

Friday 7 June 2019 – Morning

LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

05875 Unit 25: Research for product development

Time allowed: 2 hours

C365/1906



You must have:

- your copy of the pre-release C366

Please write clearly in black ink.

Centre number

Candidate number

First name(s) _____

Last name _____

Date of Birth

INSTRUCTIONS

- Use black ink.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- 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.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/12
2	/3
3	/6
4	/3
5	/11
6	/5
7	/6
8	/12
9	/4
10	/2
11	/16
Total	/80

Answer **all** the questions.

- 1 (a) (i) Identify **four** sources of information that you could use to research the styles of costume design for 'Creatures'.

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3.....
4.....

[4]

- (ii) Explain why **one** of the above sources would be appropriate to use when researching the costume styles for 'Creatures'.

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[2]

- (b) Explain how a convention of set design, other than costumes, can be used by Fiction Art Productions to create a historical horror programme.

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[3]

- (c) Identify **one** ethical issue that could be associated with the production of 'Creatures' and explain how your research can be used to resolve the issue.

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[3]

4 Identify **one** primary source that you could use to gather information about the type of music you could use for the theme tune of 'Creatures'. Explain why you have chosen this based on your research or experience.

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.....[3]

5 (a) 'Creatures' will be distributed on a commercial television channel.

Identify **four** elements of a treatment that Fiction Art Productions would need to consider due to the programme being distributed on a commercial channel.

Explain why each of these elements should be considered.

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[8]

7 'Creatures' will require the use of special effects as part of the production.

Explain **two** ways that special effects could be used to create 'Creatures'.

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[6]

8 (a) Fiction Art Productions are going to need to film in listed and historical buildings.

Identify **two** potential problems that Fiction Art Productions might face when filming in listed or historical buildings. You should explain your answer based on your experience and research.

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[6]

(b) Identify **two** secondary sources that could provide Fiction Art Productions with information about filming in listed or historical buildings. You should justify your answer based on your understanding of the production brief.

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[6]

- 9 (a) Fiction Art Productions will work with the sponsors of 'Creatures' to create a social media marketing plan.

Identify **two** secondary sources of information that Fiction Art Productions could use to gain ideas about how to create a successful social media campaign.

1

2

[2]

- (b) Identify **one other** source that gave you information about how to advertise television dramas and explain why this was useful.

Source:

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.....[2]

- 10 Some production staff will have 'converging job roles' throughout the production of 'Creatures'. Explain the term **converging job roles** in relation to the production of television programmes.

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.....[2]

- 11* Fiction Art Productions will need to develop a plan to market 'Creatures' during production. This is to allow the show to gain maximum exposure to the target audience.

Identify **four** methods of the marketing mix that Fiction Art Productions could use to develop a plan to market 'Creatures'. Explain how you would develop each method to reach your target audience. Justify your answers with reference to the research you have undertaken.

[16]

Method 1

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END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s) – for example 1(b) or 5(a).

A vertical line on the left side of the page is followed by 25 horizontal dotted lines, providing a ruled area for writing answers.

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