IQM3009

LEVEL 3 · CONTROLLED ASSESSMENT

INTO QUALIFICATIONS

Media Studies

Assessment 2: Media Production Project

Media production brief and format guidance

Duration
Three related static campaign products, each with a different original student-created photograph; plus a 300–400-word written or 2–3-minute recorded justification

Total marks
100

Assessment window
Sample assessment

Assessment set
Set S of 2026

Audience
Students

Release timing
at coursework release

Items to submit

- Completed common coursework cover sheet.
- Either a 300–400-word written justification or a 2–3 minute recorded justification.
- A transcript is not required for a recorded justification.

Sample assessment

Beyond One Label · fictional Common Ground College news service

SAMPLE ASSESSMENT CLIENT BRIEF Fictional client: Common Ground College news service. Audience: new students aged 16–19. Invite them to visit a free student-made exhibition in the library foyer during the first two weeks of next term. Each display pairs a self-chosen object with a short contributor account. Large-print captions are available; sharing a sensitive personal experience is never required. Organisers do not claim contributors represent every student or that the exhibition changes attitudes. Rin: “People often introduce me only by the subject I study, but making pictures matters to me too.” Eli: “One object cannot tell a whole life story; it can begin a conversation.” Use only these supplied facts and quotes; invent no testimony, outcomes or audience reactions.

Permitted formats and approval

- This proposed sample requires exactly three related static campaign products for the Common Ground College news service: (1) one A3 library or college-space poster announcing the exhibition, its location, dates and free entry; (2) one square student-facing social-media post inviting new students to visit and giving the location and dates; and (3) one A4 flyer for library handout or website download giving the visit information, normal opening-hours context and large-print-caption availability. Each product must have a different original photograph created by the student, use the same campaign identity and make the exhibition invitation clear for its intended platform. The three products must be a coherent campaign, not three copies of one design. Submit accessible captions/alt text and the selected 300–400-word written or 2–3-minute recorded justification. Use only the facts and quotations supplied in this brief; do not invent testimony, outcomes or audience reactions.
- Centres must not approve alternative formats or adapt or replace any brief approved for issue.
- Advanced equipment, editing complexity, acting ability and production scale do not attract additional marks.

How your work is marked

Read across all five criteria. One holistic best-fit band and mark out of 100 is awarded for the media product and justification together. Assess the product(s) and justification together; the justification cannot compensate for a weak product. Technical complexity or production scale does not earn marks by itself.

Performance level	Mark range / anchors	Media Language	Audience & Platform Awareness	Media Representations	Product Quality	Justification
A*	80-100	• Purposeful, sophisticated and highly effective use of media language to communicate meaning	• Audience and platform choices are precise and sophisticated	• Sophisticated and purposeful representations communicate meaning with insight and control	• Coherent, polished product demonstrating excellent control and, where applicable, a consistent campaign identity	• Clear, focused justification showing excellent decision-making
A	70-79	• Clear and effective use of media language to communicate meaning	• Strong awareness of audience and platform	• Purposeful and appropriate representations that communicate meaning effectively	• Well-constructed product demonstrating secure control and, where applicable, a consistent campaign identity	• Clear and relevant justification
B	60-69	• Generally effective use of media language, though some choices may be uneven or lack control	• Audience and platform mostly appropriate	• Generally appropriate representations that communicate meaning, although they may lack consistency or depth	• Competent product demonstrating generally secure control and, where applicable, a mostly consistent campaign identity	• Adequate explanation of choices
C	50-59	• Partially effective use of media language, with limited control or consistency	• Basic awareness of audience and platform	• Basic or inconsistent representations that communicate meaning only partially	• Basic but complete product demonstrating limited control; campaign identity may be inconsistent	• Limited justification
D	40-49	• Limited or inconsistent use of media language, resulting in unclear communication of meaning	• Weak audience focus and platform awareness	• Limited or inappropriate representations that communicate meaning unclearly or inconsistently	• Minimal product, demonstrating weak control and, where applicable, little evidence of a coherent campaign identity	• Very limited explanation
E	30-39	• Very limited or ineffective use of media language, resulting in little clear communication of meaning	• Audience and platform are not identified or are inappropriate	• Very limited or inappropriate representations that fail to communicate meaningful ideas	• Incomplete or ineffective products, demonstrating little evidence of purposeful construction	• Poor justification
U	0-29	• No meaningful use of media language	• No audience awareness	• No meaningful representations	• Little or no submission	• No justification

GenAI conditions

Level 2 - AI planning. AI may support preparatory ideas and planning only. Students must create the submitted product, original photographs and justification themselves. AI-generated content is prohibited in the product and justification, even if acknowledged or subsequently adapted. Permitted materials: Open-resource media-production coursework using non-AI-generated materials and media assets authorised by the IQ-issued client brief and its permitted formats. Permitted calculator: Not applicable.