Cambridge Technicals

Digital Media

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

Level 2 Cambridge Technical in Digital Media
05898 - 05899

Mark Scheme for January 2025

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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	**Indicative content** 1. Interpretation of client brief 2. Research sources used Consideration of: 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 • Type of asset (image, animation, sound clip) • Location of asset (asset log, storage location, source) • Asset usage permission 11. Budgetary constraints • Resources (camera, computer, microphones, lighting) • Personnel (animator, cameraperson, director, producer)	15	**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. **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. **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. **0 = answer worthy of no credit**

Question			Answer	Marks	Guidance
1(b)	Legal, Ethical, Moral and Regulatory consideration	LO4 LO5	**Indicative content** 1. Legislation applied to the use of assets • Copyright • Trademark • Intellectual property 2. Legislation applied to media production • Data protection • Privacy • Certification & classification • Defamation • Public liability • Permissions • Rights 3. Ethical issues • Sensation • Offensive material • Privacy • Exploitation 4. Roles of the regulatory bodies in digital media production • BBFC • IPSO • Ofcom • PEGI • ASA • Press Complaints Commission • Entertainment Software Rating Board	6	**L3 5 – 6 marks** A thorough indication that the relevant legal and regulatory constraints and ethical issues are considered in response to the brief. **Typically, in this series**: • **For 6 marks** students will have shown how 6 or more of the elements listed **from all 4 areas of the indicative content** are relevant to the product being planned. • **For 5 marks** students will have shown how 5 of the elements listed **from all 4 areas of the indicative content** are relevant to the product being planned **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. **Typically, in this series**: • **For 4 marks** students will have shown how 4 of the elements listed **from all 4 areas of the indicative content** are relevant to the product being planned. • **For 3 marks** students will have shown how 3 of the elements listed **from 3 areas of the indicative content** are relevant to the product being planned **L1 1-2 marks** There is limited indication that legal and regulatory constraints and ethical issues have been considered in response to the brief. **Typically, in this series**:

Question			Answer	Marks	Guidance
					• **For 2 marks** students will have shown how 2 of the elements listed **from 2 areas of the indicative content** are relevant to the product being planned • **For 1 marks** students will have shown how 1 of the elements listed **in the indicative content** are relevant to the product being planned **0 = answer worthy of no credit**

Question			Answer	Marks	Guidance
1(c)	Health & Safety	LO6	**Indicative content** 1. Health and safety considerations for pre-production • IT working practices • Location recces • Risk assessments 2. Health and safety considerations for production i.e. • IT working practices • Location recces • Risk assessments • Use of equipment	6	**L3 – 5-6 marks** All pre-production health and safety issues listed in the indicative content have been considered and are **relevant to the media product being created** All the production health and safety issues listed in the indicative content have been considered and are **relevant to the media product being created** **L2 – 3-4 marks** For **4** marks most pre-production health and safety issues listed in the indicative content have been considered and are **relevant to the media product being created** Most production health and safety issues listed in the indicative content have been considered and are **relevant to the media product being created** For **3** marks some pre-production health and safety issues listed in the indicative content have been considered and are **relevant to the media product being created**

Question			Answer	Marks	Guidance
					Some production health and safety issues listed in the indicative content have been considered and are **relevant to the media product being created** **L1 1-2 marks** Few pre-production health and safety issues are considered. There is limited relevance to the media product being created. Few production health and safety issues are considered. There is limited relevance to the media product being created **0 = answer worthy of no credit**
Question			**Answer**	**Marks**	**Guidance**
2	**Planning**	LO2	**Indicative content** 1. Production schedule to include. • 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 .

Question			Answer	Marks	Guidance
					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) None of the documents selected are appropriate for the media product (0)
	Pre-production documents production Quality/Detail	LO3	**Indicative for each form** 1. Mood board • Images • Fonts • Text • Textures/fabrics 2. Mind map/spider diagram • Content • Central theme • Nodes • Sub nodes 3. Story Board	12	**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. **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.

Question			Answer	Marks	Guidance
			• Frames • Camera details • Sound details • Lighting details 4. Script • Setting • Speech/dialogue • direction 5. Layout and design documents • Flat plans / Rough Sketch / Visualisation diagrams • colour • fonts • images • layout 6. Prototype • working detail • development indication 7. Production schedule documentation 8. Asset tables		**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. **0 = answer worthy of no credit**

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