

Tuesday 14 January 2025 – Afternoon

Level 3 Cambridge Technical in Digital Media

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

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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

'Sport Warchester' is a new initiative by Warchester Council aiming to encourage 11–16-year-old children to take part in more local sporting activities. The council have approached #OPHMedia to produce a range of digital media products to promote the initiative.

#OPHMedia have three members of staff:

- Azmi – main production manager. They are also responsible for checking legal and ethical issues, budgeting and health and safety considerations.
- Riley – graphic and web designer. They also conduct audience research.
- Ariel – videographer. They also work on audio and radio production.

You are an intern at #OPHMedia tasked with research and assisting in the creation of pre-production documentation.

Product Brief

Warchester Council require the creation of several digital media products to use as part of a promotional campaign for the 'Sport Warchester' initiative.

These digital media products include:

- Logo or visual identity for 'Sport Warchester'
- Interactive website featuring video trailers showing children playing sports such as football, swimming, and tennis
- Social media marketing adverts
- 30 second radio advert.

Warchester Council have told #OPHMedia that they want to launch the promotional digital media products in six months' time.

Warchester Council have also asked #OPHMedia to use their commercial contacts to find appropriate companies to sponsor the initiative. These companies will have their logos on the promotional digital media products.

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