

LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

05875 Unit 25: Research for product development

January and June 2019

PRE-RELEASE

Please write clearly with black ink.

Centre number

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Candidate number

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First name(s) _____

Last name _____

Date of Birth

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INSTRUCTIONS FOR TUTORS

- This pre-release task must be undertaken by candidates ahead of the external examination. There is no time limit window for undertaking this task but it must be completed in good time for the written examination.

INSTRUCTIONS FOR CANDIDATES

- Complete all parts of the task.
- In the written examination you will be required to draw on your findings from this task in order to answer the questions.
- Be sure to keep a clear record of your findings while you undertake the task.
- In preparation for the written examination, you may summarise your research findings on the 2 lined pages only in this booklet and take this booklet into the examination with you. You will be required to hand in this booklet with your examination paper at the end of the examination.

INFORMATION

- This document consists of 4 pages.

Pre-release project brief

Unit 25: Research for product development

Fiction Art Productions is a British production company that specialises in working with other film and television companies to create content in the action and horror genres, aimed at audiences in the 15-25 age bracket. Fiction Art Productions has been approached by a commercial broadcaster in London to pitch an idea for a new six-part horror drama called 'Creatures'. 'Creatures' is a drama set in the East End of London in the early 1800s. The main 'creature' is a time traveller from the future who has come to help solve mysterious crimes. It is planned that the programme will be aired pre-watershed at 7.00 pm.

You are undertaking a trial internship with Fiction Art Productions as a researcher. Your first job is to help with the research and planning of the pitch for 'Creatures'. The commercial broadcaster expects there to be test footage as part of the pitch and a marketing plan for the launch.

Your research role has three parts:

1. Gathering information to plan and develop the production of 'Creatures'.

The key areas that you should research are:

- Research sources that provide historical information about life in the East End of London in the 1800s
- Research that provides information about the conventions of historical and horror genre programmes
- Broadcast, scheduling and distribution opportunities
- Opportunities for possible revenue streams
- Budgeting
- Timescales
- Potential filming locations
- Potential casting
- Legal and ethical considerations

2. The production processes involved in creating the first show of 'Creatures'.

The key areas that you should research are:

- Production methods
- Milestones
- Job roles
- Production paperwork
- Content
- Risk assessments and recces of locations
- Contingency plans
- Conducting screen tests with audience members

3. Launching the first show of 'Creatures'.

The key areas that you should research are:

- Above the line advertising methods
- Below the line advertising methods
- Marketing materials to the target audience
- Gaining audience feedback on content
- How to develop the future content of the show

