OCR
Oxford Cambridge and RSA

Tuesday 14 January 2025 – Afternoon

Level 3 Cambridge Technical in Digital Media

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

Time allowed: 2 hours

C362/2501

You must have:
• the Insert (inside this document)

You can use:
• an HB pencil

Please write clearly in black ink. **Do not write in the barcodes.**

Centre number [ ][ ][ ][ ][ ]   Candidate number [ ][ ][ ][ ]

First name(s) _____

Last name _____

Date of birth [D][D] [M][M] [Y][Y][Y][Y]

INSTRUCTIONS
• Use black ink. You can use an HB pencil, but only for illustrations and diagrams.
• Write your answer to each question in the space provided. If you need extra space use the lined page at the end of this booklet. The question numbers must be clearly shown.
• Answer **all** the questions.
• Use the Insert to answer all the questions.

INFORMATION
• The total mark for this paper is **80**.
• The marks for each question are shown in brackets **[ ]**.
• Quality of extended response will be assessed in questions marked with an asterisk (*).
• This document has **12** pages.

ADVICE
• Read each question carefully before you start your answer.

Section A

1

(a) Identify **three** financial constraints that #OPHMedia would need to consider during the planning of the multiple digital media products.

1 ....

....

2 ....

....

3 ....

....

[3]

(b) Identify and explain **one** impact that the production of multiple digital media products might have on the production process.

....

....

....

....

....

.... **[3]**

2 Identify and explain **two** client requirements that the team will need to consider when planning the production of the digital media products.

1 ....

....

....

....

....

....

2 ....

....

....

....

....

....

[6]

3 Identify **three** audience considerations from the product brief.

1 ....

....

2 ....

....

3 ....

....

[3]

Turn over

4 The requirements of regulatory bodies must be considered when planning the production of digital products.

Identify **two** regulatory bodies that Azmi would need to consider.

Explain the impact of each regulatory body on the planning of the production of the digital products.

1 ....

....

....

....

....

....

2 ....

....

....

....

....

[6]

5 Identify and explain **one** activity that will require #OPHMedia to use a call sheet.

....

....

....

....

....

.... **[3]**

6

(a) Identify **four** components of a production schedule.

1 ....

2 ....

3 ....

4 ....

[4]

(b) Explain **one** reason why a site structure diagram would be needed when planning the interactive website.

....

....

....

.... **[2]**

Turn over for the next question

7 Riley and Ariel need to complete a recce and risk assessment before filming the short videos for the website.

Compare the **similarities** and **differences** between a recce and a risk assessment.

....

....

....

....

....

....

....

....

....

....

....

....

....

....

.... **[8]**

8   Explain **two** legal issues that #OPHMedia will need to consider when designing the logo for the 'Sport Warchester' initiative.

1   ....

    ....

    ....

    ....

2   ....

    ....

    ....

    ....

[4]

Section B starts on the next page

Turn over

Section B

9   You are helping Riley plan the layout and style of the interactive website.

In the space below, draw a **wireframe** of the website homepage. You should consider the specific details provided in the product brief.

Marks will be awarded for:

- layout
- content
- annotations to justify choices.
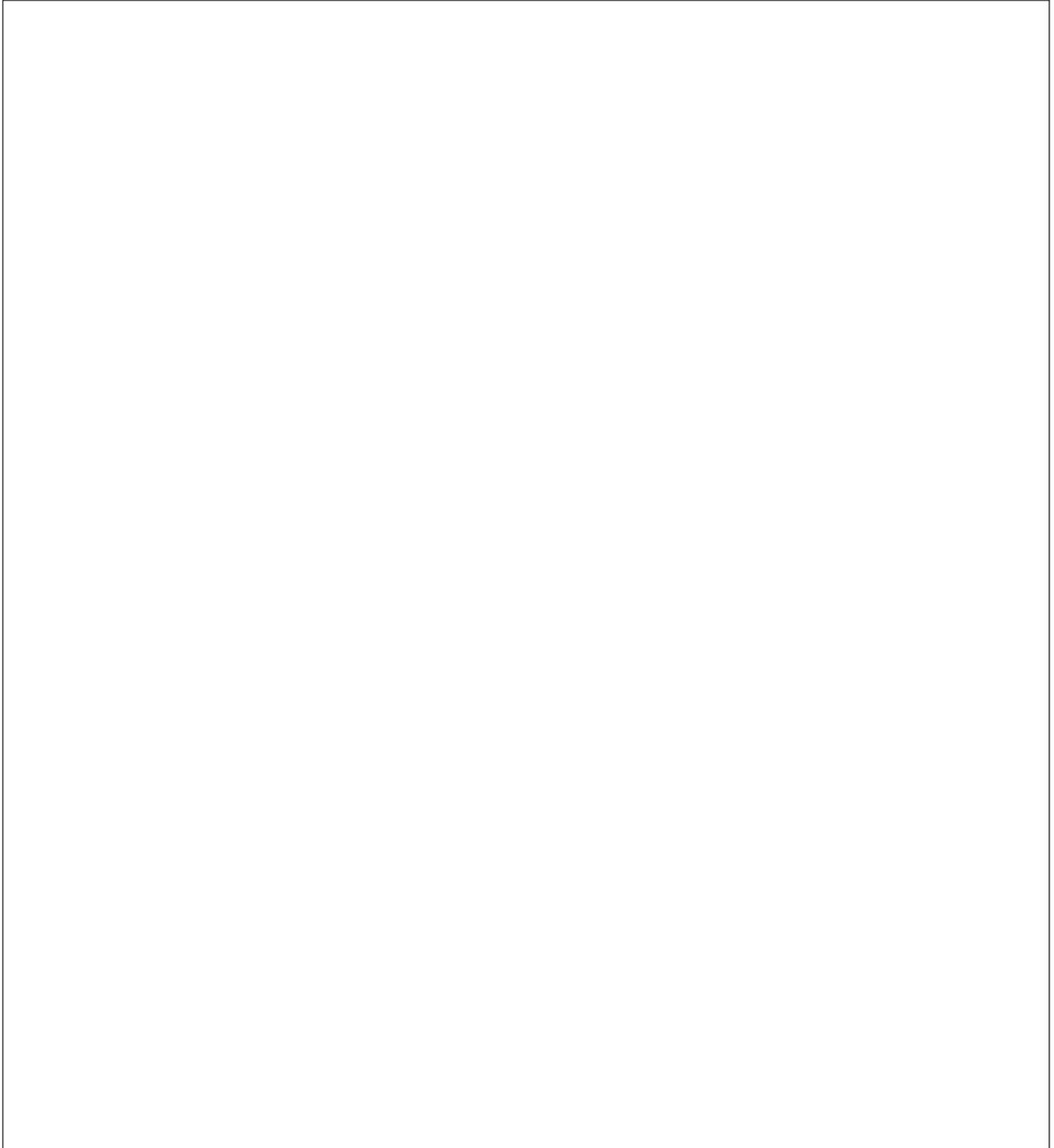
[9]

10 You are helping Ariel plan the 30 second radio advertisement.

In the space below, write a **script** that could be used for the **30 second radio advert**. The script should reflect the main purpose of the 'Sport Warchester' initiative.

Marks will be awarded for:

- layout
- content
- fitness for purpose.

[9]

11* Riley has created several pieces of concept art as first drafts of the 'Sport Warchester' logo design.

Evaluate the effectiveness of creating **concept art** as part of the pre-production and planning process for the 'Sport Warchester' initiative.

Use the content from the product brief to support your answer. **[20]**

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

END OF QUESTION PAPER

12

EXTRA ANSWER SPACE

If you need extra space use this lined page. You must write the question numbers clearly in the margin.