



Non-Exam Assessment (NEA)

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

Learner version

October 2024 release

v1.0

Past paper

Introduction

The non-exam assessment (NEA) is a formal synoptic assessment that requires you 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 you to demonstrate an integrated connection and coherence between the different elements of the qualification.

The NEA will contribute **60%** towards the overall qualification grade; therefore, it is important that you produce work to the highest standard that you can. You must not start the NEA until you have been taught the full course, to ensure that you 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 you have achieved a holistic understanding of the sector. It also shows that you can make effective connections between different aspects of the subject content and across the breadth of the assessment objectives (AOs) 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 they 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 you to show that you 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 you to make links between elements of the course and to demonstrate how you have integrated and applied your increasing knowledge and skills.

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

Information for learners

Introduction

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

Assessment objectives (AOs)
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 (33.33%)
AO5: Analyse and evaluate the demonstration of relevant technical skills, techniques and processes The emphasis here is for learners to analyse and evaluate essential technical skills, processes, tools and techniques relevant to the vocational sector. 16 marks (13.33%)

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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 NEA will assess your knowledge and understanding from across the qualification.
- The maximum mark for this NEA 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 NEA, you are permitted to spend a maximum of **2 hours** to undertake research and develop a research pack 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 research 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 of the task instructions).

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

- the use of quotation marks to clearly identify any passages not of your own words
- date accessed (websites only)
- 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 non-exam assessment (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.

Project brief

You have been approached by ReflectMindz, a charity working to raise awareness of mental health issues.

Their aim is to create a product which will inform and educate young adults aged 16 to 19 as they move from education to employment, on issues surrounding mental health in the workplace.

ReflectMindz would like you to present **one** of the following interactive products:

- an e-learning platform
- a website
- a mobile app.

Project instructions:

Along with the final interactive media product, ReflectMindz has asked you to present a portfolio. This portfolio **must** include:

1. Research
2. A product proposal for your ReflectMindz interactive media product
3. Planning for your ReflectMindz 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 (AOs)	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks
You are required to: Analyse and interpret the project brief and the client needs. Carry out research to inform your choice of interactive media product and its features. Your research must focus on each type of interactive product and its features from the list that ReflectMindz has provided in the project brief. Explain which one you have chosen and why. Annotate your research to justify how your chosen option for the interactive media product and its features meets the project brief and client needs. Your research must include the following areas: • client needs • target audience • consideration of software and hardware • comparable interactive media products and their features. You are permitted to use the internet for this task. You must reference all sources used. [12 marks]	

Evidence	You must provide: • annotated research • your chosen interactive media product and its features. You could also use the following formats to provide evidence for your research: • written report • annotated diagrams • digital presentation • podcast • blog • video. You must also submit your internet browsing history of sites used to support your response to the task.
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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 (AOs)	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks
You are required to: Create a range of initial ideas for your interactive media product chosen during your research in Task 1. Create an interactive media product proposal for ReflectMindz 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 • product features • aesthetic choices • consideration of software and hardware • target audience appeal. You are permitted to use the internet for this task. You must reference all sources used. [12 marks]	

Evidence	You must provide: • a product proposal You could use the following formats to provide evidence: • digital presentation • written report • annotated diagrams • podcast • blog • video • recorded pitch. You must also submit your internet browsing history of sites used to support your response to the task.
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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 (AOs)	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 one of the ideas proposed in Task 2. Your plan must evidence each of the following five areas: - resources including software and hardware - your selected planning tools and timeline for production - asset choices - sources, processes and techniques that you will use - health and safety considerations. You are permitted to use the internet for this task. You must reference all sources used. [12 marks]	
Evidence	You must provide: - a production plan for your interactive media product Your evidence can be provided in any of the following formats: - written report - annotated diagrams - digital presentation - screenshots - screen recordings. You must also submit 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 (AOs)	AO1 – 4 marks AO2 – 4 marks AO4 – 20 marks AO5 – 4 marks
You are required to: Develop your assets for ReflectMindz using 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 software • use of hardware • processes and techniques used • use of directory / folder structures • appropriate exporting options. Evaluate how each of your developed assets meet the ReflectMindz brief and provide justification. You are permitted to use the internet for this task. You must reference all sources used. [32 marks]	

Evidence	You must provide: • evidence of developing your assets • an evaluation of your developed assets 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. You must also submit your internet browsing history of sites used to support your response to the task.
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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 (AOs)	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 developed 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 to third parties wishing to view the product. You must provide evidence of the following production processes for your interactive media product. You must provide annotated screenshots of what you have done at each stage of the process and why. You must include: • importing assets • use of software • use of hardware • arrangement and placement of assets • creative choices • processes and techniques used • testing the product • appropriate exporting options • how the product meets the brief. You are permitted to use the internet for this task. You must reference all sources used. [40 marks]	

Evidence	You must provide: • your completed interactive media product (to be accessible and fully functional to third parties wishing to view the product). Your evidence of the production process can be provided in the following formats: • annotated screenshots or video of the stages. You must also submit your internet browsing history of sites used to support your response to the task.
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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 product
Assessment objectives (AOs)	AO5 – 12 marks
You are required to: Evaluate 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. [12 marks]	
Evidence	You must provide: • an evaluation of your interactive media product Your evidence must be provided in one of the following formats: • written responses • video with commentary • annotated screenshots • digital presentation • screen recording with commentary.

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:	
Tasks 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:	

Note: once completed, the declaration of authenticity **must** be stored securely within the centre, in line with NCFE Regulations for Conduct of NEA – Non-Exam Assessment. 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 refer to the [legal information section on the NCFE website](#).

Please tick the option that applies, and sign and date the boxes 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 years old

- 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 years old

- 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 / Carer signature	Date

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