



Oxford Cambridge and RSA

# Friday 15 January 2021 – Afternoon

## Level 3 Cambridge Technical in Digital Media

### 05843/05844/05845/05846/05875 Unit 2: Pre-production and planning

**Time allowed: 2 hours**  
**C362/2101**



**You must have:**

- the Insert

**You can use:**

- an HB pencil

Please write clearly in black ink.

Centre number

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Candidate number

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First name(s)

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Last name

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Date of birth

D	D	M	M	Y	Y	Y	Y
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### INSTRUCTIONS

- Use black ink. You can use an HB pencil, but only for illustrations and diagrams.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.
- Use the Insert to answer all the questions.

### 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 has **12** pages.

### ADVICE

- Read each question carefully before you start your answer.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/6
2	/6
3	/9
4	/9
5	/6
6	/6
7	/9
8	/9
9	/20
<b>Total</b>	<b>/80</b>

Answer **all** the questions.

**Section A**

- 1 (a) Identify **three** client requirements that Treat TV have specified for Advancing Visions in the product brief.

1 .....

2 .....

3 .....

**[3]**

- (b) Explain how **one** of the client requirements in the brief could relate to Andrew's job role.

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**[3]**

- 2 Identify **two** methods that you could use to gather information about the content that is included in the title sequences of cookery programmes.

Explain why each method would be suitable in relation to the brief.

**[6]**

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2 .....

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3 (a) Krishna has asked you to help him research effective logo designs that TV shows use.  
Identify **two** secondary research methods, other than looking online, that would allow you to research logo designs. Explain why each is suitable for the brief.

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[6]

(b) Explain **one** potential drawback of using one of the methods you outlined in part 3(a).

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[3]



**5** Oriana is responsible for communicating with the client. Identify **two** ways that Oriana can get feedback on the team’s ideas from Treat TV. Explain why each is suitable, using the brief to support your answer.

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**[6]**

**6** Identify **two** potential regulatory issues that Andrew may face when producing the ‘Make Me a Baker’ title sequence. Explain how each might be resolved. Use the brief to support your answer.

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2 .....

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**[6]**

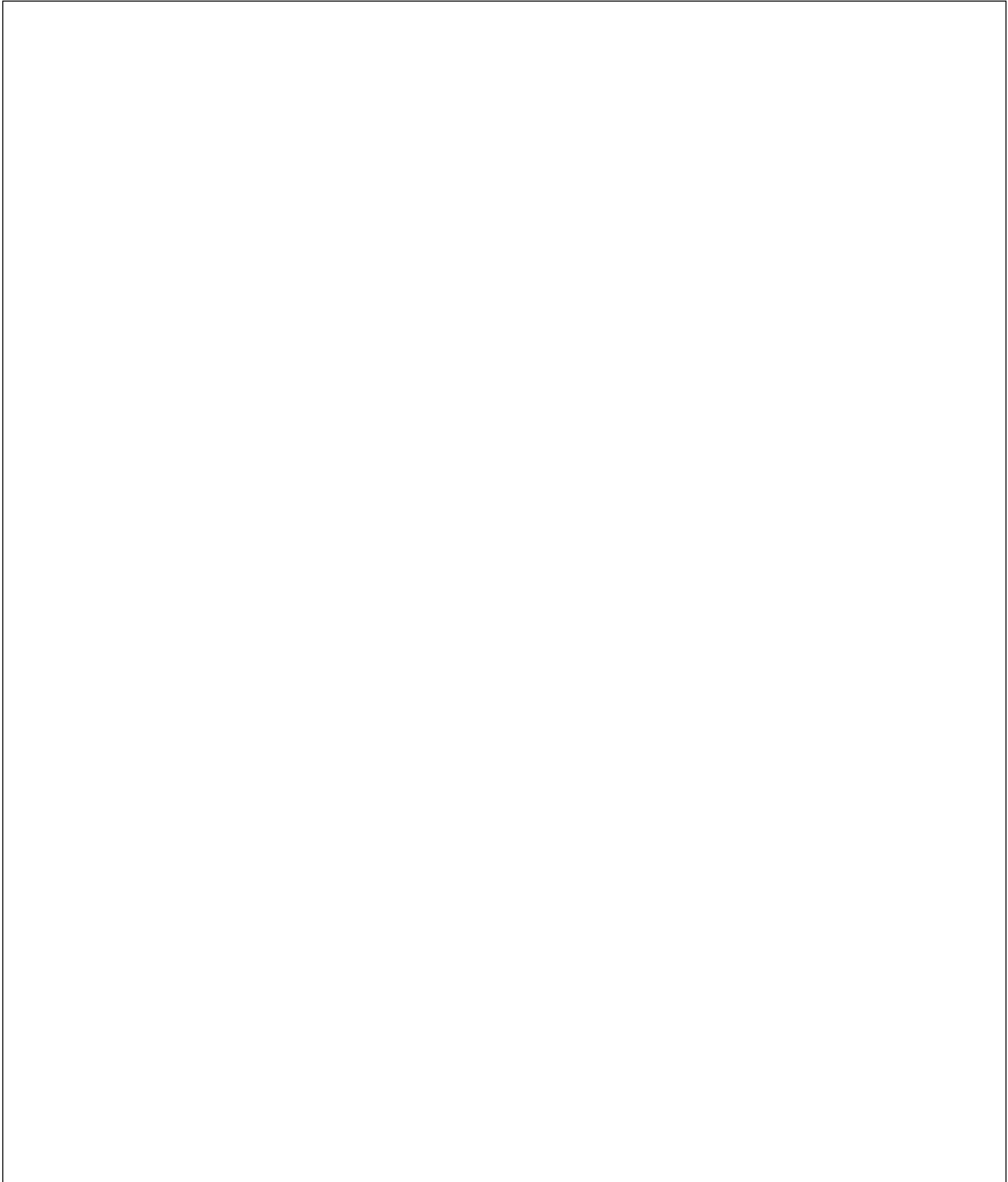
**Section B**

**7** Oriana and Krishner would like to see your original ideas for the Treat TV logo.

In the space provided, create a **visualisation diagram** that shows your ideas for the Treat TV logo.

Marks will be awarded for:

- content
- fitness for purpose
- annotations



- 8 Andrew has asked you to help him complete a **storyboard** for the 'Make Me a Baker' title sequence.

In the space provided create a **storyboard** for the title sequence. You should consider what Treat TV have specifically asked for in the brief.

Marks will be awarded for

- content
- fitness for purpose

(Note: the dotted lines are for filming and sound information.)

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[9]





[A large area of the page is filled with horizontal dotted lines, serving as a writing space.]

**END OF QUESTION PAPER**

**ADDITIONAL ANSWER SPACE**

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example, 1(a) or 6.

A large vertical rectangular area containing 25 horizontal dotted lines for writing answers.

A series of horizontal dotted lines for writing, spanning the width of the page.



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