



Oxford Cambridge and RSA

Friday 27 May 2022 – Morning

Level 3 Cambridge Technical in Digital Media

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

INSERT



INSTRUCTIONS

- Use this Insert to answer all the questions.
- Do **not** send this Insert for marking. Keep it in the centre or recycle it.

INFORMATION

- This document has **2** pages.

ADVICE

- Read this Insert carefully before you start your answers.

Context

MPP Publishing is a small graphic design company. Auto Festivals UK have approached MPP Publishing to create a specialist magazine and website called 'Car Treasures'. The magazine's target audience is vintage car enthusiasts over the age of 35 who want to learn more about vintage cars and the maintenance of their own cars.

MPP Publishing have three members of staff:

- **Alex** is the main copywriter and journalist. Alex is also responsible for securing funding for their clients from different sources.
- **Mia** is the graphic designer. Mia also works on research and gathering feedback on the company's work.
- **Kareem** is the photographer and stylist. Kareem also creates all the audio-visual and online interactive content.

You are helping out with both product research and the design process.

Product Brief

'Car Treasures' is a niche magazine that will inform readers about vintage cars. There will be interviews with celebrity vintage car collectors and features about specialist cars that are available for sale across the UK. There will also be articles about how to maintain vintage cars, with information about where readers can buy specialist car parts so they can maintain their own cars.

The website will feature some of the articles that are in the magazine, but it will also feature short demonstration videos with music, interviews with experts and car maintenance tutorials. There will be an expert for each county that subscribers can contact for help and support.

Auto Festivals UK want a social media forum on the 'Car Treasures' website. Subscribers will be able to log in and connect with other subscribers, asking questions and sharing information about their hobby.

Auto Festivals UK want to launch the 'Car Treasures' magazine and website in three months' time.

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