



Non-Exam Assessment

NCFE Level 1/2 Technical Award in Interactive Media
(603/7005/1)

Learner version

September 2023 release

v1.0

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Introduction

The internal, non-exam assessment (NEA) takes the form of a synoptic project. It is a formal assessment that requires the learner to independently apply an appropriate selection of knowledge, understanding, skills and techniques, developed through the full course of study, in response to a real-world situation, to enable them to demonstrate an integrated connection and coherence between the different elements of the qualification.

The NEA will contribute **60%** towards the overall qualification grade and therefore it is important that the learner produces work to the highest standard that they can. The learner must not start for the NEA until they have been taught the full course of study, to ensure that they are in the best position to complete the NEA successfully.

What is Synoptic Assessment?

Synoptic assessment is an important part of a high-quality vocational qualification because it shows that learners have achieved a holistic understanding of the sector and that they can make effective connections between different aspects of the subject content and across the breadth of the assessment objectives in an integrated way. The Department for Education (DfE) has consulted with awarding organisations and agreed the following definition for synoptic assessment:

“A form of assessment which requires a candidate to demonstrate that s/he can identify and use effectively in an integrated way an appropriate selection of skills, techniques, concepts, theories, and knowledge from across the whole vocational area, which are relevant to a key task.”

Synoptic assessment enables learners to show that they can transfer knowledge and skills learnt in one context to resolve problems raised in another. To support the development of a synoptic approach, the qualification encourages learners to make links between elements of the course and to demonstrate how they have integrated and applied their increasing knowledge and skills.

As learners progress through the course, they will use and build upon knowledge and skills learnt across units. The NEA will test the learners' ability to respond to a real-world situation.

Information for learners

Introduction

The internal non-exam assessment (NEA) is a formal assessment that will contribute 60% towards your overall qualification grade and therefore it is important that you produce work to the highest standard that you can.

You will be assessed on your ability to independently select, apply and bring together the appropriate knowledge, understanding, skills and techniques you have learnt throughout your course of study, in response to a brief, set in a real-world situation.

The NEA will be assessed holistically using a levels of response mark grid and against five integrated assessment objectives. These assessment objectives and their weightings are shown below.

Assessment objective
AO1 – Recall knowledge and show understanding The emphasis here is for learners to recall and communicate the fundamental elements of knowledge and understanding. 20 marks (16.67%)
AO2 – Apply knowledge and understanding The emphasis here is for learners to apply their knowledge and understanding to real-world contexts and novel situations. 32 marks (26.67%)
AO3 – Analyse and evaluate knowledge and understanding The emphasis here is for learners to develop analytical thinking skills to make reasoned judgements and reach conclusions. 12 marks (10%)
AO4 – Demonstrate and apply relevant technical skills, techniques and processes The emphasis here is for learners to demonstrate the essential technical skills relevant to the vocational sector by applying the appropriate processes, tools and techniques. 40 marks (33.3%)
AO5 – Analyse and evaluate the demonstration of relevant skills, techniques and processes The emphasis here is for learners to analyse and evaluate the essential technical skills, processes, tools and techniques relevant to the vocational sector. 16 marks (13.3%)

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Learner instructions

- Read the project brief carefully before you start the work.
- You **must** clearly identify and label all of the work you produce during the supervised time.
- You **must** hand in all of your work to the supervisor at the end of each timed session.

Learner information

- This non-exam assessment will assess your knowledge and understanding from across the qualification.
- The maximum mark for this assessment is **120**.
- The maximum completion time for this NEA is **17 hours** (plus **2 hours** preparation and research time).
- All of the work you submit **must** be your own.

Please complete the details below clearly and in BLOCK CAPITALS.

Learner name _____

Centre name _____

Centre number

Learner number

Learner signature _____

Preparation and research task

Maximum time: 2 hours

In addition to the allocated assessment time for this non-exam assessment (NEA), you are permitted to spend a maximum of **2 hours** to undertake research and develop a pack of resources that you can refer to during the formal NEA assessment time. During this 2-hour period, you may access all learning materials, the internet and other published materials.

You should use this time to create your own resource pack and it is this pack alone that you may use during the allocated time given to the NEA. This is the only support material that is permitted during the completion of NEA tasks (unless otherwise stated within each task instructions).

All research or data used in your final NEA **must** be referenced appropriately. As a minimum this should include the following:

- the use of quotation marks to clearly identify any passages not of your own words
- date accessed
- name of source / author.

Evidence requirements: research pack of no more than four sides of A4, font size 12 (if word processed) to be returned to your assessor at the end of each task / session and submitted with the completed NEA.

Formal NEA

Maximum completion time

You have been provided with a total of **17 hours** to complete this NEA (plus **2 hours** for preparation and research).

You may use some or all of the time provided for each task.

You are allowed to use any remaining time allocated to one task to rework previous tasks up to the maximum time allowed

You are not allowed to exceed the total number of hours.

You should not start your NEA until you have been taught the full course of study. This will ensure that you are in the best position to complete the NEA successfully.

Do not turn over until your assessor tells you to do so.

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Do not turn over until your assessor tells you to do so.

Project Brief

Scents 4 Senses make candles and aromatherapy products. This company sells its products in pop-up shops around the UK.

Scents 4 senses are launching a new aromatherapy range aimed at 13–19-year-olds. Scents 4 senses have asked you to create an interactive media product. The interactive media product will provide potential customers with informative content about the benefits of the new aromatherapy range

Scents 4 Senses would like you to present **one** of the following interactive products:

- a website
- a mobile phone or tablet app
- a product that can be accessed on an interactive kiosk.

Project instructions:

Along with the final interactive media product, Scents 4 Senses has asked you to present a portfolio. This portfolio should include:

1. research
2. a product proposal for your Scents 4 Senses interactive media product
3. planning for your Scents 4 Senses interactive media product
4. evidence to show how you have sourced, created and edited your assets
5. evidence to show how you have created your final interactive media product
6. evaluation of your final interactive media product.

Assessment tasks

Task 1

Research	
Maximum time	2 hours
Content areas assessed	1 – Types of interactive media products and their features 2 – Interactive media and the audience 3 – Software and hardware options for interactive media products 4 – Product proposals and planning for interactive media products
Assessment objectives	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks
You are required to: analyse and interpret the product brief and the client needs carry out research to develop initial product ideas. Your research should focus on one type of interactive product from the list that Scents 4 Senses have provided in the project brief. Annotate your research to justify how your initial product ideas meet the project brief and client needs. You need to show that you have researched each of the following: - client needs - target audience - comparable interactive media products and their features - health and safety issues. You are permitted to use the internet to support your research. You must reference all sources used. [12 marks]	
Evidence	Your evidence must be provided in one of the following formats: - hard copy - electronic. You could use the following formats to provide evidence for your research: - written report - annotated diagrams - digital presentation - podcast - blog - video Your internet browsing history used for research and planning purposes.

Task 2

Product proposal	
Maximum time	2 hours
Content areas assessed	1 – Types of interactive media products and their features 2 – Interactive media and the audience 3 – Software and hardware options for interactive media products 4 – Product proposals and planning for interactive media products 5 – Developing an interactive media product 6 – Promotion and presentation of interactive media products
Assessment objectives	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks
Using your research and initial ideas from Task 1 you are required to: create an interactive media product proposal for Scents 4 Senses that communicates your initial ideas effectively. Your proposal must meet the project brief and provide justification for your creative choices. Your proposal must outline the following areas: - your understanding of the client and their needs - suggested interactive media product and justification - product features - aesthetic choices - target audience appeal - resource requirements - health and safety considerations. You are permitted to use the internet to support your response for this task. You must reference all sources used. [12 marks]	
Evidence	You could use the following formats to provide evidence: - digital presentation - written report - annotated diagrams - digital presentation - podcast - blog - video - recorded pitch. Your internet browsing history used for the purpose of your pitch.

Task 3

Planning	
Maximum time	2 hours
Content areas assessed	1 – Types of interactive media products and their features 2 – Interactive media and the audience 3 – Software and hardware options for interactive media products 4 – Product proposals and planning for interactive media products 5 – Developing an interactive media product
Assessment objectives	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks
You are required to: create a plan for the production of your interactive media product based on the proposal you created in Task 2. Your plan must evidence each of the following five areas: - your planning tools - choices of hardware - choices of software - asset choices - sources, processes and techniques that you will use. You are permitted to use the internet to support your response to the task. You must reference all sources used. [12 marks]	
Evidence	Your evidence can be provided in any of the following formats: - written report - annotated diagrams - digital presentation - screen shots - screen recordings. Your internet browsing history of sites used to support your response to the task.

Task 4

Developing assets	
Maximum time	4 hours
Content areas assessed	1 – Types of interactive media products and their features 2 – Interactive media and the audience 3 – Software and hardware options for interactive media products 4 – Product proposals and planning for interactive media products 5 – Developing an interactive media product
Assessment objectives	AO1 – 4 marks AO2 – 4 marks AO4 – 20 marks AO5 – 4 marks
You are required to: create your assets for Scents 4 Senses. You should use the plan you created in Task 3. You must give evidence for each of the following areas: - sourcing of assets - development of assets - use of hardware - use of software - processes and techniques used - use of directory / folder structures - appropriate exporting options. Evaluate how each of your developed assets meet the Scents 4 Senses brief and provide justification. You are permitted to use the internet to support your response for this task. You must reference all sources used. [32 marks]	
Evidence	Your evidence can be provided in any of the following formats: Development of assets: - video - images - audio - animation. Evaluation of each asset and how they meet the brief: - written report either handwritten or electronic. Your internet browsing history.

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Please turn over for the next task.

Task 5

Creating the interactive media product	
Maximum time	5 hours
Content areas assessed	1 – Types of interactive media products and their features 2 – Interactive media and the audience 3 – Software and hardware options for interactive media products 4 – Product proposals and planning for interactive media products 5 – Developing an interactive media product
Assessment objectives	AO1 – 4 marks AO2 – 16 marks AO4 – 20 marks
You are required to: - carry out all production processes to create your interactive media product using the assets that you have created in Task 4. Your interactive media product must: - meet the needs of the project brief - follow the project proposal from Task 2 - be accessible and fully functional. You must provide evidence of the following production processes for your interactive media product. You should provide annotated screenshots of what you have done at each stage of the process and why: - importing assets - use of hardware - use of software - arrangement and placement of assets - creative choices - processes and techniques used - testing the product - appropriate exporting options - how the product meets the brief. You must provide your internet browsing history used for research and planning purposes You are permitted to use the internet to support your response to the task. [40 marks]	

Evidence	Your evidence can be provided in the following formats: • stage of each process • annotated screenshots. Interactive media product: • a website • a mobile phone or tablet app • a product that can be accessed on an interactive kiosk. Your internet browsing history.
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Past paper

Task 6

Evaluation of the product	
Maximum time	2 hours
Content areas assessed	7 – Review of production processes and final interactive media product
Assessment objectives	AO5 –12 marks
You are required to: evaluate your demonstration of the essential technical skills, processes, tools and techniques used to create your interactive media product. Your evaluation must include: - your application of creative editing and processing techniques - how well your interactive media product met the brief - how you could improve your interactive media product, in relation to the brief. You must consider the following four areas within your response: - functionality of the product - accessibility for the target audience - aesthetics - usability. You are permitted to use the internet to support your response to the task. [12 marks]	
Evidence	Your evidence must be provided in one of the following formats: - written responses - video with commentary - annotated screenshots - written responses - video with commentary - digital presentation - screen recording with commentary. - your internet browsing history.

This is the end of the non examined assessment.

Documentation

Declaration of Authenticity

The learner and assessor must complete the form at the end of the assessment and before any marking takes place. The assessor must check the number of tasks submitted by the learner is accurate.

The completed form must be retained within the centre and is not to be sent to the moderator or NCFE unless specifically requested.

Learner Name:	
Task(s) Submitted:	
Learner Declaration:	
I certify that the work submitted for this NEA is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.	
Learner Signature:	
Date:	

Assessor Name:	
Assessor Declaration:	
I certify that the work submitted is the learner's own. The learner has clearly referenced any sources used in the work. I confirm that all work was conducted under conditions designed to assure the authenticity of the learner's work.	
Assessor Signature:	
Date:	

NB: Once completed, the declaration of authenticity must be stored securely within the centre, in line with the following NCFE Regulations for Conduct of NEA. A copy of this declaration form must be made available to NCFE upon request.

GDPR Consent

Section A: This section must be completed by the learner

- NCFE may select your work for use at teacher training or standardisation events. Your work will be anonymised by removing your name. All materials will be reviewed regularly and will be removed if no longer required
- NCFE may select your work at some point in the future for use in teaching and learning resources published on the NCFE website. Your work would be anonymised by removing your name. All materials will be reviewed regularly and will be removed if no longer required
- You understand that this agreement may be terminated at any time through written request.
- For further details about how we process your data please read more www.ncfe.org.uk/legal-information.

Please tick the option that applies, sign and date in the box below:

		Tick one only
I consent to my work being used in the manner detailed in Section A		
I do not consent to my work being used in the manner detailed in Section A		
Learner Signature:		
Date:		

Section B: This section must be completed by any participants who feature in the work

Over 13

- I am over 13 and I give my permission for my video and/or photographic image to be used as detailed in Section A (above).

Under 13

- I give my permission for my child's video and/or photographic image to be used as detailed in Section A (above).

Name of participant (Printed)	Participant/Parent signature	Date

If any of the participants have declined permission, please tick here: ☐