

Cambridge Technicals

Digital Media

Unit 2: Pre-production and planning

Level 3 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 questions 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:
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

11. Annotations

EVERY PAGE MUST BE ANNOTATED
ANNOTATIONS MUST BE PLACED TO THE LEFT OF THE RESPONSE

Annotation	Meaning
	Tick
	Cross
	Unclear
	Benefit of Doubt
	Not relevant to specific question
	Repeat
	Too vague
	Not answered question
	SEEN – you must check the very last ‘extra answer space’ as RM does not pick this up as a blank page and will not prompt you to check – this page is usually linked to Q1a.
For Level marked questions only (Q6 and Q10) – must be placed at the top of the response, next to the question	
	Level 1
	Level 2
	Level 3
	Level 4

Section A

Question		Answer	Mark	Guidance
1	(a)	ONE mark for each resource (MAX THREE marks) e.g. • Adobe Photoshop / Adobe InDesign (1) • Google Slides / Google Docs / Powerpoint / Word (1) • Drawing tablet (1) • Computer (1) • DSLR (1) • Cooking books / programmes / websites (1) • Canva (1) • Project Management Tools (1) Any other suitable response.	3 1.1 3.1	Any resource that could plausibly relate to Charlie's role in the product brief should be awarded. Candidates may mention software, hardware or research resources. If candidates mention three <u>different</u> research methods, award one mark for each. If candidates mention three <u>different</u> pieces of software, award one mark for each. NB. If candidates mention very similar software (e.g., powerpoint and google slides) then award ONE mark and then a REP.
1	(b)	ONE mark for location, TWO marks for expansion, e.g. • Open plan kitchen (1st), because this shows it's a clean and professional environment (1) and it's a USP of the restaurant so will attract audiences (1) • Venice (1st), because this is in Italy (1) and it makes the restaurant seem authentic for the audience (1) • Shots of Edinburgh (1st), because this is where the restaurant is based (1), meaning when the video is shared on social media people from out of town know where it is (1) Any other suitable response.	3 1.1	The first mark must be obtained before the other two marks are awarded. Any plausible location should be awarded which could be linked to Edinburgh / Italy.

Question			Answer	Mark	Guidance
2			ONE mark for revenue stream, TWO marks for explanation and expansion (MAX SIX marks) e.g. - Sponsorship by a well-known food brand (1) as this provides the restaurant with credibility (1) which provides potential customers with confidence and evidence of quality (1) - Corporate finance from a partnership with another restaurant in Breswick (1) in order to minimise costs (1) as both restaurants could share personnel and resources (1) Any other suitable response.	6 1.1	The first mark must be obtained before the other two marks are awarded for each response. Award other potential revenue streams: - Sponsorship - Crowdfunding - Corporate finance - Advertising (within the restaurant) - Franchising - Small business grants - Merchandising - Membership / Subscription

Question			Answer	Mark	Guidance
3			ONE mark per client requirement (MAX FOUR marks) e.g. - Production of a 45 second social media promotional video (1) - Production of a printed flyer (A5 in full colour) (1) - Printed flyer will be part of direct mail campaign (1) - Website must provide restaurant opening times / links to menu / information about owners (1) - Radio advert (30 seconds) (1) - Radio advert should tell customers about the open plan kitchen and the quality of their food (1) - The launch in three months' time (1) - Drafts must be ready in 6 weeks (1) - Target audience is 35 and over (1) - Target audience is socio-economic grades A,B and C1 (1) - Target audience is culturally diverse (1) - Target audience enjoys fine dining (1) Any other suitable response.	4 2.1	These are the only accepted client requirements. Responses do not have to be verbatim from the brief, i.e., "The website should provide the restaurant opening times" is acceptable.

Question		Answer	Mark	Guidance
4	(a)	ONE mark for tool, TWO marks for explanation and expansion, (MAX THREE marks) e.g. - Mindmap (1) as this will allow Charlie to show the connections between font and colour scheme, (1) that allows the client to see what house style they are likely to use in the visualisation diagram (1) - Mood board (1) can allow Charlie to show visual representation (1) of the props and location that might be used (1) Any other suitable response.	3 2.1	The first mark must be obtained before the other two marks are awarded. Documents that show initial ideas: - Mindmap - Mood board - Blue-sky thinking - SWOT analysis Do NOT accept as these are created beyond initial ideas: - Visualisation diagram - Page mock-up - Concept art - Wire frame
4	(b)	ONE mark for identification of a specific audience requirement, TWO marks for expansion (MAX SIX marks) e.g. - The age of the target audience is 35+ (1) so Gabi will need to think about which local commercial stations will appeal to them (1). This could be stations that don't feature chart music (1) - The target audience is Socio-economic grades A,B and C1 (1) so the local station should feature adverts with more expensive goods (1) like Classic FM (1) Any other suitable response.	6 2.1	The first mark must be obtained before the other two marks are awarded for each response. Audience requirements: - Suitable for 35+ - Socio-economic grades A,B and C1 - Culturally diverse - Enjoy fine dining Accept either local or national commercial radio. Do NOT accept references to the BBC as this is a PSB and does not include adverts. Candidates are not required to name a specific radio station, though this may support their explanation.

Question		Answer	Mark	Guidance
5	(a)	ONE mark per pre-production document (MAX 2 marks) e.g. • Call sheet (1) • Treatment (1) • Production Schedule / Gantt Chart (1) • Storyboard (1) • Shooting Script (1) • Script (1) • Set design (1) • Floor Plan (1) • Asset Log (1) Any other suitable response.	2 3.1	Do NOT accept Risk Assessment / Recce as this is Ling's role. Do NOT accept a mood board or mind map as this would not be used for an audio-visual media product.
5	(b)	THREE marks for explanation and expansion, e.g. • As production manager on site they are responsible for the cast/crew (1), so need to be aware of the Health & Safety risks (1) so chances of accidents are reduced (1) • Ling is a production manager so will schedule the activities (1) which means that they will decide the length of shoot days, (1) They also decide who is needed and the locations needed (1) • Ling is also responsible for checking legal and ethical issues (1) meaning that they must ensure that the correct consent is held (1) so that they avoid any lawsuits in the future (1) Any other suitable response.	3 1.1 3.1	The first mark must be obtained before the other two marks are awarded. Ling's role includes: • Production management • Health and Safety • Legal and ethical issues

Question	Answer	Mark	Guidance
6	Level 3 (6-8 marks) - There is an excellent comparison of a visualisation diagram and a wireframe. - There is a balanced discussion of similarities and differences of each. - The knowledge of the documents is thorough. NB. Candidates who do not discuss wireframes for a website and are more generic, cannot be awarded marks higher than bottom of L3. Level 2 (3-5 marks) - There is some comparison of a visualisation diagram and a wireframe. May not be balanced focusing more on one document. - The knowledge of the documents is sound. Level 1 (1-2 marks) - There is a basic comparison of a visualisation diagram and a wireframe. - Only one document may be described. - The knowledge of the documents is limited. 0 marks For a response that is not worthy of credit	8 1.1 3.1 4.1 4.2	<u>Put a level stamp on the right hand side.</u> Read the answer as a whole and then award marks. A visualisation diagram is a rough drawing that shows what the final product might look like. A wireframe is a basic outline of a website page design which shows structure and layout. There are low-fidelity and high-fidelity wireframes. Similarities - Both used in early stages of design - Both show how a document is laid out - Both show colour schemes - Both can be done by hand or by software - Both can contain annotations - Both can be shared with clients Differences - Visualisation diagrams are for print, wireframes are for websites - Imagery on visualisation diagrams can be drawn, imagery on wireframe is denoted with a cross - Visualisation diagrams show design and look, wireframes show functionality.

Question			Answer	Mark	Guidance
7			ONE mark for each legal issue, ONE mark for expansion (MAX FOUR marks) e.g. • Copyright of images should be considered (1) to make sure licences have been paid for / checked before use (1) • Data Protection Act (1) so Charlie builds the website considering how to use customer data without breaking privacy laws (1) Any other suitable response.	4 1.1	Responses may include: • crediting of sources • permissions • privacy / personal data protection • libel • intellectual property • trademark. Responses can allude to a legal issue; for example, stating, “don’t copy images as you might get sued” would be acceptable for ONE mark.

Section B

Question	Answer	Mark	Guidance
8	HIGHLIGHT DETAILS IN COLOUR AS DICTATED BELOW: ANNOTATIONS (MAX 3) – RED Annotations must be expansive to be awarded the mark. Do NOT award marks for single word / sentence annotations. • Colour scheme explained (1) • Choice of fonts explained (1) • Annotations relevant to the product brief (1) CONTENT (MAX 5) – GREEN • Brand Identity (1) ◦ Logo OR text identifying 'Breswick Kitchen' • Details – award ONE mark per detail from list up to TWO marks: ◦ Opening times / hours ◦ Location – Full address (candidates can make up) ◦ Call to action (website link / social media) ◦ Slogan ◦ Discount / Offers • Appropriate images (should include sketches) – award ONE mark per image from list up to TWO marks: ◦ open plan kitchen ◦ italian flag ◦ image of food ◦ map of location ◦ image of restaurant ◦ people eating NB. Only award marks for the best two details or images. FITNESS FOR PURPOSE (MAX 1) – BLUE • Appropriateness for the brief – ONE mark if at least two of the following are included: ◦ Launch-related phrasing (e.g. "Now Open", "Opening Soon") ◦ Contact details (phone/email) ◦ USP clearly conveyed (e.g. open plan kitchen)	9 3.1 4.1 4.2	HIGHLIGHT THE CORRECT SECTIONS USING THE CRITERIA ON THE LEFT, THEN TICK BESIDE THE CONTENT AREA. THE MARK MUST CORRELATE TO TICKS. A page mock-up should be an almost complete document which a graphic designer could present to a client. It is NOT a draft, and therefore, <u>some sketches / drawings are expected.</u> Candidates are likely to create a visualisation diagram. If this is the case, then award marks using the criteria as normal. If the candidate produces anything other than this (e.g., a flat plan or a wireframe) then <u>ONLY</u> award ONE mark for brand identity. If a candidate produces more than one side, only mark the first page.

Question	Answer	Mark	Guidance
9	Marks are awarded for script in the context of creating a 30 second radio advert relevant to the product brief. Award marks for traditional script or radio script layout/format. HIGHLIGHT DETAILS IN COLOUR AS DICTATED BELOW: CONTENT (MAX 6) – RED • Use of sound effects or background music – e.g. sizzling food, Italian music, chatter (1) • Dialogue that includes the name <i>Breswick Kitchen</i> (1) • Dialogue about the launch – must say “opening soon” or give an opening date (1) • Dialogue about the USP – must mention “open plan kitchen” (1) • Dialogue about food – must refer to Italian food and/or quality (1) • Clear call to action (CTA) – must mention website or social media (1) FITNESS FOR PURPOSE (MAX 1) – GREEN • Conventions of a script – award ONE mark if the script includes at least two of the following: ◦ Two-column format: character/role on left, dialogue on right ◦ Use of sound (e.g. music, sound effects, voice-over) ◦ At least one named presenter or character LAYOUT (MAX 2) – BLUE • Totals approx 30 seconds – must be timing breakdown, not just “30 seconds” at the top of the script (1) • Intonation in parenthesis (1)	9 3.1 4.1 4.2	HIGHLIGHT THE CORRECT SECTIONS USING THE CRITERIA ON THE LEFT, THEN TICK BESIDE THE CONTENT AREA. THE MARK MUST CORRELATE TO TICKS. If the candidate presents a block of text, only award marks for CONTENT – MAX 6 marks.

Question	Answer	Mark	Guidance
10*	Level 4 (16-20 marks) - An excellent evaluation about creating a site structure diagram as part of the planning and pre-production process for the website. - A wide range of wholly appropriate suggestions will be made in relation to the product brief. Suggestions will be fully justified. - Specialist terms will be used correctly and appropriately. - There will be few, if any, errors in spelling, grammar, and punctuation. <i>Responses at this level will be fully contextualised within the content of the brief, extracting specific references to evaluate the effectiveness of creating site structure diagrams. Responses will focus fully on the pre-production and planning stages and suggest at least one alternative document and explain their reasons.</i> Level 3 (11-15 marks) - A good evaluation about creating a site structure diagram as part of the planning and pre-production process for the website. - A range of appropriate suggestions will be made in relation to the product brief. - Suggestions will be sometimes justified. - There will be some errors of spelling, punctuation, and grammar but these are unlikely to be intrusive or obscure meaning. <i>Responses at this level will be frequently contextualised to evaluate the effectiveness of creating site structure diagrams. Responses may use personnel names and some details from the brief. Responses may suggest at least one alternative document.</i>	20 1.1 2.1 3.1 4.1 4.2	Site structure diagrams allow users to see functionality of the website and how different pages link. The question tests a candidate's ability to evaluate and apply site structure diagrams in the planning and pre-production of a website. Candidates should prioritise evaluating site structure diagrams as their primary goal, avoiding making the entire response centered around proposing alternative documents/processes. If the response lacks evaluative focus, place it in the appropriate band and then award a mark at the bottom of that band. Indicative Content <i>This indicative content is intended to demonstrate relevant examples that may feature in candidates' responses. It is not prescriptive, nor is it exclusive; examiners must carefully reward original but focused responses and implicit as well as explicit responses.</i> - Site structure diagram allows the client to see the navigation of the website and how it links to other pages on the website. - Site structure diagrams allow for the basic page structure to be communicated and how this might change when a link is altered. This allows the client to visualise whether the links are fit for purpose in terms of the product brief.

	Level 2 (6-10 marks) • A basic evaluation about the creating a site structure diagram as part of the planning and pre-production process for the website. • Suggestions made are sometimes appropriate in relation to the product brief. • There may be no justifications for the suggestions. • There are likely to be some errors of spelling, punctuation, and grammar of which some may be noticeable and intrusive. <i>Responses at this level will be generalised, only sometimes referring to the brief to evaluate the effectiveness of creating site structure diagrams. Responses may sometimes use personnel names.</i> Level 1 (1-5 marks) • Limited understanding of creating a site structure diagram as part of the planning and pre-production process for the website. • Little understanding of use for the planning of a website is demonstrated. • Specialist terms may not be used or used inappropriately. • There are likely to be several errors of spelling, punctuation, and grammar which may obscure meaning. <i>Responses at this level will be vague and/or not use any references from the brief to evaluate the effectiveness of creating site structure diagrams.</i> <u>NB. If candidates confuse a site structure diagram with a wireframe (discussing the layout or the look, for example) then the response is capped at Level 1.</u> 0 marks Response is not worthy of credit	• Site structure diagrams are easy to produce using online software and can be shared with the client. • Site structure diagrams do not include visual or stylistic elements. • Site structure diagrams need to be accompanied by other pre-production documents such as wireframes or flat plans so links can be visualised on screen. Candidates may mention these points in regards to the product brief: • Site structure diagrams help the team organise content clearly, ensuring the site is easy to navigate for the target audience (35+). • It ensures important content such as the restaurant's USP (the open plan kitchen) can be appropriately placed. • Given the tight production time frame, site structure diagrams allow for faster decision-making and avoids delays during design and development. • May discuss how the three specified web pages link to the home page.
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