

Cambridge Technicals

Digital Media

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

Level 2 Cambridge Technical in Digital Media

05843 - 05846 & 05875

Mark Scheme for June 2025

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

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, email or via the RM Assessor messaging system.
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.)*

Multiple-Choice Question Responses

When a multiple-choice question has only a single, correct response and a candidate provides two responses (even if one of these responses is correct), then no mark should be awarded (as it is not possible to determine which was the first response selected by the candidate).

When a question requires candidates to select more than one option/multiple options, then local marking arrangements need to ensure consistency of approach.

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.)*

Short 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 the annotation 'SEEN' to confirm that the work has been seen and mark any responses using the annotations in section 11.

7. There is a NR (**No Response**) option. Award NR (No Response):

- if there is nothing written at all in the answer space
- OR if there is a comment which does not in any way relate to the question (e.g., 'can't do', 'don't know')
- OR if there is a mark (e.g., a dash, a question mark) which is not an attempt at the question.

Note: Award 0 marks – for an attempt that earns no credit (including copying out the question).

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.**

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: Not applicable in F501

To determine the level – start at the highest level and work down until you reach the level that matches the answer

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

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 - Legislation applied to the use of assets - Copyright - Trademark - Intellectual property - Legislation applied to media production - Data protection - Privacy - Certification & classification - Defamation - Public liability - Permissions - Rights - Ethical issues - Sensation - Offensive material - Privacy - Exploitation - 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 L1 1-3 marks

Question			Answer	Marks	Guidance
					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 - Mood board - Images - Fonts - Text - Textures/fabrics - Mind map/spider diagram - Content - Central theme - Nodes - Sub nodes - Story Board - Frames - Camera details	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. L1 1- 4 marks The pre-production documents produce contain little detail that aids the production of the final product.

Question			Answer	Marks	Guidance
			• 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		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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