

Level 3 Cambridge Technical in Digital Media

Time allowed: 2 hours

C362/2506

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
---	---	---	---	---	---	---	---

- 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.

- 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.

- Read each question carefully before you start your answer.

2
Section A

- 1**
- (a)** Identify **three** resources that Charlie could use as part of their job role.
- 1
- 2
- 3 **[3]**

- (b)** Identify **one** location that can be used in the social media promotional video, other than the seating area.
- Explain how the location could help promote the new restaurant.
-
-
-
-
-
- **[3]**

- 2 Identify **two** possible revenue streams that Ling could research.

Explain why each would be suitable for use by Breswick Kitchen.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

- 3 Identify **four** client requirements from the product brief.

1

2

3

4

[4]

4

- (a) Identify **one** tool that Charlie could use to analyse the product brief.

Explain how the tool helps them to understand the client's requirements for the printed flyer.

.....

.....

.....

.....

.....

..... [3]

- (b) Identify **two** target audience factors Gabi should consider when planning the radio advert.

Explain how each factor will affect the choice of radio stations that the radio advert will be broadcast on.

1

.....

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

..... [6]

5

- (a) Identify **two** pre-production documents that Gabi could give to the production team to produce the social media promotional video.

1

2

[2]

- (b) Identify and explain **one** responsibility that Ling has as production manager of the social media promotional video.

.....

.....

.....

.....

.....

.....

[3]

Question 6 starts on the next page

- 6** Charlie has completed a first draft of a visualisation diagram for the printed flyer and a wireframe for the website. You have been asked to review them.

Compare the **similarities** and **differences** between a visualisation diagram and a wireframe.

[8]

- 7 Explain **two** legal issues Ling will need to be aware of before Charlie starts the production of the website.

1

.....

.....

.....

2

.....

.....

.....

[4]

Section B starts on the next page

Section B

- 8 You are helping Charlie plan the printed flyer.

In the space below, draw a **page mock-up** of the printed flyer that can be shown to Breswick Kitchen.

Marks will be awarded for:

- annotations
- content
- fitness for purpose

[9]



- 9 You are helping Charlie plan the 30-second radio advert.

In the space below, write a **script** for the 30-second radio advert focussing on promoting the restaurant and its unique features.

Marks will be awarded for:

- content
- fitness for purpose
- layout

[9]

10* Charlie has created a site structure diagram for the website.

Evaluate the effectiveness of creating a **site structure diagram** as part of the pre-production and planning process for the Breswick Kitchen website.

Use the content from the product brief to support your answer.

[20]

This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook or legal stationery. There are no margins, text, or other markings on the page.

© OCR 2025

[illegible]

Copyright Information

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.