

Screenplay

Write a screenplay for a short advertisement where a social media influencer promotes a **health technology smartwatch**.

The script should show how the watch improves personal health monitoring but also subtly raise awareness about **data privacy concerns** linked to wearable devices.

Incorporate **scientific information** (e.g., biometrics, health tracking) and **language and media techniques** (e.g., persuasive appeals, camera work, lighting, sound).

Use at least **two different settings**, and include **details about camera angles, sound effects, and lighting** in your stage directions.

INT. GYM - EARLY MORNING

Opens in a gym with one person running on the treadmill (Wide establishing shot) (Dim lighting to emphasize early morning)

Emphasises on the empty gym and focuses on the person running (Slow zoom in) (Eye-Level shot)

ADAM (looking into camera while running on the treadmill)

For the days we feel like we can't do it, for the days we don't want to do it but most of all for the days we need to do it. No matter who you are, where you are or what you do the FitWatch will always support you.

Finishes jogging while panting hard (diegetic sound) (Zoom in to the watch)

FitWatch AI assistant

Wow Adam! That session was incredible, we just beat your personal best with a heart rate of 120 BPM, a massive improvement! I'm so proud of your progress it looks like it's time for a much needed break...

(Camera zooms out to eye level shot with ADAM)

ADAM (Smiling looking down at the watch)

Thanks FitWatch but it's not just my achievement, it's ours... (looks back up to the camera)

The FitWatch tracks almost every aspect of your lifestyle, from the food you eat, the activities you do and the bodily signals you have. Each aspect is tracked and plotted in an easy to understand manner to better your health no matter your age, abilities or physical state. The FitWatch AI assistant is ready to give you words of encouragement and advice all day everyday. This invention has been incredible for me and my journey, but don't just take my word for it...

MONTAGE — DIFFERENT PEOPLE USING THE FITWATCH

EXT. COUNTRYSIDE— EARLY MORNING

OLD MAN walking on a countryside path. (Reverse Dolly shot) (Eye Level)

OLD MAN:

The FitWatch shows me my steps, my progress and keeps me excited day in and day out. But most of all it's kept my doctor informed about my heart and given him the data he needed to treat me.

INT. RESTAURANT — MIDDAY

A LADY is eating a salad while looking at the watch (background noise from others talking in the restaurant) (Zoom in to eye level shot with the lady)

LADY (looking up) (background sounds fade away)

The FitWatch keeps me informed of my glucose levels and is the only way I've controlled my annoyingly painful diabetes. I owe so much to this seemingly simple piece of tech and if it worked for me it'll work for you...

INT. GYM — EVENING

A BODY BUILDER is bench pressing 250 kilograms (panting heavily) shows him finish his set and sit up (zooms in to eye level shot)

BODY BUILDER (looks up and smiles)

For those who value strength.

END MONTAGE

EXT. BASKETBALL COURT — MIDDAY

ADAM hits a three pointer shot and turns back to the camera (background noise of balls bouncing and people talking) (eye level shot)

ADAM (background noise fades) (to the camera smiling)

The applications are endless and the audience is diverse but the effects remain constant. For me personally, my endurance levels have increased tenfold in just the past month and I can now consistently run whole marathons.

EXT. TENNIS COURT — EVENING

ADAM hits a shot to the other side of the court (wide shot) (zooms into eye level after ball bounces)

ADAM (looking into camera)

Pricing is 50% off, use cases are vast and technology is powered by science. No more excuses. The ball is on your court....

Task 2 (20 marks)

Timing recommendation: **35 minutes**

- This task is assessed according to criteria C (Producing text) and D (Using language).
- This task is worth 20 marks (C – 10 marks, D – 10 marks).

Look at the images below and respond to the prompt.

Image 1




Image 1 shows a person in a dark red shirt holding a large green leaf over their head and a bouquet of white flowers. The background is a lush green field.

Image 2




Image 2 shows a night sky with the Milky Way galaxy visible over a dark landscape. A small tree is visible on the horizon.

Create an original piece of writing that communicates a strong emotion about the moment captured in **one** of the images.

Inspiration

As I stood at the cusp of victory, my long journey finally at an end the awe I once felt rushed back but not for the same reasons. I reached the edge of the world, I had finally arrived at the one location on the vast expanse of our planet that may reveal the secrets I desired. The awe I felt when I first looked into the sky, I had to re-create it and it was finally happening. The reminder of those emotions pushed me to take the final step. The emotions rushed back, the awe, the inspiration and the desire to know more all of it came back but not for the image above. The singular tree standing like the lone survivor, lost in a world of stars and galaxies. It was simply inconceivable, I had travelled all this way for the image above but was entranced by the one I saw below.

The light from the stars encompassed the leaves that shimmered with the contrast of green and blue. The branches swung out like a warrior making his last stand, my eyes were stuck to the structure, I simply had no way of escaping its grasp. The feelings were too strong and each moment I looked at it I understood something deeper, my awe for the object I once believed to be nothing more than stick kept rising. I understood now what being alive meant, the tree represented us individuals in a world larger than we could comprehend, it represented what the ideal human must become. No matter the situation, no matter the challenge it stuck true with its own identity, never changing, never crumbling under any weight even if it was the entire universe. The image inspired a desire to go back in time, these few moments had changed my perception and had shown me what I needed to know years ago. Yet as I finally look up I see the passage of time and I knew in my heart it could happen.

Just for a few seconds I forget the awe inspiring image that had once captured my attention but it all rushes back. I look back down to find the colors from the galaxy I had just seen wrap around the tree to block out the bright green that made it unique. Yet no matter what it did the tree did not waver the green only shone brighter. The never ending fight with forces beyond our comprehension continued yet it did not waver, it did not flee it stood strong. My veins coursed with inspiration and the desire to spread my findings. It was more than inspiration something so unique, something so extraordinary it felt unreal.

The one seemingly simple object, now reflected the aspirations of billions and the true meaning of individuality. The changing of colors around the tree showed the inevitable passage of time but also demonstrated the resolve of the living, the ability to never give up. Each frame, each moment and each second I saw the image I felt the same emotions I had originally desired rush back but this time, it was larger, it was more than just desire, and motivation to get humanist desires, It was true inspiration and understanding.