

# **Cambridge Technicals Digital Media**

## **Unit 1: Digital media and emerging technologies**

Level 2 Cambridge Technical in Digital Media  
**05898 - 05899**

## **Mark Scheme for June 2019**

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

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.

© OCR 2019

Question		Answer	Marks	Guidance
1		A, C, D	1	
2		C	1	
3		B	1	
4		D	1	
5		No	1	
6		C	1	
7		D	1	
8		A	1	
9		C	1	
10		When downloading images from the <b>Internet</b> , it is important to consider usage <b>permissions</b> . To use an image which is <b>copyrighted</b> , you should contact the owner to seek permission to use it.	1	
11		C	1	
12		C	1	
13		C	1	
14		D	1	
15		A short trailer which is released to inform the audience that a film is being released.	1	
16		A, C, D	1	

Question		Answer	Marks	Guidance
17		Vlogging	1	
18		Suitable - MOV, MP4, AVI, WMV	1	
19		Digital technologies have changed how audiences consume media products. Music is now accessible through <b>streaming</b> applications as well as on CDs. Films can be viewed on <b>demand</b> through digital television rather than buying a <b>DVD</b> from a shop.	1	
20		Social media and microblogging	1	
21		B	1	
22		A	1	
23		A, C	1	
24		D	1	
25		B	1	
26		D	1	
27		A	1	
28		B	1	
29		Hyperlocal marketing	1	
30		Brands such as Coca Cola have used <b>interactive</b> augmented reality marketing and advertising to create an emotional bond between the <b>consumer</b> and the brand. For example, Coca Cola in their Arctic Home campaign joined with the WWF by allowing consumers to <b>interact</b> with AR polar bears and understand how melting ice caps will affect the species.	1	

Question			Answer	Marks	Guidance
31			A	1	
32			D	1	
33			It is being aware that people come from different cultures, and that these people may have different values and meanings to those that we hold.	1	
34			Internet of Things	1	
35			D	1	
36			C	1	
37			A	1	
38			C	1	
39			B	1	
40			Less than 20 cm	1	

**OCR (Oxford Cambridge and RSA Examinations)**  
**The Triangle Building**  
**Shaftesbury Road**  
**Cambridge**  
**CB2 8EA**

**OCR Customer Contact Centre**

**Education and Learning**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

[www.ocr.org.uk](http://www.ocr.org.uk)

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

**Oxford Cambridge and RSA Examinations**  
is a Company Limited by Guarantee  
Registered in England  
Registered Office; The Triangle Building, Shaftesbury Road, Cambridge, CB2 8EA  
Registered Company Number: 3484466  
OCR is an exempt Charity

**OCR (Oxford Cambridge and RSA Examinations)**  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

© OCR 2019

 **Cambridge  
Assessment**

