



L-Università
ta' Malta

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: 2nd 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.

Question 1

K-1 (6 marks)

a. Define the following terms.

i. Creativity: _____
_____ (1)

ii. Inspiration: _____
_____ (1)

b. Outline the **FOUR** stages of the creative process.

Stage 1: _____
_____ (0.5)

Stage 2: _____
_____ (0.5)

Stage 3: _____
_____ (0.5)

Stage 4: _____
_____ (0.5)

c. Describe the following techniques:

i. Brainstorming:

_____ (1)

ii. Mood boarding:

(1)

6

Question 2

C-1 (12 marks)

- Jessica’s short-moving image proposal has been shortlisted during the competition.
- She has been invited to Valletta to pitch her work to the judges.

a. Outline **TWO** elements that support a creative media pitch, apart from mood boards.

Element 1:

(2)

Element 2:

(2)

b. Describe **TWO** preparations needed to deliver an effective pitch, apart from knowledge of the presentation duration.

Preparation 1: _____

(2)

Preparation 2: _____

(2)

Question 5

K-5 (8 marks)

a. List **FOUR** design elements that affect the visual message in graphical communication, apart from scale and texture.

Design element 1: _____ (0.5)

Design element 2: _____ (0.5)

Design element 3: _____ (0.5)

Design element 4: _____ (0.5)

b. Outline the function of **TWO** design elements you listed in Question 5a.

i. Design element: _____

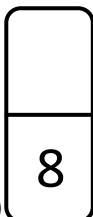
Function: _____
_____ (1)

ii. Design element: _____

Function: _____
_____ (1)

c. Describe **TWO** ways how layout enhances the message.

_____ (4)



Question 6

K-6 (8 marks)

a. List **FOUR** roles involved in a moving image production, apart from those of the Director and the Sound Designer.

Role 1: _____ (0.5)

Role 2: _____ (0.5)

Role 3: _____ (0.5)

Role 4: _____ (0.5)

b. Outline **ONE** responsibility of each of the **FOUR** 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: _____
_____ (0.5)

c. Describe **TWO** of the main competences needed by professionals to produce a moving image production.

(4)

