

**Cambridge Technicals
Digital Media**

Unit 2: Pre-production and Planning

Level 3 Cambridge Technical in Digital Media
05843 - 05846

Mark Scheme for January 2019

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Annotations

Annotation	Meaning
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
R	Rubric
Diagonal line/line through	Blank page

Question		Answer	Mark	Guidance
Section A				
1	(a)	<p>Four marks from:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Rebrand of the logo and website (1) • Three months from so it is ready at the beginning of July (1) • Have an engaging house style (1) • Appeal to 16-35 year olds (1). • Appeal to a multicultural audience (1) • Appeal to C1C2DE audience. (1) • Any other suitable response 	4	Candidates may use other suitable examples from the specific brief.
1	(b)	<p>One mark for a suitable identified input from Claude, two marks for suitable expansion</p> <p>e.g.</p> <ul style="list-style-type: none"> • Claude currently writes advertising copy for the radio station (1) this means he can support the copy ideas for the website (1) to ensure that it appeals to their core audience (1). • Claude knows a wide range knowledge of music that appeals to a variety of cultural backgrounds (1) this means he can support in providing information about what artists appeal to the multicultural audience (1) which will influence imagery on the website designs.(1) • Any other suitable response 	3	<p>Credit should be given for attempts that demonstrate understanding of Claude's skills and knowledge.</p> <p>Response in 1b must link to an answer given in 1a. Do not reward a repetition of the requirement.</p>

Question		Answer	Mark	Guidance
2		<p>One mark per correct secondary research method identified, two marks per suitable expansion: e.g.</p> <ul style="list-style-type: none"> • A secondary research method could be to use the internet to search for 'Top Ten best Logos of 2018' (1) because this will provide the reasons why logos for a range of products and services are successful (1) and even give information about why audiences liked them (1) • Using a 'good design' textbook or artbook could be a suitable secondary research method (1) because it will provide information on colour schemes and house styles (1) and how these have been used to sell a brand (1) • Any other suitable response 	6	<p>Maximum three marks per suitable method of secondary research.</p> <p>A secondary research method must be identified by the candidate in order for marks to be awarded.</p> <p>One mark should be awarded if the candidate simply mentions a correct secondary research method.</p>
3	(a)	<p>One mark per ethical issue identified, two marks per suitable expansion: e.g.</p> <ul style="list-style-type: none"> • The station appeals to people from different background and cultures (1) so images used on the rebrand of the website, for example in the banner, (1) need to be carefully planned so that it appeals to all audience members (1) • It is important that planned designs are not offensive to any potential stakeholders (1). This is because the station do not want to put off any companies through imagery (1) who could potentially sponsor the brand. (1) • Any other suitable response 	6	<p>Maximum three marks per ethical suggestion identified. Ethical issues identified must be appropriate for the brief and target audience.</p> <p>An ethical consideration must be identified by the candidate in order for marks to be awarded.</p> <p>Accept any answers that reference inappropriate or offensive lyrics.</p> <p>Accept any answers that reference stereotyping / objectification of women as part of generic convention.</p>

Question		Answer	Mark	Guidance
3	(b)	<p>One mark for suitable suggestion, one mark for expansion:</p> <p>e.g.</p> <ul style="list-style-type: none"> The meaning of any symbols and words used would need to be carefully researched (1) so that they do not offend or alienate any religion or cultural backgrounds (e.g. use of a cross, use of letter x) (1). Images of artists should be appropriate (1) so that negative representations of age or gender (1) are not reinforced by Bass Time Radio (1). Any other suitable response 	2	<p>Suggestions must be appropriate to the brief and audience/stakeholders.</p> <p>MUST LINK TO 3a</p>
4	(a)	<p>One mark for on way Shava can help, two marks for expansion:</p> <p>e.g.</p> <ul style="list-style-type: none"> Shava is in regular contact with artists and bands and is also a researcher (1). She could therefore send an online questionnaire to them to find out about their favourite logos of Grime artists and why they like them (1). This information could then be fed back to aid design work (1). Shava is in contact with current sponsors and advertisers (1). She could therefore conduct one to one interviews with their PR teams (1) about the reasons they do and do not work with certain brands and feedback answers to aid design (1). Any other suitable response 	6	<p>For full marks suggestions must reference Shava's job role and research method.</p> <p>If only a research method is given without mention of Shava's job role this should be capped to one mark only.</p>

Question		Answer	Mark	Guidance
4	(b)	<p>One mark for the potential drawback , two marks for expansion:</p> <p>e.g.</p> <ul style="list-style-type: none"> • A drawback could be that the artists Shava works with are busy or are part time musicians and do not have the time to fill in a questionnaire (1). This means that the sample size will be small (1) and so may not include ideas or feedback from the whole age group (1). • Any other suitable response 	3	<p>Suggestion of a potential drawback should be suitable to brief and audience.</p> <p>Response must link to 4a).</p> <p>Candidates may mention the negatives of research methods and credit should be awarded.</p>
5		<p>Level 3 (6-8 marks) There is an excellent discussion of a pre-production method that could be used to feedback ideas to Simon. There is also excellent discussion of a pre-production method that Simon could use to collaborate. There will be a thorough explanation of why both are suitable for each of tasks in relation to the brief.</p> <p>Level 2 (3-5 marks) There is some discussion of pre-production methods that could be used to feedback ideas to Simon. There is also some discussion of a pre-production method that Simon could use to collaborate There may be some explanation against of why both are suitable for each of tasks in relation to the brief.</p> <p>Level 1 (1-2 marks) There is a basic discussion of a pre-production tool that could be used to give feedback about design. The brief may not be mentioned.</p> <p>0 marks for responses not worthy of credit.</p>	8	<p>Read answer as a whole and then award marks.</p> <p>Points that may be covered:</p> <p>At the meeting pre-production methods the team may use include:</p> <ul style="list-style-type: none"> • Mindmap with positives and negatives to create an overview about initial feedback of design house style elements, navigation and design content so Simon can clearly see feedback. • Moodboard that clearly shows colour scheme and house style of re-branding. • SWOT to show opportunities and threats of design as per requirements of question. <p>Simon could collaborate with:</p> <ul style="list-style-type: none"> • Adding annotations to visualisation diagrams or the logo or web home page and sending scans or images of these via email. • Skype or other video conferencing meeting tool to add his thoughts later. • Upload comments to any draftwork via DropBox or Google Docs.

Question	Answer	Mark	Guidance
			<p>If the first method does not link to question (e.g. method of gaining feedback on design ideas), marks should be capped at 2. <i>Typical answers are a survey can be used to gather feedback from team members.</i> Such a statement does not specifically reference the question.</p> <p>Marks should be capped at 4 if there is not a suitable method for collaboration, e.g. as listed above.</p>

6	Question	Answer	Mark	Guidance
		<p>One mark for each regulatory issue, two marks for expansion:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Trademark infringement may be a potential regulatory issue (1). If the design of the logo is too close in design to a registered trademark (1) the station would have to take it down and pay a fine (1). • The tune or words of the jingle may be under copyright or licenced under PRS (1). If this is not checked then the station would have to pay royalties if they began to use the jingle as part of their brand (1) which would be extremely ineffective in cost in terms the purpose of the re-branding (1). • Any other suitable response 	6	<p>Regulatory issues should demonstrate wider understanding of issues about use of intellectual property.</p> <p>Candidates should give a correct regulatory issue for marks to be awarded.</p> <p>Copyright must be applied to the correct context.</p> <p>Ofcom and ASA are likely to discuss.</p> <p>Do not accept:</p> <ul style="list-style-type: none"> - RAJAR - IPSO - BBFC - PEGI - PamCo

Section B				
Question	Answer		Mark	Guidance
7		<p>Content (max 4 marks) e.g.</p> <p>Appropriate images and icons for website (1) Appropriate fonts for genre (1) Colour scheme and house style (1) Appropriate ideas for music related content (1) Navigation links from homepage (1)</p> <p>Fitness for purpose (max 2 marks) e.g.</p> <p>Follows accepted homepage layout and components/features (1) Appropriate juxtaposition of text and images (1)</p> <p>Annotations (max 3 marks) e.g.</p> <p>Relevant to the brief (1) Relevant to audience requirements (e.g. content to promote and give information about what is on the radio show (1) Content is justified against wider purpose of the re-branding (e.g. to educate about encourage sponsorship and create a memorable brand identity). (1)</p>	9	<ul style="list-style-type: none"> • The wireframe/visualisation diagram of the web homepage. • Main focus is the ability to create a suitable document for the re-branding of the layout of the website and the station. • Candidates' creativity should be rewarded.

8	Question	Answer	Mark	Guidance
		<p>Content (max 4 marks) e.g.</p> <p>Appropriate activities (e.g. creating initial design ideas, gaining client feedback, scripting jingle, housestyle) (1) Suitable deadline dates for milestones (1) Equipment and resources (1) Personnel (1)</p> <p>Layout (max 2 marks) e.g.</p> <p>Follows workplan/production schedule format and conventions (1) Dates and activities are clearly laid out (1)</p> <p>Fitness for purpose (max 3 marks) e.g.</p> <p>Relevant to the brief (1) Relevant to purpose and requirements (e.g. could be understood by team members) (1) Content is justified against wider purpose of rebranding (e.g. activities such as logo design are important in this is most visual aspect of brand identity). (1)</p>	9	<ul style="list-style-type: none"> • The question is about the creation of a suitable and usable production schedule in relation to the brief. • Main focus is the ability to create a suitable workplan/production schedule document that would be appropriate for the rebranding of the radio station. • Likely to see contingency plans in the schedule.

Question	Answer	Mark	Guidance
9*	<p>Level 4 14 - 18 marks An excellent evaluation about the effective use of audience research as part of the pre-production process for the re-branding. A wide range of wholly appropriate uses of and methods of conducting audience research will be covered using context based examples to fully justify the points made. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling.</p> <p>Level 3 9-13 marks A good evaluation about the effective use of audience research as part of the pre-production process for the re-branding. A range of the uses and the methods of conducting audience research will be covered using examples that are appropriate and sometimes justified. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2 - 5-8 marks A basic evaluation about the effective use of audience research as part of the pre-production process for the re-branding. Uses and the methods of conducting audience research are mostly appropriate and linked to the context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p>	18	<p>The following points may be covered:</p> <ul style="list-style-type: none"> • Audience research will provide qualitative and quantitative feedback on the branding ideas. • Audience research can be held with a small group of specialist people who are knowledgeable about the product/concept. • Audience research can also be held via an online conference system to gain ideas. • If audience research is the only method of gaining feedback to develop the product then there may be a lack of client or technical knowledge if it is a general questionnaire that is distributed. • Participants may not focus on potential problems linked to the design process, such as legal and ethical problems, when giving feedback on designs. • Annotations and technical revisions may not be given. • Workplans or production schedules are also needed to plan the development of the project cycle. • Drafts of visualisation diagrams are also required to demonstrate the suggestions of audience to show the changes between drafts. • For a Level 4 answer there should be a debate. • An answer that only discusses the benefits of audience research can still attain a Level 3.

Question	Answer	Mark	Guidance
	<p>Level 1 - 1-4 marks Limited understanding of the use of audience research during pre-production is demonstrated. The examples used are sometimes appropriate and may be general and not linked to the context.</p> <p>0– no response or no response worthy of credit.</p>		

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