



Oxford Cambridge and RSA

1 March – 17 May 2024

LEVEL 2 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

05898/05899

Unit 2C: Principles of concept design and pre-production

MARK SCHEME

MAXIMUM MARK 50

Finalised

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This document consists of 7 pages

Question			Answer	Marks	Guidance
1(a)	Research and Analysis	LO1 LO2	<p>Indicative content</p> <ol style="list-style-type: none"> 1. Interpretation of client brief 2. Research sources used <p>Consideration of:</p> <ol style="list-style-type: none"> 3. Purpose 4. Style, theme and genre 5. Any content requirements 6. Delivery methods proposed for use 7. Target audience 8. Objectives and success criteria 9. Review of existing market products. 10. Assets <ul style="list-style-type: none"> • Type of asset (image, animation, sound clip) • Location of asset (asset log, storage location, source) • Asset usage permission 11. Budgetary constraints <ul style="list-style-type: none"> • Resources (camera, computer, microphones, lighting) • Personnel (animator, cameraperson, director, producer) 	15	<p>L3 11 - 15 marks Well-structured and coherent proposal that covers all aspects of the client and audience requirements. 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. All assets will be selected, sourced and presented. Budgets and resources are included and have clear rationale and support.</p> <p>L2 6 – 10 marks Proposal has a clear structure, but there are some inconsistencies regarding the client and audience requirements. 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. Budgets and resources are included and have clear rationale and support but include some inconsistencies and/or omissions.</p> <p>L1 1- 5 marks Proposal is unstructured and has limited relevance to the client and audience requirements. There is limited use of relevant technical terminology Research on the 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>0 = answer worthy of no credit</p>

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1(b)	Legal, Ethical, Moral and Regulatory consideration	LO4 LO5	Indicative content <ol style="list-style-type: none"> Legislation applied to the use of assets <ul style="list-style-type: none"> Copyright Trademark Intellectual property Legislation applied to media production <ul style="list-style-type: none"> Data protection Privacy Certification & classification Defamation Public liability Permissions Rights Ethical issues <ul style="list-style-type: none"> Sensation Offensive material Privacy Exploitation Roles of the regulatory bodies in digital media production <ul style="list-style-type: none"> BBFC IPSO Ofcom PEGI ASA Press Complaints Commission Entertainment Software Rating Board 	6	<p>L3 5 – 6 marks A thorough indication that the relevant legal and regulatory constraints and ethical issues are considered in response to the brief. NB typically in this series, for 6 marks students will have shown how 6 or more of the elements listed are relevant to the product being planned. For 5 marks students will have shown how 5 of the elements listed are relevant to the product being planned.</p> <p>L2 3-4 marks There is an indication that legal and regulatory constraints and ethical issues have been considered but there are some inconsistencies in response to the brief. NB typically in this series, for 4 marks students will have shown how 4 of the elements listed are relevant to the product being planned. For 3 marks they will have shown how 3 of the elements listed are relevant to the product being planned</p> <p>L1 1-2 marks There is limited indication that legal and regulatory constraints and ethical issues have been considered in response to the brief. NB typically in this series, for 2 marks students will have shown how 2 of the elements listed are relevant to the product being planned. For 1 mark they will have shown how 1 of the elements listed is relevant to the product being planned</p> <p>0 = answer worthy of no credit,</p>

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1(c)	Health & Safety	LO6	Indicative content <ol style="list-style-type: none"> Health and safety considerations for pre-production <ul style="list-style-type: none"> IT working practices Location recces Risk assessments Health and safety considerations for production i.e. <ul style="list-style-type: none"> IT working practices Location recces Risk assessments Use of equipment 	6	<p>L3 – 5-6 marks All Pre-production health and safety issues are considered in a relevant manner All the production health and safety issues are considered in a relevant manner</p> <p>L2 – 3-4 marks For 4 marks most pre-production health and safety issues are considered in a relevant manner Most production health and safety issues are considered in a relevant manner</p> <p>For 3 marks some pre-production health and safety issues are considered in a relevant manner Some production health and safety issues are considered in a relevant manner</p> <p>L1 1-2 marks Few pre-production health and safety issues are considered. Few production health and safety issues are considered.</p> <p>0 = answer worthy of no credit</p>

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2	Planning	LO2	Indicative content 1. Production schedule to include. <ul style="list-style-type: none"> • Workflow • Tasks • Activities • Timescales • Deadlines • Milestones • Contingencies • Resources/assets 	9	L3 – 7-9 marks The production schedule is detailed and logically structured. All aspects of pre-production, production and post production are relevant to the brief and product being planned. Contingencies and Assets / Resources are considered and are relevant to the product being planned. Scheduling and planning documentation is fit for purpose and coherently illustrates the working process. L2 – 4-6 marks The production schedule contains some logical structure. Planning (eg pre-production / production) tasks are relevant to the brief and product being planned. Timescales, deadlines and milestones are considered and are relevant to the product being planned. Scheduling and planning documentation is mostly fit for purpose and mostly illustrates the working process L1 1-3 marks The production schedule contains basic structure. There will be some form of relevant Planning (eg Pre-production) tasks and activities relevant to the brief and product being planned. Scheduling and planning documentation is basic and inconsistently describes the working process. 0 = answer worthy of no credit
3	Selection of pre-production documents	LO3	The correct pre-production documents have been selected for the project and completed.	2	All documents selected are appropriate for the media product (2) Most/some documents selected are appropriate for the media product (1)

Question			Answer	Marks	Guidance
					None of the documents selected are appropriate for the media product (0)
	Pre-production documents production Quality/Detail	LO3	Indicative for each form <ol style="list-style-type: none"> Mood board <ul style="list-style-type: none"> Images Fonts Text Textures/fabrics Mind map/spider diagram <ul style="list-style-type: none"> Content Central theme Nodes Sub nodes Story Board <ul style="list-style-type: none"> Frames Camera details Sound details Lighting details Script <ul style="list-style-type: none"> Setting Speech/dialogue direction Layout and design documents <ul style="list-style-type: none"> Flat plans / Rough Sketch / Visualisation diagrams colour fonts 	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 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 produce 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>

Question			Answer	Marks	Guidance
			<ul style="list-style-type: none">• images• layout <p>6. Prototype</p> <ul style="list-style-type: none">• working detail• development indication <p>7. Production schedule documentation</p> <p>8. Asset tables</p>		