

# **Cambridge Technicals Digital Media**

## **Unit 2: Principles of concept design and pre-production**

Level 2 Cambridge Technical in Digital Media  
**05897 - 05899**

## **Mark Scheme for January 2022**

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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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Question		Answer	Marks	Guidance
1(a)	Research and Analysis	LO1 & LO2	15	
		<p><b>Indicative content</b></p> <ol style="list-style-type: none"> <li>1. Interpretation of client brief</li> <li>2. Research sources used</li> </ol> <p>Consideration of:</p> <ol style="list-style-type: none"> <li>3. Purpose</li> <li>4. Style, theme and genre</li> <li>5. Any content requirements</li> <li>6. Delivery methods proposed for use</li> <li>7. Target audience</li> <li>8. Objectives and success criteria</li> <li>9. Review of existing market products.</li> <li>10. Assets <ul style="list-style-type: none"> <li>• Type of asset (image, animation, sound clip)</li> <li>• Location of asset (asset log, storage location, source)</li> <li>• Asset usage permission</li> </ul> </li> <li>11. Budgetary constraints <ul style="list-style-type: none"> <li>• Resources (camera, computer, microphones, lighting)</li> <li>• Personnel (animator, cameraperson, director, producer)</li> </ul> </li> </ol>		<p>L3 11-15 marks</p> <p>Well-structured and coherent proposal that covers all aspects of the client and audience requirements in relation to the product being created.</p> <p>There is detailed use of relevant technical terminology. The research on the context of the brief is clear and there are links into the proposal in relation to the product being created All assets will be selected, sourced and presented. Budgets and resources are included and have clear rationale and support in relation to the product being created</p> <p>L2 6-10 marks</p> <p>Proposal has a clear structure, but there are some inconsistencies regarding the client and audience requirements in relation to the product being created. There is some appropriate use of relevant technical terminology. The research on the context of the brief is clear but there are only some links into the proposal. Most assets will be selected, sourced and presented in relation to the product being created. Budgets and resources are included and have clear rationale and support in relation to the product being created but include some inconsistencies and/or omissions.</p> <p>L1 1-5 marks</p> <p>Proposal is unstructured and has limited relevance to the client and audience requirements in relation to the product being created. There is limited use of relevant technical terminology. Research on the</p>

Question			Answer	Marks	Guidance
					<p>context of the brief is limited and it is not integrated into the proposal. Few assets will be selected, sourced and presented. Budgets and resources are included but have limited rationale and support.</p> <p>If candidates have created a non-media product, credit should be given. 0 = answer worthy of no credit</p>
<b>1(b)</b>	Legal, Ethical, Moral and Regulatory consideration	LO4 LO5	<p><b>Indicative content</b></p> <ol style="list-style-type: none"> <li>1. Legislation applied to the use of assets <ul style="list-style-type: none"> <li>• Copyright</li> <li>• Trade Mark</li> <li>• Intellectual property</li> </ul> </li> <li>2. Legislation applied to media production <ul style="list-style-type: none"> <li>• Data protection</li> <li>• Privacy</li> <li>• Certification &amp; classification</li> <li>• Defamation</li> <li>• Public liability</li> <li>• Permissions</li> <li>• Rights</li> </ul> </li> <li>3. Ethical issues <ul style="list-style-type: none"> <li>• Sensation</li> <li>• Offensive material</li> <li>• Privacy</li> <li>• Exploitation</li> </ul> </li> <li>4. Roles of the regulatory bodies in digital media production <ul style="list-style-type: none"> <li>• BBFC</li> <li>• IPSO</li> <li>• Ofcom</li> </ul> </li> </ol>	6	<p>L3 5-6 marks</p> <p>A thorough indication that the relevant legal and regulatory constraints and ethical issues are considered in response to the brief and in relation to the product being created.</p> <p>L2 3-4 marks</p> <p>There is an indication that legal and regulatory constraints and ethical issues have been considered in relation to the product being created but there are some inconsistencies in response to the brief.</p> <p>L1 1-2 marks</p> <p>There is limited indication that legal and regulatory constraints and ethical issues have been considered in response to the brief or in relation to the product being created.</p> <p>0 = answer worthy of no credit</p>

Question			Answer	Marks	Guidance
			<ul style="list-style-type: none"> <li>• PEGI</li> <li>• ASA</li> <li>• Press Complaints Commission</li> <li>• Entertainment Software Rating Board</li> </ul>		
1(c)	Health & Safety	LO6	<p><b>Indicative content</b></p> <p>1. Health and safety considerations for pre-production</p> <ul style="list-style-type: none"> <li>• IT working practices</li> <li>• Location recces</li> <li>• Risk assessments</li> </ul> <p>2. Health and safety considerations for production i.e.</p> <ul style="list-style-type: none"> <li>• IT working practices</li> <li>• Location recces</li> <li>• Risk assessments</li> <li>• Use of equipment</li> </ul>	6	<p>L3 5-6 marks</p> <p>All Pre-production health and safety issues are considered in relation to the product being created. All the production health and safety issues are considered in relation to the product being created.</p> <p>L2 3-4 marks</p> <p>Most/some pre-production health and safety issues are considered in relation to the product being created. Most/some production health and safety issues are considered in relation to the product being created</p> <p>L1 1-2 marks</p> <p>Few pre-production health and safety issues are considered in relation to the product being created. Few production health and safety issues are considered in relation to the product being created.</p> <p>0 = answer worthy of no credit</p>
2		LO2	<p><b>Indicative content</b></p> <p>1. Production schedule to include.</p> <ul style="list-style-type: none"> <li>• Workflow</li> <li>• Tasks</li> <li>• Activities</li> <li>• Timescales</li> </ul>	9	<p>L3 7-9 marks</p> <p>The production schedule is detailed and logically structured covering all aspects of the product development. Scheduling and planning documentation is fit for purpose and coherently illustrate the working process in relation to the product being created</p>

Question		Answer	Marks	Guidance
		<ul style="list-style-type: none"> <li>• Deadlines</li> <li>• Milestones</li> <li>• Contingencies</li> <li>• Resources/assets</li> </ul>		<p>L2 4-6 marks The production schedule contains some logical structure and covers most aspects of the product development Scheduling and planning documentation is mostly fit-for-purpose and mostly illustrates the working process in relation to the product being created.</p> <p>L1 1-3 marks The production schedule lacks structure, and some aspects are omitted for the product development. Scheduling and planning documentation is basic and inconsistently describe the working process.</p> <p>0 = answer worthy of no credit</p>
3	Selection of pre-production documents	LO3 The correct pre-production documents have been selected for the project and completed.	2	<p>All documents selected are appropriate for the product being created</p> <p>Most/some documents selected are appropriate for the product being created (1)</p> <p>None of the documents selected are appropriate for the product being created (0)</p>
	Pre-production documents production Quality/Detail	LO3 <b>Indicative for each form</b> 1. Mood board <ul style="list-style-type: none"> <li>• Images</li> <li>• Fonts</li> <li>• Text</li> <li>• Textures/fabrics</li> </ul> 2. Mind map/spider diagram <ul style="list-style-type: none"> <li>• Content</li> <li>• Central theme</li> </ul>	12	<p>L3 9-12 marks All pre-production documents produced contain sufficient detail for a third party to create the project successfully. The documents contain all the relevant detail necessary concerning style and content for the final product.</p> <p>L2 5-8 marks Most pre-production documents produced contain sufficient detail for the project to be completed</p>

Question		Answer	Marks	Guidance
		<ul style="list-style-type: none"> <li>• Nodes</li> <li>• Sub nodes</li> </ul> 3. Story Board <ul style="list-style-type: none"> <li>• Frames</li> <li>• Camera details</li> <li>• Sound details</li> <li>• Lighting details</li> </ul> 4. Script <ul style="list-style-type: none"> <li>• Setting</li> <li>• Speech/dialogue</li> <li>• direction</li> </ul> 5. Layout and design documents <ul style="list-style-type: none"> <li>• Flat plans / Rough Sketch / Visualisation diagrams</li> <li>• colour</li> <li>• fonts</li> <li>• images</li> <li>• layout</li> </ul> 6. Prototype <ul style="list-style-type: none"> <li>• working detail</li> <li>• development indication</li> </ul> 7. Production schedule documentation 8. Asset tables		<p>successfully. The documents contain most of the relevant detail necessary concerning style and content for the final product.</p> <p>L1 1-4 marks            The pre-production documents produced contain little detail that aids the production of the final product. There are omissions in the detail setting out the style and content for the final product that would lead to a wide variety in the quality of final product being planned.</p> <p>0 = answer worthy of no credit</p>

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