

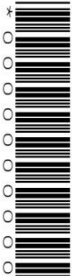
## SAMPLE ASSESSMENT MATERIAL

**Level 3 Cambridge Technicals in Digital Media**  
**05843/05844/05845/05846**

### Unit 2: Pre-production and planning

**Date – Morning/Afternoon**

**Time Allowed: 2 hours**



**You must have:**

- the Insert

**You may use:**

- None

**Do not use:**

- None



<b>First Name</b>						<b>Last Name</b>					
<b>Centre Number</b>						<b>Candidate Number</b>					
<b>Date of Birth</b>											

#### INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number and candidate number.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- Additional paper may be used if required but you must clearly show your candidate number, centre number and question number(s).
- Do not write in the bar codes.

#### INFORMATION

- Refer to the Insert provided when answering all questions.
- The total mark for this paper is **80**.
- The marks for each question are shown in brackets [ ].
- Quality of extended response will be assessed in questions marked with an asterisk (\*).
- This document consists of **12** pages.





4 A mock-up design of the 247Me app login screen has been created. Ian has given this to the marketing research company that ProgressMediaUK use.

(a)

(i) Identify **one** method of primary research that could be carried out using the mocked up design and explain why it is suitable.

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.....  
.....  
.....  
..... [3]

(ii) Explain **one** reason why open-ended questions would be a suitable research tool for the 247ME app development.

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.....  
.....  
.....  
.....  
..... [3]

(iii) Explain **one** issue that could be caused for ProgressMediaUK by analysing the data collected using open-ended questions.

.....  
.....  
.....  
.....  
..... [3]

(b) Explain **one** way the outcome of the market research could affect the development of the 247Me app.

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..... [3]

(c) Explain one reason why it is important to sample all genders in the 247Me app research.

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.....

..... [3]

- 5 Ella and Josh have identified a number of tasks that would need to be carried out during the development of the 247Me app.

Use the tasks listed at the top of the table to create a basic project plan showing the work flow that would need to be completed.

The first one has been done for you.

House style design Page design, Database design, Homepage creation, Database creation, Cloud storage purchase										
		Timescale (weeks)								
		1	2	3	4	5	6	7	8	9
<b>Tasks</b>	House style design									

[8]

- 6 When ProgressMediaUK offered you the apprenticeship, you were required to sign a form giving the intellectual property rights of any work you produce to ProgressMediaUK.

Explain why you were required to sign this form.

.....

.....

.....

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.....

.....

..... [3]

7 Using the product brief provided by Mikael to ProgressMediaUK:

(a) Identify **one** explicit requirement

..... [1]

(b) Identify **one** requirement that is open to interpretation.

..... [1]

(c) Identify **one** constraint on the project.

..... [1]

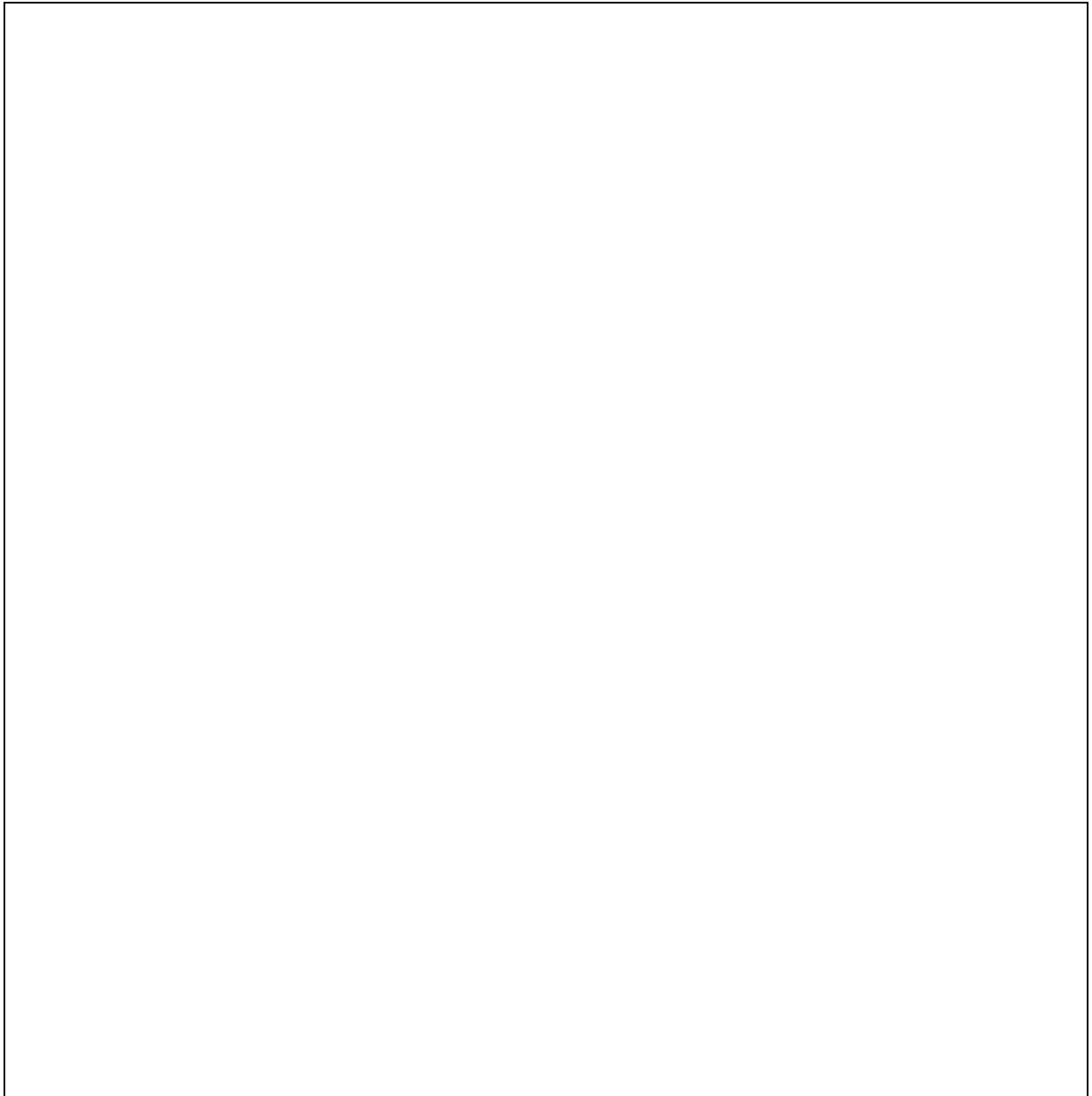
**Section B**

8 As one of your first tasks in your apprenticeship Ella has asked you to create a visualisation diagram for the home screen of the 247Me app.

In the space provided, create the first draft of the visualisation diagram for the home screen of the app.

Marks will be awarded for:

- content
- fitness for purpose
- use of annotations to justify your decisions.



**[6]**

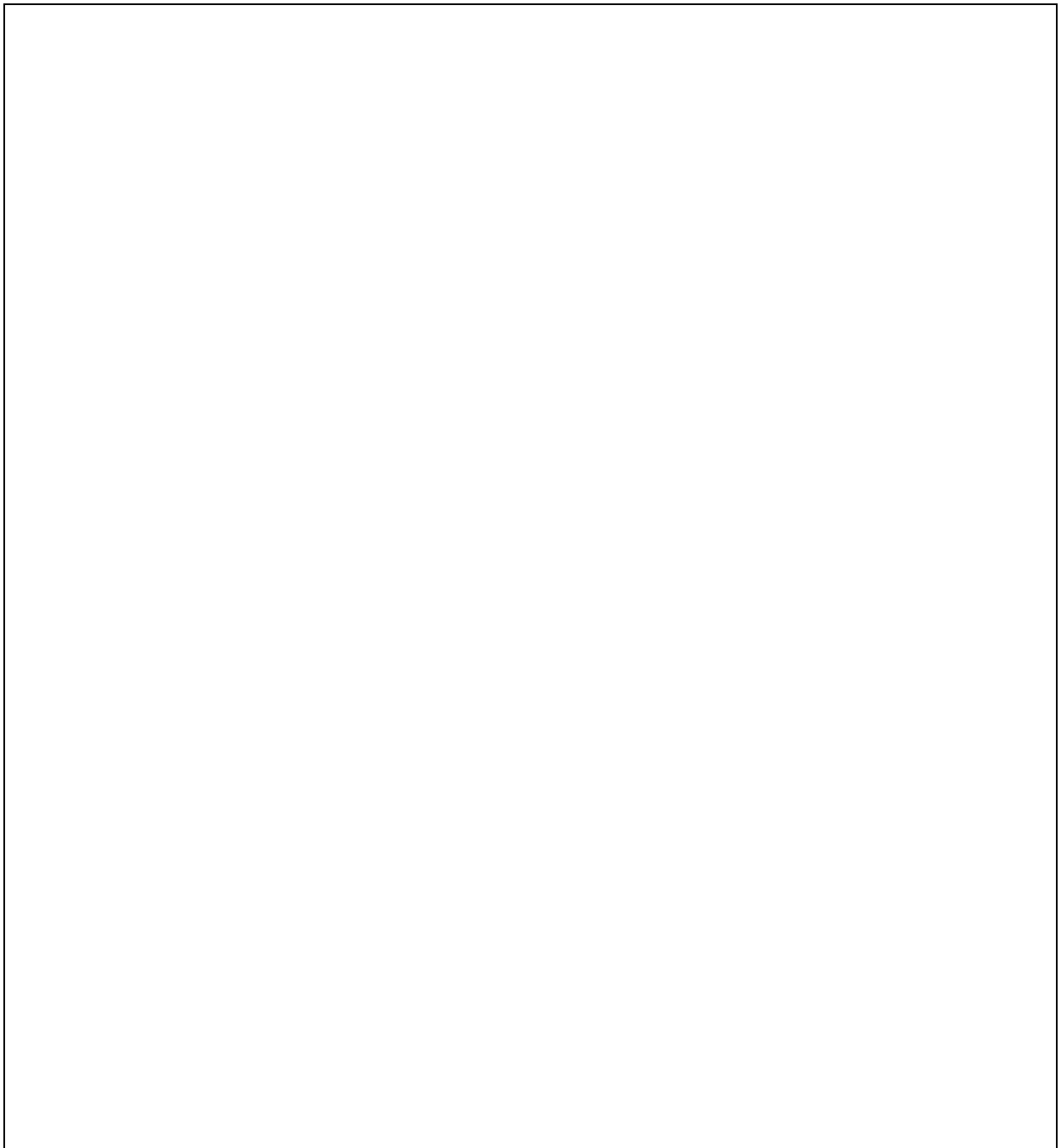


9 Ian and Josh have asked you to tell them how you think the 247Me app can be designed and what pages could be included.

Create a site structure diagram for the 247Me App showing the pages that could be included and show how they link together.

Marks will be awarded for:

- content
- fitness for purpose
- use of annotations to justify your decisions.



[6]





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**OCR**

Oxford Cambridge and RSA

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**Sample Assessment Material  
Level 3 Cambridge Technicals in Digital Media**

**Unit 2: Pre-production and planning**

**MARK SCHEME**

**Duration: 2 hours**

**MAXIMUM MARK    80**

Question		Answer	Marks	Guidance
<b>Section A</b>				
1	(a)	<p>1 mark for each cost identified, 2 marks for each suitable explanation.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>Staffing Cost(1) hiring staff will cost money(1) and the more staff that are used, the more it will cost(1)</li> <li>Cloud hosting(1) this will need to be bought(1) and more customers will mean more space will be needed(1)</li> <li>The market research company(1) hiring these will cost money(1) and the more they are used, the more it will cost(1)</li> </ul>	6	Maximum 3 marks per cost identified
	(b)	<p>1 mark for project management tools identified 2 marks for suitable explanation.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>Spreadsheet(1) as figures can be entered (1) and calculations can be carried out (1)</li> <li>Project management software (1) to create tasks (1) and allocate staff (1)</li> </ul>	3	
2		<p><b>Level 3 (7 – 9 marks)</b> There is an excellent discussion that covers both Ella’s training and skills as a graphic designer and links these directly to the company’s need to create a user-friendly interface for the app. These links will be explained fully.</p> <p><b>Level 2 (4 – 6 marks)</b> There is good discussion that covers Ella’s training as a graphic designer and links this to the needs of the company. These links may be implied and not explained fully.</p> <p><b>Level 1 (1 – 3 marks)</b> This answer may only be a basic description of Ella’s experience with few links to the needs of the company being identified.</p> <p>0 marks for responses not worthy of credit.</p>	9	<p>Read answer as a whole and then award marks.</p> <p>Points that may be covered:</p> <ul style="list-style-type: none"> <li>Ella’s graphic design background</li> <li>Ella’s artistic skills</li> <li>Design of user interface</li> <li>Design of user interaction</li> <li>Others in ProgressMediaUK have different skills which would not benefit this section of the project so would be wasteful.</li> </ul>

Question		Answer	Marks	Guidance
3		One mark from: e.g. <ul style="list-style-type: none"> <li>Data Protection Act</li> <li>Copyright, Designs and Patent Act</li> </ul>	1	Reference to any other valid legislation will be credited.
4	(a)	(i) 1 mark for method identified 2 marks for suitable explanation. e.g. <ul style="list-style-type: none"> <li>Focus group(1) could easily be shown the mock-up in a face-to-face session(1) to get their views and discuss them(1)</li> <li>Questionnaire(1) is cheap and easy to distribute(1), to gather wide selection of views of the 247Me design mock-up</li> </ul>	3	This question is Synoptic content linked to unit 1 – (LO4 and LO5)
		(ii) 1 mark for issue, 2 marks for suitable expansion. e.g. <ul style="list-style-type: none"> <li>The people asked could provide long answers(1) that would give their views clearly(1) and allow them to express their opinions about the 247Me App(1)</li> </ul>	3	
		(iii) 1 mark for reason, 2 marks for suitable expansion. e.g. <ul style="list-style-type: none"> <li>It will take time to read(1) because all the answers will be more than 1 word(1) so it will take time to read and analyse(1)</li> <li>The answers are not quantitative (1) so they take time to read(1) as there is no numerical data that can be quickly analysed(1)</li> </ul>	3	
4	(b)	3 marks for suitable expansion. e.g. <ul style="list-style-type: none"> <li>The ideas(1) given by the audience(1) could be used to make changes to the designs(1)</li> <li>The project could be delayed(1) if the feedback is bad(1) and a redesign has to take place(1)</li> </ul>	3	

Question		Answer	Marks	Guidance
4	(c)	<p>1 mark for reason 2 marks for suitable expansion</p> <p>e.g.</p> <ul style="list-style-type: none"><li>• The app has a wide target audience(1) so the design needs to appeal (1)to all genders(1)</li><li>• Views gathered(1), may impact on the functionality(1), so that it appeals to all genders(1)</li></ul>	3	



Question	Answer	Marks	Guidance																																																																																									
5	<table border="1" data-bbox="389 252 1438 679"> <tr> <td data-bbox="389 252 607 395">Level 3 6 – 8 marks</td> <td data-bbox="607 252 1438 395">All tasks are in a suitable order and dependency is fully shown and correct.</td> </tr> <tr> <td data-bbox="389 395 607 539">Level 2 3 – 5 marks</td> <td data-bbox="607 395 1438 539">Most tasks are in suitable order with most dependency being shown and correct.</td> </tr> <tr> <td data-bbox="389 539 607 679">Level 1 1 – 2 marks</td> <td data-bbox="607 539 1438 679">Some tasks are placed in a suitable order with little dependency being shown.</td> </tr> </table> <p data-bbox="389 727 945 759">0 marks for responses not worthy of credit.</p> <p data-bbox="389 807 618 839">Possible solution:</p> <table border="1" data-bbox="389 884 1429 1385"> <thead> <tr> <th colspan="2"></th> <th colspan="9">Timescale (Weeks)</th> </tr> <tr> <th colspan="2"></th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> <th>8</th> <th>9</th> </tr> </thead> <tbody> <tr> <td rowspan="6" style="writing-mode: vertical-rl; transform: rotate(180deg);">Tasks</td> <td>House style design</td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Database design</td> <td></td> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Cloud Storage purchase</td> <td></td> <td></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Database creation</td> <td></td> <td></td> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Page design</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> </tr> <tr> <td>Homepage creation</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> </tr> </tbody> </table>	Level 3 6 – 8 marks	All tasks are in a suitable order and dependency is fully shown and correct.	Level 2 3 – 5 marks	Most tasks are in suitable order with most dependency being shown and correct.	Level 1 1 – 2 marks	Some tasks are placed in a suitable order with little dependency being shown.			Timescale (Weeks)											1	2	3	4	5	6	7	8	9	Tasks	House style design										Database design										Cloud Storage purchase										Database creation										Page design										Homepage creation										8	<p data-bbox="1594 223 2065 319">Read work plan as a whole and award marks based upon suitability of plan and work flow.</p> <p data-bbox="1594 367 2065 536">Order of tasks may be different with database being created after homepage but dependencies of design followed by creation must be correct for Level 3.</p> <p data-bbox="1594 584 2065 715">Timescales must be appropriate for tasks with creation of both database and homepage taking more time than the designing.</p>
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Question		Answer	Marks	Guidance
6		3 marks for suitable expansion. e.g. <ul style="list-style-type: none"> <li>The work carried out whilst at ProgressMediaUK is owned by them (1) so they own the intellectual property rights (1). This means that you (apprentice) cannot claim it as your own (1).</li> </ul>	3	This question is Synoptic content linked to unit 1 – (LO6)
7	(a)	1 mark from: e.g. <ul style="list-style-type: none"> <li>must have different rooms(1)</li> <li>rooms can be locked/unlocked(1)</li> </ul>	1	
	(b)	1 mark from: e.g. <ul style="list-style-type: none"> <li>colours used(1)</li> <li>layout of screen(1)</li> </ul>	1	
	(c)	1 mark from: e.g. <ul style="list-style-type: none"> <li>must be ready to launch at end of April(1)</li> <li>only on smart phones and tablets(1)</li> </ul>	1	

Question	Answer	Marks	Guidance
<b>Section B</b>			
8	<p><b>Content (max 1 mark) e.g.</b></p> <ul style="list-style-type: none"> <li>• Online interface components(1)</li> <li>• App title(1)</li> <li>• Labels to aid user(1)</li> <li>• Navigation system(1)</li> </ul> <p><b>Fitness for Purpose (max 3 marks) e.g.</b></p> <ul style="list-style-type: none"> <li>• Diagram clear enough for use by app creator(1)</li> <li>• Suitable colour scheme(1)</li> <li>• Components to aid signing up(1)</li> <li>• Good use of space(1)</li> </ul> <p><b>Annotations to justify decisions (max 2 marks) e.g.</b></p> <ul style="list-style-type: none"> <li>• Components linked to client needs(1)</li> <li>• Components linked to page purpose(1)</li> <li>• Colour scheme justified to aid use(1)</li> <li>• Colour scheme justified to appeal to target audience(1)</li> </ul> <p>0 marks for responses not worthy of credit.</p>	6	<ul style="list-style-type: none"> <li>• This question is about the creation of a pre-production document NOT the actual App itself.</li> <li>• Main focus of question is the ability to create a suitable document for an app developer so that the screen can be created and that it meets the client requirements.</li> </ul>

Question	Answer	Marks	Guidance
9	<p><b>Content (max 1 marks) e.g.</b></p> <ul style="list-style-type: none"> <li>• Different 'rooms'(1)</li> <li>• Home/Index page/screen(1)</li> <li>• Sign up page/screen(1)</li> </ul> <p><b>Fitness for Purpose ( max 3 marks) e.g.</b></p> <ul style="list-style-type: none"> <li>• Logical structure to <b>diagram</b> (1)</li> <li>• Pages/screens of <b>App</b> logical for navigation (1)</li> <li>• Suitable for App programmer to understand navigation system(1)</li> </ul> <p><b>Annotations to justify decisions (max 2 marks) e.g.</b></p> <ul style="list-style-type: none"> <li>• Justification of pages/screens linked to client needs(1)</li> <li>• Annotations make decisions clear to designer(1)</li> </ul> <p>0 marks for responses not worthy of credit.</p>	6	<ul style="list-style-type: none"> <li>• This question is about the creation of a pre-production document NOT the actual App itself.</li> <li>• Main focus of question is the ability to create a suitable document for an app developer so that the app can be created and that it meets the client requirements.</li> </ul>

Question	Answer	Marks	Guidance
10*	<p><b>Level 4 - 16-20 marks</b></p> <p>An <b>excellent</b> evaluation about the effective use of SWOT analysis to aid the start of product development. A wide range of <b>wholly appropriate</b> SWOT analysis aspects will be covered using context based examples to <b>fully justify</b> the points made.</p> <p>Specialist terms will be used correctly and appropriately.</p> <p>There will be few, if any, errors in grammar, punctuation and spelling.</p> <p><b>Level 3 - 11-15 marks</b></p> <p>A <b>good</b> evaluation of the use of SWOT analysis to aid the start of product development. The examples used of SWOT analysis to support point are <b>context-based, appropriate and sometimes justified</b>.</p> <p>There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p><b>Level 2 - 6-10 marks</b></p> <p>A <b>basic</b> evaluation of the use of SWOT analysis. The examples used of SWOT are <b>mostly appropriate and linked to the context</b>.</p> <p>There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p> <p><b>Level 1 - 1-5 marks</b></p> <p><b>Limited</b> understanding of the use of SWOT analysis is demonstrated.</p> <p>The examples used are <b>sometimes appropriate and may be general and not linked to the context</b></p> <p><b>0</b>– no response or no response worthy of credit.</p>	20	<p>The following points may be covered:</p> <ul style="list-style-type: none"> <li>• Strengths/Weaknesses of the app can be identified e.g. Design, idea, style, target audience.</li> <li>• Strengths/Weaknesses within ProgressMediaUK can be identified e.g. skills, experience, technical capability.</li> <li>• Opportunities for ProgressMediaUK and 247Me app can be identified e.g. expansion, new markets, new technologies.</li> <li>• Threats can be identified e.g. Competitors, know-how, market saturation, timescales.</li> <li>• How to use this as a starting point to develop from.</li> <li>• Allows early identification of some issues.</li> </ul> <p>This question is Synoptic content linked to unit 1 – (LO5)</p>