

Commentary on candidate evidence question 3

Candidate 1

Question 3: Film Posters

The candidate was awarded **4 marks**.

There are three points of analysis and links are made between the posters. The first paragraph makes a point of analysis in lesser detail on the layout of both posters with reference to how they both portray the protagonists. The second paragraph makes a developed point of analysis about how the representations on the *Annihilation* poster would attract a female audience. The final paragraph makes a point of analysis in some detail on how both posters indicate the genre of their respective films. As only three points of analysis are made, and not all points are developed, the script was placed at the upper end of the 3-4 mark band.

Candidate 2

Question 3: Film Posters

The candidate was awarded **6 marks**.

The first four paragraphs are each a developed point of analysis. The first paragraph has a developed point of analysis looking at how colour and floating cars are used to appeal to a sci-fi audience. The second paragraph analyses the combination of elements such as the white creature and the scary face which are also used to draw in a sci-fi audience. The third paragraph makes a developed point of analysis about the placement and detail of the characters on the *Bladerunner* poster. The fourth paragraph has a developed point of analysis about how the all-female cast is shown on the *Annihilation* poster and how this would appeal to a female audience. The final paragraph makes evaluative comments about both posters and in this paragraph a link is made comparing the 'look' of the worlds shown on the posters. As this is the only time in the response that a comparison is made between the two posters, it cannot be awarded more than 6 marks.