

21 October 2025 – 13 January 2026

Level 2 Cambridge Technical in Digital Media

05898/05899 Unit 2C: Principles of concept design and pre-production

PRE-RELEASE

INSTRUCTIONS

- You must undertake research to inform a proposal for the client brief.
- You will complete your proposal under controlled conditions.
- Complete all the parts of the task.
- You can use your own documents and/or you can download the OCR pre-production documents for this task.

INFORMATION

- The total mark for this task is **50**.
- The marks for each question are shown in brackets [].
- This document has **4** pages.

ADVICE

- Read each question carefully before you start your answer.

The Client Brief

New Alternative Energy Generation scheme – a promotional media product

Ecofluxion is promoting a new scheme to generate alternative energy.

The scheme promotes generating energy using solar, wind, and bio methods.

Their target audience are farmers or other individuals who live in remote areas of the country and are landowners.

Ecofluxion would like a **media product which promotes** their new alternative energy generation scheme.

You are required to submit a proposal for **one** of the following media products to meet the client brief.

An audio product

e.g.

- a podcast
- a radio advert
- a soundscape.

An audio-visual product

e.g.

- a promotional video
- a teaser trailer
- a television advert.

A digital media product

e.g.

- an interactive animation
- an interactive game
- an interactive graphical advertisement
- an interactive website
- an online digital publication.

All content produced must be original and produced by you. However, images, music or audio effects from a copyright-free source may be used but must be referenced.

Scenario

You are a junior graphic designer at a creative marketing agency. The agency you work for have been commissioned to develop a media product to promote and market **Ecofluxion's** new alternative energy generation scheme.

There are three full-time members of staff in the agency.

If extra skill sets are required freelance workers can be hired on a short-term basis.

The full-time staff are:

- Zayn - Previsualisation artist
- Finley - Music composer
- Alex - Production Manager

You have 10 weeks to produce **one** media product.

The media product will be required at least a month before the launch of the scheme.

Tasks

1

(a) Create a product proposal for **one** of the media products, that details:

- (i)** Client requirements
- (ii)** Target audience details and requirements
- (iii)** How the needs of the client and target audience will be met
- (iv)** Research of existing products in the market place
- (v)** Required assets
- (vi)** Budgetary considerations.

[15]

(b) Legal, ethical and regulatory issues that will need to be considered.

[6]

(c) Health and safety issues and the mitigation measures to be considered.

[6]

2 Produce a production schedule for the project to deliver a working digital media product within the client's timescales. This should include:

- (a) Workflow
- (b) Tasks
- (c) Activities
- (d) Timescales
- (e) Deadlines
- (f) Milestones
- (g) Contingencies
- (h) Resources.

[9]

3 Select and produce appropriate pre-production documents, designing and setting out what will need to be produced to meet the client's requirements. The relevance and quality of the documents produced will be assessed in this task.

[14]

[50 marks]

END OF PRE-RELEASE



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