Cambridge Technicals

Digital Media

Unit 25: Research for product development

Level 3 Cambridge Technical in Digital Media
05875

Mark Scheme for June 2024

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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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MARKING INSTRUCTIONS

PREPARATION FOR MARKING
RM ASSESSOR

1. Make sure that you have accessed and completed the relevant training packages for on-screen marking: *RM Assessor, Assessor Online Training*; *OCR Essential Guide to Marking*.

2. Make sure that you have read and understood the mark scheme and the question paper for this unit. These are posted on the RM Cambridge Assessment Support Portal http://www.rm.com/support/ca

3. Log-in to RM Assessor and mark the **required number** of practice responses ("scripts") and the **number of required** standardisation responses.

YOU MUST MARK 10 PRACTICE AND 10 STANDARDISATION RESPONSES BEFORE YOU CAN BE APPROVED TO MARK LIVE SCRIPTS.

MARKING

1. Mark strictly to the mark scheme.

2. Marks awarded must relate directly to the marking criteria.

3. The schedule of dates is very important. It is essential that you meet the RM Assessor 50% and 100% (traditional 40% Batch 1 and 100% Batch 2) deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.

4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or the RM Assessor messaging system, or by email.

5. **Crossed Out Responses**
Where a candidate has crossed out a response and provided a clear alternative then the crossed-out response is not marked. Where no alternative response has been provided, examiners may give candidates the benefit of the doubt and mark the crossed-out response where legible.

Rubric Error Responses – Optional Questions
Where candidates have a choice of question across a whole paper or a whole section and have provided more answers than required, then all responses are marked and the highest mark allowable within the rubric is given. Enter a mark for each question answered into RM assessor, which will select the highest mark from those awarded. *(The underlying assumption is that the candidate has penalised themselves by attempting more questions than necessary in the time allowed.)*

Contradictory Responses
When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

Short Answer Questions (requiring only a list by way of a response, usually worth only **one mark per response**)
Where candidates are required to provide a set number of short answer responses then only the set number of responses should be marked. The response space should be marked from left to right on each line and then line by line until the required number of responses have been considered. The remaining responses should not then be marked. Examiners will have to apply judgement as to whether a 'second response' on a line is a development of the 'first response', rather than a separate, discrete response. *(The underlying assumption is that the candidate is attempting to hedge their bets and therefore getting undue benefit rather than engaging with the question and giving the most relevant/correct responses.)*

Medium Answer Questions (requiring a more developed response, worth **two or more marks**)
If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

Longer Answer Questions (requiring a developed response)
Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

6.   Always check the pages (and additional objects if present) at the end of the response in case any answers have been continued there.
     If the candidate has continued an answer, there then add a tick to confirm that the work has been seen.

7.   Award No Response (NR) if:
     •   there is nothing written in the answer space.

     Award Zero '0' if:
     •   anything is written in the answer space and is not worthy of credit (this includes text and symbols).

     Team Leaders must confirm the correct use of the NR button with their markers before live marking commences and should check this when reviewing scripts.

8.   The RM Assessor **comments box** is used by your team leader to explain the marking of the practice responses. Please refer to these comments when checking your practice responses. **Do not use the comments box for any other reason.**
     If you have any questions or comments for your team leader, use the phone, the RM Assessor messaging system, or e-mail.

9.   Assistant Examiners will send a brief report on the performance of candidates to their Team Leader (Supervisor) via email by the end of the marking period. The report should contain notes on particular strengths displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.

10. For answers marked by levels of response:
     a.   **To determine the level** – start at the highest level and work down until you reach the level that matches the answer
     b.   **To determine the mark within the level**, consider the following:

Descriptor	Award mark
On the borderline of this level and the one below	At bottom of level
Just enough achievement on balance for this level	Above bottom and either below middle or at middle of level (depending on number of marks available)
Meets the criteria but with some slight inconsistency	Above middle and either below top of level or at middle of level (depending on number of marks available)
Consistently meets the criteria for this level	At top of level

11. **Annotations**

Annotation	Meaning
?	Unclear
A	Explanation, analysis, argument
BOD	Benefit of Doubt
BP	Blank page
λ	Omission
✗	Cross
EG	Use of examples
⌇	Not relevant to specific question
R	Rubric
REP	Repeat
TV	Too vague
✓	Tick
✓+	Excellent point

Question			Answer	Marks	Guidance
1	(a)	(i)	**One** mark per convention (MAX 4 marks) e.g. • Fast paced editing (1) • Aerial shots (1) • Non-diegetic, fast paced instrumental music (1) • Panning shots (1) • Exotic locations (1) • Closeups on athletes (1) • Presenter is ex athlete (1) • **Any other valid response.**	4	Use professional judgement from technical conventions students will have learned as part of LO3 U1.
1	(a)	(ii)	**One** mark for source, **One** mark for explanation e.g. • *How to Shoot an Action Sports Video* by Sebastian Solberg on YouTube (1), and this is useful because he is a specialist videographer who has won awards for his TV work (1). • https://www.canon.co.uk/pro/stories/video-settings-for-sport/ by Canon Cameras (1). This is useful because Canon Cameras are used by professionals, and it teaches you how to use the settings specifically to film action sports. (1). • **Any other valid response.**	2	Answer must cite a secondary source.
1	(b)	(i)	**One** mark for content, **ONE** mark for explanation (MAX.4 marks), e.g. • Japanese Pro Wrestling (1) because this is a niche extreme and physical sport that doesn't get much mainstream coverage (1) • Skating on Venice Beach and through California (1) as this is where skateboarding began in the 1960s and 70s so it would be educational (1). • Big waves surfing from Nazare (1) as this is where the largest waves in the world are surfed (1)	4	Use professional judgement to judge **extreme** sports/suitable content.

- Mountain Bike downhill events (1) as this is the most accessible extreme sport to people (1)
- Extreme sports highlights (e.g. Extreme Impulse Best Moments) (1) to engage potential viewers increasing desire to participate (1)
- Documentaries about extreme sports (1) exploring athletes lives/training (1)
- **Any other valid response.**

Question			Answer	Marks	Guidance
1	**(b)**	**(ii)**	**One** mark for use, **One** mark for explanation, **One** mark for link to experience/research e.g. • Can be used to tell a story about an athlete on the screen (1) this can add depth to the story and inform the viewer (1) This was used to tell the story of Stevie Smith in the long Live Chainsaw (1) • To commentate at a live event (1) to inform the viewer of what the athlete is doing in the event (1) such as with the Red Bull Cliff Diving series (1) • To provide an analyse of footage (1) to explain what happened in a situation so that the viewer understands what has taken place (1) such as with snowboarding explaining the tricks performed by the athlete (1) • **Any other valid response**	3	For **full** marks candidates **must** use experience or research. **Do not accept**: • Non-extreme sport examples for full marks

	Question		Answer	Marks	Guidance
2	**(a)**		**One** mark for each method (MAX 2 marks) e.g. • https://www.visitengland.com/things-to-do/extreme-sports has a list of all the most popular extreme sports (1) • A more local website such as https://brightoni360.co.uk/news/top-10-adrenaline-activities-in-the-uk/ has a list of the top 10 extreme sports in the UK (1) • **Any other valid response.**	**2**	Method should be plausible to find out information about the most popular extreme sports in the UK. Two websites are valid.
2	**(b)**		**One** mark for cataloguing method, **One** mark for explanation, **One** mark for link to experience/research e.g. • https://www.zotero.org is an online tool used for cataloguing (1) and this is useful because it holds audio, TV and film video and text data that could be used in documentary content (1) and I found this information from the official Zotero forums (1). • Apache Atlas is a popular tool now used to catalogue data and research (1) because it can be used for easy sharing which would be needed by a large TV company (1) I found this information functionality at https://atlan.com/open-source-data-catalog-tools (1). • Mendeley reference manager (1) because you can tag the information/data/sources (1) I used so that I could credit people (1) • **Any other valid response.**	**3**	Any valid form of data cataloguing / research cataloguing should be credited.
2	**(c)**		**One** mark for each **specific** source, e.g. • The book 'Media Interview Techniques' by Robert Taylor would be appropriate (1). • https://www.masterclass.com/articles/how-to-conduct-a-great-television-interview website allows people to look at how to use questions alongside filming processes (1). • **Any other valid response**	**2**	The source must be plausible and relevant to the question for marks to be awarded.

Question			Answer	Marks	Guidance
3			**One** mark per schedule consideration, **Two** marks for **content** expansion. (MAX 6 marks) • Broadcast before the watershed (1st) meaning there should be no swearing or profanity (1) so that any secondary, younger audiences such as children are not exposed to bad language. (1). • Primetime hours of 7pm – 9pm (1st) meaning that they are competing for viewers across mainstream channels (1) so the content needs to be engaging enough to deliver the audience to advertisers (1). • Live content will need to include delay (1st) during broadcast so that any accidents/use of bad language (1) can be edited/ moved past without breaking the pre-watershed requirements (1) • Material will need to be pre-recorded (1st) due to the time of broadcast not allowing live events every day (1) which will allow them to edit the content (1) • **Any other valid response**	6	Credit relevant understanding of scheduling content • pre-release states scheduled broadcast every day between 3 pm and 9 pm.
4			**One** mark for **brand**, **One** mark for explanation, **One** mark for link to experience/research (MAX 9 marks) e.g. • Patagonia (1) that is targeted at younger skiers around 25-40 years old (1) as evident on the niche Patagonia adverts which are youthful and edgy such as 'Don't Buy This Jacket' (1). • Jedi Air Wear (1) because they are a company that make a range of clothing and technology accessible across the age range, such compasses (1) as can be seen by the models used on their website homepage e.g. older man https://jediairwear.co.uk (1). • **Any other suitable response**	9	Answers might refer to a range of brands associated with people across any aspect of the age range 25-55 who enjoy sports.

Question				Answer	Marks	Guidance
5				**One** mark for ethical issue, **One** mark for explanation (MAX 4 marks) e.g. • Inclusion of diversity of ethnicity of athletes/sports professionals (1) so that it is inclusive and representative of all the demographic (1) • Respectful to the locations of cultures included in filming (1) so that negative, historical stereotypes are not reinforced (1) • Use of release forms (1) so that athletes/sports professionals are aware of their footage being broadcast (1) • Privacy laws surrounding filming outdoors should be followed (1) because individuals should not be filmed on camera without their prior consent (1) as outlined in Section 8 Privacy code of conduct at www.ofcom.org.uk (1). • Under 18s should be protected (1) meaning content should not show athletes consuming alcohol or handling any illegal equipment as unregulated firearms (1) as found at https://support.google.com in relation to live streaming (1). • Viewers should be warned that activities seen will be dangerous but carried out in a controlled manner (1) by trained professionals and not copied (1) • Footage of activities must be real/true (1) and not misleading of what has taken place (1) • Ensure that the environment in not harmed/damaged (1) so people are not encouraged to damage the environment when taking part (1) • **Any other valid response.**	4	Ethical issues such as representation of gender, age, use of language, use of cultural symbols should be credited.

Question			Answer	Marks	Guidance
6	**(a)**		**One** mark for production activity, **One** marks for expansion, **One** mark for using experience or research e.g. • Location usable/check locations are not undergoing any building or conservation work that would change the filming (1) because this would potentially ruin the areas that the athletes and crew could be positioned (1) as suggested at https://steadyhandproductions.co.uk/blog/film-recce (1) • Location/Equipment access so that the equipment can have access to power or portable power options (1) because the live broadcast will lose transmission if this is not available (1) https://www.camberwellstudios.co.uk/blog/film-production-tips/what-to-look-for-in-a-film-studio-recce. (1) • Checking filming locations (1) for safety issues for the crew to be addressed (1) as I found using filmlifestyle.com (1) • **Any other suitable response**	6	Any plausible reason for a recce based on content for Extreme Impulse should be considered
6	**(b)**		**One** mark for document, **One** mark for explanation, **One** mark for link to experience or research e.g. • Release forms (1) to allow filming in some locations when capturing footage (1) example/research (1) • Risk Assessment (1) will need to be completed when filming on location where dangerous activities taking place (1) example/research (1) • Storyboard (1) filming of some aspects will need a storyboard to plan camera angles and positions to capture the athlete (1) example/research (1) • Script (1) will be needed for the interviews/for the opening sequences of the live broadcasts (1) example/research (1) • **Any other valid response.**	3	Any relevant regulation about live broadcasts should be credited.

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Question			Answer	Marks	Guidance
6	**(c)**		**One** mark for contingency, **One** mark for explanation, e.g. • Ensure that at least one member of the production crew has converging media production job role skills (1) because this will limit the risk of having to cancel filming/sound capture, for example (1) • A back up pre-recorded production should be available (1) because this means that the audience are still watching relevant and engaging content, so they aren't disappointed (1) • On-call/Back-up member of staff available (1) so that they can be called upon/in quickly to fill in (1) • Have a call sheet ready at the location (1) to contact the missing member of staff (1) • **Any other suitable response**	4	**Do not accept:** • Reschedule- the question is about a Live broadcast

Question			Answer	Marks	Guidance
7	**(a)**		**One** mark for way use feedback, **One** mark for expansion e.g. • Have an understanding of what works and what doesn't in relation to any changes that need to be made before the launch (1) as described at https://aicontentfy.com (1) • Publishing pilot footage to gather feedback on social media (1) like people use YouTube comments (1) • Use feedback to know how to market their channel (1) by using data from social media channels (1) • **Any other suitable response**	4	Question is about supporting the **launch** of the channel

| 7 | (b) | | **One** mark for social media channel, **One** mark for expansion. e.g. Twitter/X (1) you can post paid for adverts to target a wide range of people. (1) Instagram (1) because Red Bull Racing post F1 material like spin off comics directly related to each race to market their team and their online channels (1) TikTok (1) because it will appeal to the younger demographic (1) YouTube (1) as you can use longer clips/interviews to promote the channel (1) **Any other suitable response** | 4 | |

Question			Answer	Marks	Guidance
8*			**Level 4** **16-20 marks** There is an **excellent** discussion of **four areas** of the marketing mix that are **wholly appropriate and justified** and research has been **fully considered.** Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar. **Level 3** **11-15 marks** There is a **good** discussion of **at least three areas** of the marketing mix that are **appropriate** and **sometimes justified** and research has been **considered.** There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning. **Level 2** **6-10 marks** There is a **basic** understanding of **at least two areas** of the marketing mix are **appropriate.** There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive. **Level 1** **1-5 marks** There is a **limited understanding** of the areas of the marketing mix. One, if any, of the areas suggested **may not be appropriate.** There will be some errors of spelling, punctuation and **0 marks** Response does not worthy credit.	20	A candidate can only gain a Level 4 if **four** areas of the marketing mix have been discussed and how full consideration of these is appropriate for the brief in relation to what information might be needed before the launch of Extreme Impulse 2. **However**, candidates may discuss areas but without justification or consideration to research so a best fit approach should be applied. Marketing mix areas in relation to the brief are: **Product –** the potential of launching Extreme Impulse 2 – research should look at similar TV stations and sister channels/online such as Red Bull. **Price –** would a sister channel cost extra? How much are subscriptions? What examples does the candidate give? E.g. Sky Sports, Sky Sports F1. **Place –** could the audience access the product? Where would the live events be held? Could there be roadshows? Would it be just UK based sporting events? Candidates may have looked at Extreme TV, for example. **Promotion –** above the line, below the line, sustained social media campaigns – teaser and sales funnel marketing. Candidates may have discussed similar teasers for major events on mainstream channels that are easily accessible such as BBC/ITV and the Women's World Cup **Physical evidence** – where might the audience be able to go on location to be part of, for example, vox pops to promote audience engagement with the show. **People** – presenters and professionals involved in the teams shown. **Processes** – budgeting, funding for marketing activities such as cost of personnel.

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