

## **SAMPLE ASSESSMENT MATERIAL**

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

## **Unit 2: Pre-Production and Planning**

### **INSERT**

**Date – Morning/Afternoon**

**Time Allowed: 2 hours**

#### **INFORMATION FOR CANDIDATES**

- Please read fully before completing the question paper
- The insert is relevant to all questions
- This document consists of **2** pages. Any blank pages are indicated

#### **INSTRUCTIONS TO EXAMS OFFICER/INVIGILATOR**

- Do not send this Insert for marking; it should be retained in the centre or recycled. Please contact OCR Copyright should you wish to re-use this document.

## Context

Mikael has gone to ProgressMediaUK, a new start-up media company, with his idea for a new social media app and has tasked them with the app.

ProgressMediaUK have three members of staff:

- Ian - set up the company originally, responsible for securing funding and oversees the running of the business.
- Ella - a recently trained graphic designer, new to the company.
- Josh - a computer programmer

To keep the costs down, any research into target audiences is carried out by a local market research company, who are employed on a job by job basis.

ProgressMediaUK has offered you an apprenticeship and if Mikael's app is successful you will be permanently employed by ProgressMediaUK.

## Product Brief provided by Mikael

247Me is a social media app that will enable users to use their mobile phone or tablet to keep a record of their day and share it with their friends and family. Mikael intends that the user will create an account that will be stored in the Cloud, hosted by a third party. This will allow cross platform use and access by the users' friends.

The app will be divided into different 'rooms' to which the user can add content. The user can control access to these rooms for different people, using 'unlock' or 'lock' functionality. In each room a user can post text, images, sounds and videos. Once a room has been 'unlocked' the people allowed in can comment about the user's posts.

A user can also set up a 'community room' which will allow other users to post their own content, including text, images, sounds and videos.

The target audience age demographic of 247Me is 14 – 24 years of age. It is hoped that its interactive nature, and the functionality to have different 'rooms' for different friends and family, will have a wide appeal to all genders.

Mikael wants to launch the 247Me app at the end of April so that people can try it out before the summer holidays and music festivals start.

---

# OCR

Oxford Cambridge and RSA

## Copyright information

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge