

SAMPLE ASSESSMENT MATERIAL

Level 3 Cambridge Technical in Digital Media 05875

Unit 25: Research for product development

Pre-release material

First Name		Last Name	
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Centre Number						Candidate Number				
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Date of Birth									
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INSTRUCTIONS FOR TUTORS

- This pre-release task must be undertaken by candidates during the academic year in which they undertake the external examination. There is no time limit window for undertaking this task but it must be completed in good time for the written examination.

INSTRUCTIONS FOR CANDIDATES

- Complete all parts of the task.
- In the written examination you will be required to draw on your findings from this task in order to answer the questions.
- Be sure to keep a clear record of your findings while you undertake the task.
- In preparation for the written examination, you may summarise your research findings on the 2 lined pages only in this booklet and take this booklet into the examination with you. You will be required to hand in this booklet with your examination paper at the end of the examination.

INFORMATION

- This document consists of 4 pages.

Pre-release project brief

Unit 25: Research for product development

Sepia Productions UK is a television production company that specialises in the production of period dramas. Sepia Productions wants to produce a new period drama called 'New Beginnings' set between the years of 1775-1778 about the American War of Independence. The story follows the Leigh family who have roots in Liverpool but find themselves on the side of the American colonies after their emigration 10 years earlier. They want the programme to be distributed on a major commercial channel in the UK.

You have been taken on as a research assistant by Sepia Productions. Your job role requires you to take part in the research for the planning and production and launch phases of the new period drama.

Your research assistant role has three parts.

1. **Gathering information to plan and develop the production of 'New Beginnings'.**

The key areas that you should research are:

- Audience
- Broadcast scheduling
- Budgeting
- Timescales
- Costume, props, locations that will be part of scene content
- Assets required for production
- Equipment
- Stakeholders
- Legal and ethical considerations.

2. **The production processes involved in creating a pilot for 'New Beginnings'.**

The key areas that you should research are:

- Production methods
- Milestones
- Job roles
- Production paperwork
- Content and representations
- Contingency plans
- Conducting screen tests.

3. **Launching the pilot for 'New Beginnings'.**

The key areas that you should research are:

- Above the line advertising methods
- Below the line advertising methods
- Marketing materials
- Gaining audience feedback
- How to develop the production in the future.

Record the summary of your research findings here.

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