

Edexcel GCSE

English Studies

(Moving Image and Digital Communication)

Unit 2: Produce Texts

Sample Controlled Assessment Material

Paper Reference

5ED02/01

Digital Text

Turn over ►

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Guidance for students

What sort of activity should I undertake?

To produce a successful piece of digital communication you will need to:

- research your target audience
- research texts of a similar brief
- plan your production
- capture a variety of components including, if necessary, moving image, still image, audio and text
- edit individual components to ensure they meet the brief you have been set
- organise the final production so that it forms one piece of digital communication
- complete the Authentication and Copyright Form, which indicates where you selected sources and the appropriate permissions given.

What evidence should I collect?

You should collect the following evidence:

- your planning
- your production
- your reasons for your choices.

How should I present my evidence?

As a file on a CD. Edexcel will provide guidance for your teacher on the variety of file formats and how they should be labelled.

The Brief

You should produce a digital text that fits **one** of the following briefs:

EITHER

1. Produce a **webcast** for a children's television station, such as *CBBC*, commenting on a recent event in the news that impacts on the lives of teenagers.

OR

2. Produce a **podcast** exploring attitudes to teenagers to be uploaded onto a website of a newspaper such as *The Guardian*.

The Task

Section A: Plan - 10 marks

Provide a plan of your product that meets the brief.

Section B: Production - 60 marks

Create a product that meets the brief. You need to:

- capture the content (20 marks)
- edit and organise the content to create your product (40 marks).

Section C: Post production - 10 marks

Give reasons for the choices you made in response to the brief.