces must be labelled individually. Centres should not label the work on behalf of the candidate; this must be completed by the candidate. If an Examiner is unable to identify the work that relates to each Task, then the work may not be graded.

The work could include paper-based, digital and/or audio-visual work (as applicable).

All work submitted in an electronic version must be saved in an appropriate file format. The acceptable file formats are detailed on page 8.

The Candidate Front Sheet must be included with the candidate work.

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# Guidance for centres on file formats

When candidates are submitting work electronically it must be in a suitable file format.

If NCFE receives electronic evidence which is not on the list of accepted file formats, then we may not be able to examine the work. If this happens we will make the centre aware.

Work for the external assessment unit should be organised in a structured way so that the work can be accessed easily by the Examiner. The work can be stored on a separate storage medium per candidate; alternatively if only one storage medium is used for all candidates, the location of particular evidence must be made clear by naming each file and folder appropriately. If the work cannot be attributable to a particular candidate the Examiner will not be able to grade the work.

If NCFE is unable to grade the work then a Not Yet Achieved result will be given.

## Audio files

Audio files should be stored on a CD, DVD or memory stick at near CD quality or better - eg. stereo, 16bit, 44.1kHz.

NCFE's preferred formats are Mp3, Wav and Aif/Aiff, but the following file formats are also acceptable:

Type
Flac
Wma
AAC
M4a

## Video files

Video files should be tested so that they can be viewed on common cross-platform media playback applications. We'll be recommending that our Examiners view the video files on VLC player so candidates should ensure that the video can be viewed on this.

The following file formats are acceptable:

Type
Avi
Flv
Mov
Mp4
Mpg/Mpeg
Swf
Mkv
Wmv

## Image files

The following file formats are acceptable:

Type
Bmp
Gif
Jpg/Jpeg
Png
Psd
Tga
tif/tiff
Wmf

## Documents (inc spread sheets, text files, presentations etc)

When saving files created on a Mac, candidates must make sure the final file is saved as both a PC and a Mac version to allow the work to be examined. For example, if you're using 'Pages' on a Mac you must save your document as an 'MS Word' document.

NCFE's preferred format is Pdf, but the following file formats are also acceptable:

Type
Csv
Doc
Odg
Odp
Ods
Odt
Pps
Ppt
Rtf
Sxc
Sxd
Sxi
Sxw
Txt
Xls

## Compressed files

The following file formats are acceptable:

Type
Rar compressed file
Zip compressed files

**If NCFE receives electronic evidence which is not on the list of accepted file formats, then we may not be able to examine the work.**

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## What happens next?

All completed candidate work and assessment material must be returned to NCFE within 1 working day of the last timed external assessment session. **Please remember to check that any electronic material is saved in an appropriate file format accepted by NCFE – see above.**

Once the work has been submitted to NCFE for marking, external standardisation will take place. The Examiners will grade a sample of the work in accordance with the grading descriptors that are detailed in the Qualification Specification to ensure that the grades are being applied consistently across all Examiners. The work of all of the candidates will be marked against the assessment criteria and the results will be released. The results will be released in accordance with the marking windows. A result of Not Yet Achieved, Pass, Merit or Distinction will be issued for each candidate.

If a candidate or centre disagrees with the outcome of the external assessment, the centre may appeal to NCFE on behalf of the candidate. The Appeals and Enquiries about Results Policy can be found on our website [www.ncfe.org.uk](http://www.ncfe.org.uk).

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The following appears on the candidate's copy of the external assessment.

## General instructions for candidates

- You **MUST** attempt all of the tasks to address all assessment criteria fully. You cannot achieve a Pass grade unless you meet the required standard in all the tasks.
  - Make sure you're familiar with the assessment criteria and grading descriptors for this unit. These are included at the back of this external assessment paper. If you're aiming for a Merit or Distinction it's particularly important that you're familiar with what these grades require, as you work through the tasks.
  - Read the tasks carefully and make sure that you understand:
    - what you need to do to complete the assessment
    - what you need to submit
    - how much time you need to allow for each task.
  - Talk to your Teacher about anything you are unsure of during the preparation period
  - All of the work you submit must be your own.
  - Make sure that all of your work (including preparation work and timed external assessment work) is clearly identified with your name, your centre number, your candidate number and relevant task numbers.
  - The Invigilator will explain where you will save your work between each external assessment session.
  - Record all your responses, ideas, thoughts and developments in a suitable format, eg in a portfolio, drawing book, sketchbook, notebook or in a digital form.
  - Try out, test and record your ideas; don't rely on your first idea only, continually review your progress and re-evaluate your ideas
  - You can use your school's intranet and the internet for the preparation tasks to support your research and inform your final piece of work; however you cannot copy directly from the internet. Any information used from the internet must be acknowledged in your work.
  - You can use the school's intranet for the timed external assessment tasks for the purpose of developing and hosting your final product. The internet can also be used to test and launch the final product (if applicable).
  - You must ensure that your final interactive product works when it's submitted to the external Examiner, for example, if you decide to create a website, any links between pages, images, media files etc must work externally.
  - If you're using an external storage device to save your work, you should check that your work can be opened once you've transferred onto it
  - Once you've completed your external assessment you must sign the candidate declaration on your Candidate Front Sheet, to declare that the work produced is your own, and submit it with your work.
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These are the tasks the candidates will be expected to complete. These have been split up into what tasks should be completed within the preparation time and what tasks should be completed within the timed external assessment.

**Centres must not alter the external assessment tasks in any way.**

## External assessment

You **MUST** attempt all Tasks in this external assessment.

### Publicise a new health and fitness club

This activity is about planning, producing and reviewing an interactive media product. You're required to understand and interpret a design brief and in doing so, you'll consider different techniques and processes and show how your findings inform your ideas.

#### Brief

Your local community centre has been awarded funding to promote health and fitness in the area and wants to launch a new weekend club called 'Healthy Futures'

You have been asked to create an interactive product to promote and publicise the club. Your interactive media product may focus on any relevant aspect of health and fitness, for example, dance, running, weight training, boxing, aerobics or nutrition etc.

There is a wide range of people (from children to older people) that uses the community centre therefore you must ensure you consider your target audience when designing your product.

**It's essential that your interactive product allows the user to fully interact with it, for example, make decisions and choices about where/how to navigate through it.**

Your product could be, for example:

- a website
- an interactive presentation
- an interactive animation
- a computer game.

It is important that you do not spend too much time on the content of the media product as this will not be assessed. Although content must be relevant you will be assessed on how you plan, produce and review the finalised interactive media product.

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**These are the tasks you need to do in your preparation time:**

### Task 1

*You must ensure your work in Task 1 addresses assessment criterion: 1.1. You can refer to the assessment criteria within the grading descriptors at the end of this document.*

This task is about developing ideas and creating a production plan.

Decide which aspect of health and fitness you want your interactive product to focus on.

Explore ideas for an interactive product that reflects the brief and the aspect of your club, remember to consider your target audience.

Produce a plan to show the stages you'll need to go through to produce your final interactive product. Your plan must also identify all resources, techniques and processes needed.

It's recommended that you spend around 5 hours on this Task.

## **Task 2**

*You must ensure your work in Task 2 addresses assessment criterion: 1.2. You can refer to the assessment criteria within the grading descriptors at the end of this document.*

This task will use your ideas developed in Task 1 to inform a final idea for an interactive media product.

Specify which ideas you have chosen and why.

Create a navigational diagram to show the overall structure of your product. Provide as much detail as you can.

Create page layout designs for each of the sections in your interactive product. These could include sketches, drawings, diagrams and paintings. Provide as much detail as you can.

It's recommended that you spend around 5 hours on this Task.

## **Task 3**

*You must ensure your work in Task 3 addresses the first part of assessment criterion: 1.3. You can refer to the assessment criteria within the grading descriptors at the end of this document.*

Research a range of resources that you could use in your interactive product. Your research should include both primary and secondary sources to help you develop images, graphics, audio or video clips that you could use in your interactive product.

Experiment with and prepare the assets that you'll use in your final interactive media product.

Record how you have stored the assets correctly as you will use these to create your product in the timed assessment.

Record clearly the development process you've gone through to prepare the assets for your interactive media product, demonstrating the effective use of software.

It's recommended that you spend around 8 hours on this Task.

## **Task 4**

*You must ensure your work in Task 4 addresses the first part of assessment criterion: 1.4. You can refer to the assessment criteria within the grading descriptors at the end of this document.*

Carry out a review of the processes you've gone through so far. (This review will be continued in Task 7).

Your review should include:

- planning and development of ideas
- creation and development of assets
- strengths and weaknesses of your planning process.

Save a copy of your review so that you can complete it in Task 7.

It's recommended that you spend around 1 hour on this Task.

## **Task 5**

*You must ensure your work in Task 5 addresses assessment criterion: 1.5. You can refer to the assessment criteria within the grading descriptors at the end of this document.*

Identify a range of possible platforms for your interactive media product and describe how your interactive media product could be cross-platformed.

Think about the possibilities and limitations of your chosen media product platform.

It's recommended that you spend around 1 hour on this Task.

**These are the tasks you need to do in your timed external assessment:**

## **Task 6**

*You must ensure your work in Task 6 addresses the second part of assessment criterion: 1.3. You can refer to the assessment criteria within the grading descriptors at the end of this document.*

Create your interactive media product using the ideas, designs and assets that you've developed in the preparation tasks.

Record the process of development you go through as you create your interactive media product.

Complete the production of your interactive media product. It's essential that your product is finalised in an appropriate format which can be accessed externally.

It's recommended that you spend around 9 hours on this Task.

## **Task 7**

*You must ensure your work in Task 7 addresses the second part of assessment criterion: 1.4. You can refer to the assessment criteria within the grading descriptors at the end of this document.*

Continue your review started in Task 4. You could add, for example, comments on:

- choice of software
- strengths and weaknesses of your product
- how successful you think your interactive product is in meeting the design brief
- potential changes that you would make to improve your work.

It's recommended that you spend around 1 hour on this Task.

## **What you need to hand in after your external assessment**

At the end of the timed external assessment you'll hand in:

### **Preparation work – Tasks 1, 2, 3, 4 and 5**

- your plans and ideas as detailed in Task 1
- details of your selected idea for production, for example, drawings, navigation diagrams, page layout designs etc, as detailed in Task 2
- a record of how you've developed your assets. This may include, for example, screen shots, versions showing the development of files, digital capturing of the development process etc, as detailed in Task 3
- your review as detailed in Task 4
- your outline and your written description as detailed in Task 5.

### **Timed external assessment work – Tasks 6 and 7**

- your final piece of work – your interactive media product as detailed in Task 6
- your completed review as detailed in Task 7.

All work that you submit electronically must be in a suitable file format, **which can be accessed by the Examiner.**

All the work you submit for the external assessment must be clearly identified with your name, your centre number, your candidate number and the task number to ensure the Examiner is able to grade it.

Make sure you've included and signed the candidate declaration on the Candidate Front Sheet.

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# Grading descriptors

The grading descriptors are detailed below. If you're aiming for a Merit or Distinction it's particularly important that you're familiar with what these grades require, as you work through the tasks

Assessment criteria	Pass	Merit	Distinction
<b>1.1 Plan and prepare for production of final work</b>	<p>Candidates will develop ideas in response to the brief, selecting from a range of resources, media techniques and processes</p> <p>Candidates produce a structured plan for the production of their final work</p>	<p>Candidates demonstrate critical understanding in their planning for the production of the final work, which can accommodate potential variations or interruptions</p>	<p>Candidates imaginatively explore the requirements of the brief, and produce a comprehensive plan, justifying selections made and their creative intentions within the constraints of the available resources</p>
<b>1.2 Use ideas developed to inform production of final work</b>	<p>Candidates record the development and application of ideas informing the production of the final work</p>	<p>Ideas are characterised by critical understanding which informs the production of the final work</p>	<p>The application of developed ideas shows originality and fluency in the production of final work and values experimentation</p>
<b>1.3 Demonstrate the effective use of software and processes in preparing assets and producing and presenting the final interactive product</b>	<p>Candidates demonstrate the use of software and processes appropriate for their purpose in preparing assets and realising their creative intentions in the presentation of the final interactive product</p>	<p>Candidates demonstrate critical understanding in the selection and use of a range of appropriate software and processes to produce and present the final interactive product</p>	<p>Candidates will show fluency and originality in their choice and use of software and processes that are effective in the preparation of assets and the presentation of their final interactive product</p>

## Grading descriptors (cont'd)

Assessment criteria	Pass	Merit	Distinction
<b>1.4 Assess the whole development process</b>	Candidates assess the development process, reviewing their progress, and re-evaluating their ideas and choice of materials, software and processes	Candidates produce a detailed evaluation of the development process reflecting on the success or otherwise of the overall task	Candidates produce an informed and perceptive critical judgement of the whole development process identifying strengths and weaknesses and suggesting potential improvements
<b>1.5 Describe how the media product could be cross-platformed</b>	Candidates describe how the media product could be cross-platformed	Candidates demonstrate critical understanding of a range of platforms and describe a generic cross-platform process to transfer their product	Candidates demonstrate critical judgement of the issues underpinning cross-platform transfer and the potential and limitations that exist with particular applications

**This is the end of the assessment.**

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