

6010-30 Level 3 Advanced Technical Diploma in Media Make- up Artistry (540)

2016/2017

Qualification Report

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Introduction

This document has been prepared by the Chief Examiner and Principal Moderator; it is designed to be used as a feedback tool for centres in order to enhance teaching and preparation for assessment. It is advised that this document is referred to when planning delivery and when preparing candidates for City & Guilds Technical assessments.

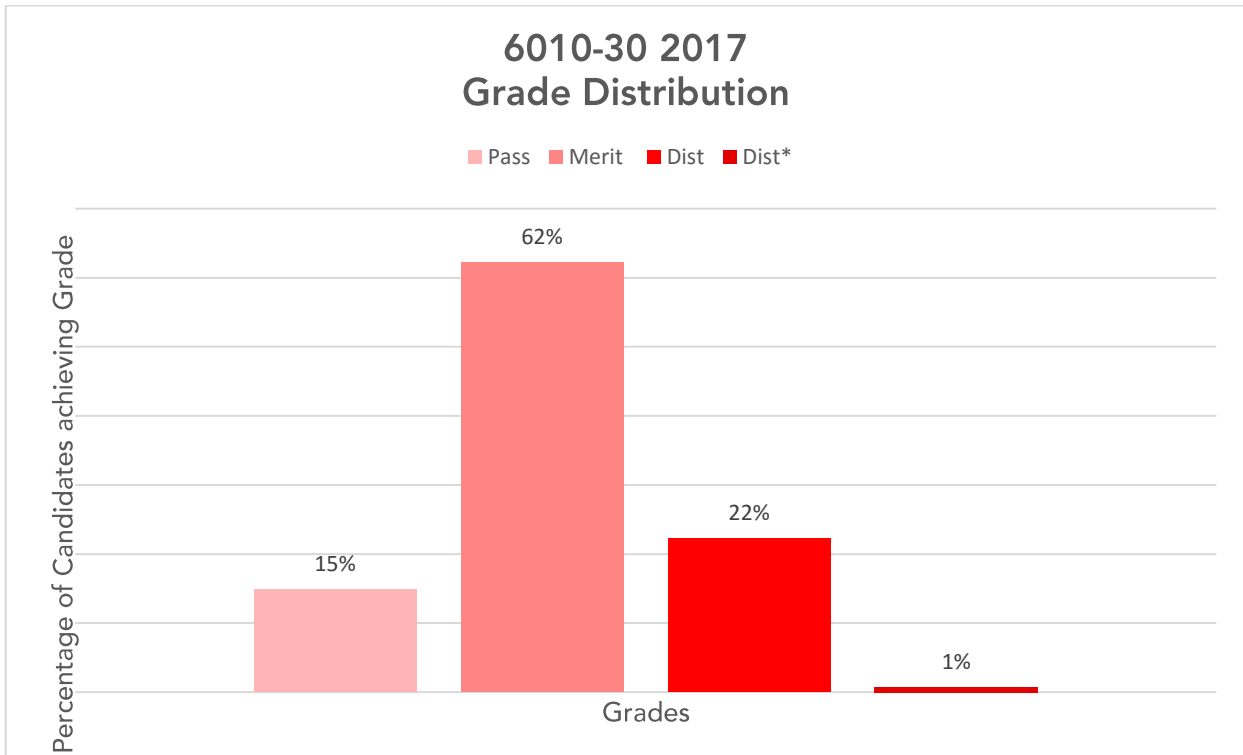
This report provides general commentary on candidate performance in both the synoptic assignment and theory exam. It highlights common themes in relation to the technical aspects explored within the assessment, giving areas of strengths and weakness demonstrated by the cohort of candidates who sat assessments in the 2017 academic year. It will explain aspects which caused difficulty and potentially why the difficulties arose.

The document provides commentary on the following assessments;

- 6010-030/530 Level 3 Media Makeup Artistry - Theory exam
 - April 2017
 - June 2017
- 6010-031 Level 3 Media Makeup Artistry - Synoptic assignment

Qualification Grade Distribution

The grade distribution for this qualification during the 2016/2017 academic year is shown below;



Please note City & Guilds will only report qualification grades for candidates who have achieved all of the required assessment components, including Employer Involvement, optional units and any other centre assessed components as indicated within the Qualification Handbook.

Theory Exam

Grade Boundaries

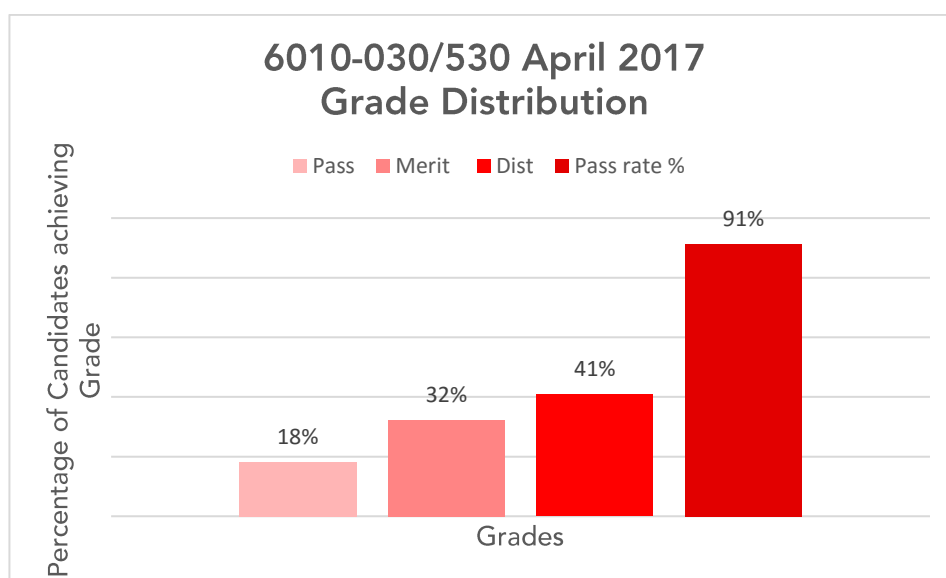
Assessment: 6010-030/530

Series: April 2017

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel;

Total marks available	80
Pass mark	36
Merit mark	45
Distinction mark	55

The graph below shows the distributions of grades and pass rate for this assessment;



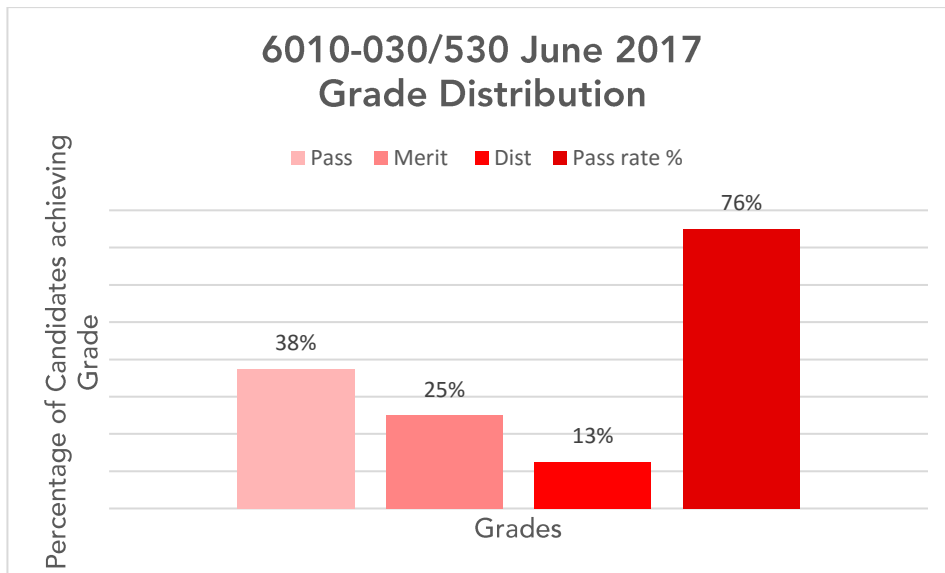
Assessment: 6010-030/530

Series: June 2017

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel;

Total marks available	80
Pass mark	36
Merit mark	45
Distinction mark	55

The graph below shows the distributions of grades and pass rate for this assessment;



Chief Examiner Commentary

6010-030/530 Level 3 Media Makeup Artistry - Theory exam (1)

Series 1 – April 2017

Candidate performance was varied across centres, demonstrating weakness in areas of extended responses, breadth of knowledge and understanding in some areas of the industry. There was a trend for some candidates who were unable to identify the necessary explanations and descriptions in their responses, indicating a lack of depth in their understanding of certain topics.

Candidates demonstrated a good understanding of questions which were based on scenarios and often provided strong responses on questions relating to hair styles and techniques, considerations of social status and referencing gender. Higher scoring candidate responses included a range of technical make-up skills, awareness of working with different models and an awareness of demands of working in the industry.

An area of weakness for candidates was basic recall of knowledge of working in key industries and many responses were related to the beauty sector as opposed to working as a make-up artist. Candidates struggled to fully justify their responses in relation to working with different light filters. Candidates were able to answer with their technical knowledge on colour theory and lighting however, responses lacked a further explanation with little depth and reasoning.

Candidates answered well on historical hair and make-up looks and answered with a wide variety of responses showing a good breadth of knowledge of historical and social influences.

Candidates are reminded to read the question fully as in some cases the question was misread which affected candidate's response and subsequent marks achieved.

Extended response question

Candidates generally performed well in this question. The question required planning and a detailed explanation of the scenario. Some candidates carried this out to a high standard, whereas candidates who used bullet points often demonstrated vague knowledge of the industry or a lack of understanding of the question being asked. In some cases candidates were unable to demonstrate a full understanding of some key concepts, often recalling facts but were unable to fully justify their responses

Series 2 – June 2017

For the majority of candidates who sat the June exam, this was their second sitting in which candidates who had failed the April exam and were looking to pass on the second attempt or candidates who were looking to improve upon their initial mark/grade.

The standard for the June series was lower overall than the April series, some of this can be attributed to the above but there was also evidence of a lack of exam technique being applied. Some candidates were able to recall knowledge but there were elements of hesitancy in some responses and generally there were gaps in candidates' breadth of knowledge which meant that only a minority of candidates achieved high marks for these questions. With the questions that demanded more of an understanding response from candidates there was generally mixed responses. Candidates were often misunderstanding the question or applying a simplistic and often incomplete explanation to questions which demanded more logical and thought out responses.

Across this cohort, areas of weakness when recalling knowledge were focussed around fashion trends and airbrush techniques with very few candidates scoring higher marks from questions that were high in terms of marks available. For questions that demanded more understanding from candidates, poor performance was localised on becoming a freelance make-up artist as well as self-development through maintaining an industry portfolio. Candidates often guessed or misunderstood what was expected of them from the question which further highlights the need for improved exam techniques and understanding of the command verbs used in questions. Further areas that candidates' performed poorly in include influences of body art and camouflage make-up with responses often lacking depth and appearing disjointed.

Extended response questions

For both extended response questions that focussed on integration of units and giving candidates the opportunity to bring all of their knowledge and understanding together, were largely completed to a good standard.

The majority of candidates scored within band 2 although second to that, candidates were scoring within band 1 more than they were scoring within band 3. The similarities between the knowledge and understanding questions and the extended response question was very evident and centres should look to improve candidates' exam techniques with future cohorts.

Again for both extended response questions where candidates were asked to discuss the considerations there was evidence of simplistic responses in the form of bullet points which focussed on some key areas and candidates failed to expand further into a natural discussion with very few justifying their answers.

Synoptic Assignment

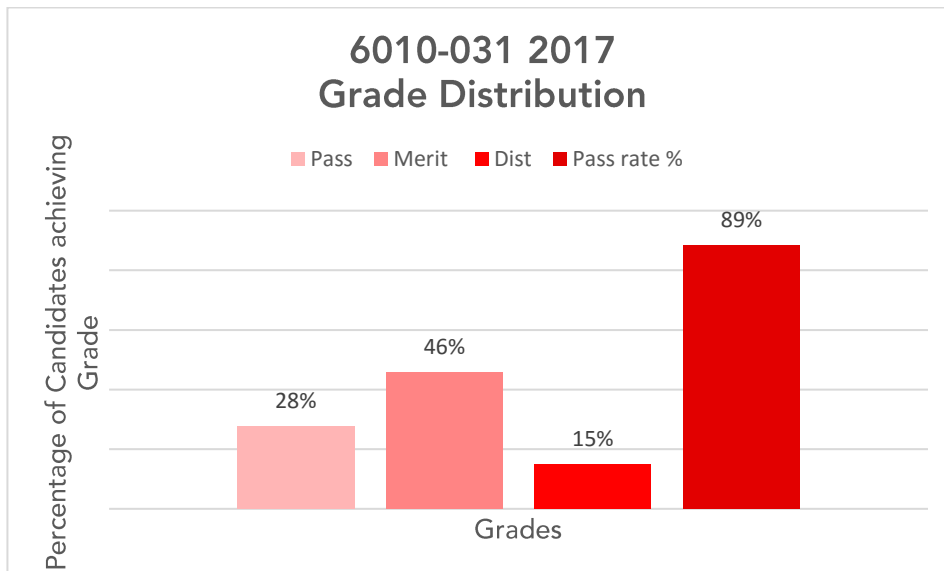
Grade Boundaries

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel;

Assessment: 6010-031
Series: 2017

Total marks available	60
Pass mark	22
Merit mark	34
Distinction mark	47

The graph below shows the distributions of grades and pass rate for this assessment;



Principal Moderator Commentary

For the majority of candidates, the synoptic assignment was achieved and completed to an industry standard across centres.

There was evidence of over-marking and allocating marks higher than the evidence produced was able to support. The type of evidence produced varied across centres, the evidence was often not meaningful and added little value to candidates' performance. Evidence should show a clear journey through the synoptic process and should show in detail candidates' skills and precision.

AO1 – n/a

AO2: Candidates who gained higher marks were able to interpret the brief showing their understanding by linking the theory to practice, this was evident in their planning as they were able to layout and formulate their findings in a logical manner giving justification to their plans. In most cases the lower scoring candidates were able to set out their plans in a logical manner however, they were only able to identify their understanding of the brief with limited justification to their planning showing very little linking to practical. The use of pre-populated paperwork should be avoided as this can mislead or disadvantage candidates, as they are not able to demonstrate a breadth of understanding.

AO3: The higher marked candidates were able to show a varied range of skill and in almost all cases this reflected the planned look in candidates' supporting evidence. A higher marked candidate would often fall into the higher marks for band 2 due to the practical skills being second nature and often beyond the skills learnt on the course showing they were able to challenge themselves. They also showed that they were successful in their application evidencing a range of skills that were effective and well-practiced; the quality of skills was consistent across the looks. The lower marked candidates were only able to show a limited range of skills that were very basic and were often not demonstrated with care. The candidates' looks did not reflect their lookbook showing a lack of consistency when linking theory to practical. Practical skills demonstrated a lack of attention to detail when blocking out brows, highlighting a lack of understanding in how to prepare the brow and use the correct products. The finish was often not correctly blended or in many cases brow blocking was not attempted. There was a significant lack of hair skills demonstrated with little to no attempts made at styling and finishing the hair seen in the practical evidence across most centres and the attention to detail in the overall finish of the looks was very basic.

AO4: The higher marked candidates were able to achieve marks in band 3 due to the evidence across the 3 looks and lookbook/supporting evidence being consistent. They were able to give a detailed and highly reflective evaluation often commenting on future practice and how they will improve. The lower marked candidates would often have practical evidence that did not reflect the lookbook/supporting evidence leading to them only being able to achieve marks from band 1. The lower marked candidates would often have very brief or descriptive evaluation. Potential marks were missed by all candidates due to the lack of costumes and props used in their final looks. The hair styling and finishing skills often did not reflect the era or show creativity for the modern look, the skills seen were very basic and showed very little dexterity.

AO5: Across both the higher and lower marked candidates there was varied attention to detail, often it would be minimal and potential marks were missed by all candidates. There was very little analysis of the candidates finished looks and the photographs that were uploaded as evidence. The evidence should also be photographed with a plain white/black background, no visible signs of the surrounding should be seen e.g. plug sockets, curtains or other candidates should not be in the shot. Candidates often missed the opportunity to gain higher marks due to not considering the full costume including props.

AO6: The research skills were one of the main differentiators for the lower and higher scoring candidates, the higher marked candidates set out their research logically identifying a varied range of sources of both primary and secondary. Their research showed breadth and depth of knowledge and understanding within the qualification. Candidates had relevant and well-chosen evidence in their lookbook/supporting evidence, however, they often missed out on the higher marks in band 3 due to not correctly referencing or annotating their chosen images/evidence. The majority of lower marked candidates often strayed from the aim by not correctly researching the current trends that have been inspired by the 1920's era and just included pictures. Candidates would often copy and paste large bodies of text without rewriting in their own words, and this should be discouraged to avoid plagiarism. Candidates often relied on non-trust worthy sources. Centres are encouraged to ensure candidates develop the required level of research skills required to complete the qualification.

AO7: There were elements of lack of creativity across all candidates. Those achieving the higher marks overall were often falling into the mid-range of band 2 due to the minimal consideration of hair charts/face charts/ body charts all drawn free hand. These candidates were able to show a creative flair and flow from initial planning all the way through each practical creation. The lower marked candidates were often falling into the higher marks for band 1, the creativity was very under developed and often the work would show little to no imagination or would be a direct copy from the internet, the planning also showed no creativity using basic face charts only.

AO8- n/a