Index Number: \_\_\_\_\_ SEAC06/s3.23s



# MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

#### SECONDARY EDUCATION APPLIED CERTIFICATE LEVEL 2023 SUPPLEMENTARY SESSION

SUBJECT: Media Literacy Education

PAPER NUMBER: Synoptic – Unit 3 DATE:  $2^{nd}$  November 2023 TIME: 8:30 a.m. to 10:35 a.m.

# THIS PAPER SHOULD BE RETURNED TO THE INVIGILATOR AFTER THE EXAMINATION.

## For examiners' use only:

Question	1	2	3	4	5	6	Total
Score							
Maximum	6	12	8	8	8	8	50

Answer **ALL** questions in the space provided. You may answer in English or in Maltese.

### Scenario

- Jessica would like to enter a competition for media students.
- She is required to create a proposal for an original moving image to encourage tourists to visit Malta.

Qı	uestion 1	K-1 (6 marks)
a.	Define the following terms.	
	i. Creativity:	
		(1)
	ii. Inspiration:	
		(1)
b.	Outline the <b>FOUR</b> stages of the creative process.	
	Stage 1:	
	Chara 3:	
	Stage 2:	
	Stage 3:	
		(0.5)
	Stage 4:	
		(0.5)
c.	Describe the following techniques:	
	i. Brainstorming:	
		(1)

ii. Mood boarding:	
	(1
uestion 2	C-1 (12 marks)
Jessica's short-moving image proposal has been shortlisted dur She has been invited to Valletta to pitch her work to the judges	
. Outline <b>TWO</b> elements that support a creative media pitch, apa	art from mood boards.
Element 1:	
	(2
Element 2:	
	(2)
. Describe <b>TWO</b> preparations needed to deliver an effective pitch presentation duration.	h, apart from knowledge of the
Preparation 1:	
	(2)
Preparation 2:	
	(-)

- c. Jessica is very creative and prepares a beautiful presentation.
  - Jessica was very excited and as a result, she was not clear in her speech.
  - The idea of the moving image was similar to another advert shown in Cyprus.
  - Furthermore, her pitch was very long and since the pitch was broadcasted on live TV to a national audience, the conclusion of the pitch had to be cut for the advert slot.

Estion 3  Outline the differences between synthetic and natural sources of audio.		
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Fades:	outline the following <b>TWO</b> sound-editing processes.	
	Fades:	
		(

ii. Layering:									
								(	1)
Describe <b>TV</b> processing.	<b>VO</b> good	practices	when doi	ng sound	l edits, a	part from	being care	ful with ov	er-

Please turn the page.

uestion 4	K-8 (8 marks)
List <b>TWO</b> uses of music in moving image production.	
Use of music 1:	(1)
Use of music 2:	(1)
Outline <b>TWO</b> uses of sound design in film production, apart from relaying	information.
Use of sound design 1:	
Use of sound design 2:	
	(1)

Question 5	K-5 (8 marks)
<ul> <li>a. List FOUR design elements that affect the visual message in grafrom scale and texture.</li> </ul>	aphical communication, apart
Design element 1:	(0.5)
Design element 2:	(0.5)
Design element 3:	(0.5)
Design element 4:	(0.5)
o. Outline the function of <b>TWO</b> design elements you listed in Quest	ion 5a.
i. Design element:	
Function:	
	(1)
ii. Design element:	
Function:	
	(1)
c. Describe <b>TWO</b> ways how layout enhances the message.	
	(
	(4)

Question 6	K-6 (8 marks)
<ul> <li>a. List FOUR roles involved in a moving image production, a the Sound Designer.</li> </ul>	part from those of the Director and
Role 1:	(0.5)
Role 2:	(0.5)
Role 3:	(0.5)
Role 4:	(0.5)
b. Outline <b>ONE</b> responsibility of each of the <b>FOUR</b> roles you	listed in Question 6a.
Responsibility of Role 1:	
	(0.5)
Responsibility of Role 2:	
	(0.5)
Responsibility of Role 3:	
	(0.5)
Responsibility of Role 4:	
c. Describe <b>TWO</b> of the main competences needed by profest production.	ssionals to produce a moving image
	(4)
	(4)[