Cambridge Technicals

Digital Media

Unit **25:** Research for product development

Level 3 Cambridge Technical Certificate/Diploma in Digital Media
05843 - 05875

Mark Scheme for January 2018

Annotations

Annotation	Meaning of annotation
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
R	Rubric
Diagonal line/line through	Blank page

Question			Answer	Marks	Guidance
Section A					
1	**(a)**	**(i)**	**THREE** from e.g.: • Blue Peter (1) • What's Up (1) • Soccer Saturday (1) • Top Gear (1) • The One Show (1)	3	Programme identified must reflect the youth audience context.
		(ii)	**TWO** marks for suitable reason and justification e.g. • Ideas for content (1) that will interest the target audience (1) • Technical conventions of youth magazine shows (1) have a recognisable studio set up (1) • Style of delivery by presenters (1) reflecting youth audience culture/language (1)	4	Programme identified must reflect the youth audience context. Any appropriate reason with supporting justification should be given it relates to the genre of magazine programmes.
	(b)		**ONE** mark for each source: e.g. • BARB figures • Social media forums	2	
	(c)		**ONE** mark for the technical convention: e.g. • Filming in the studio(1st) • **TWO** marks for justification: e.g. • The studio setting provides a familiar and regular location (1) to encourage the audience to build a relationship with the presenters (1)	3	Technical conventions are also likely to include camerawork, editing and sound techniques such as wide shots, cutaways, theme music. Answer must refer to technical and not content conventions.

Question	Answer	Marks	Guidance
2 (a)*	**6-8 marks** **All ideas are wholly appropriate.** Suggestions are given for the content for 'Life in Between' is provided showing a **comprehensive** understanding of genre. The suggestion is **justified** based on **research** findings and **audience** of the programme. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar. **3-5 marks** **Most ideas are appropriate.** Suggestions are given for the content for 'Life in Between' is provided showing a **proficient** understanding of genre. The suggestion is **sometimes justified** based on **some** research findings and audience of the programme. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning. **1-2 marks** **Few ideas are appropriate.** Suggestions for the content for 'Life in Between' is provided that is only **partly appropriate**. It shows a **basic** understanding of genre. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility. **0** – no response or no response worthy of credit.	8	Candidates should demonstrate knowledge of age, gender, interest as part of their discussion about content. There may be a variety of research findings referenced and any valid secondary or primary source should be credited.

Question			Answer	Marks	Guidance
	(b)		**TWO** marks for distribution suitable expansion e.g. • The show will be available as a weekly webisode (1) owing to the preference of young people to access television via on demand services (1) • Show will be distributed on distribution channels commonly viewed by the target audience range (1) (such as e.g. iplayer, CBBC, CITV, online services) which target that age group(1)	2	Candidates may also give a specific service in relation to the brief (e.g. iPlayer).
3	**(a)**		Up to **TWO** marks for each identified element in the proposal with suitable expansion. e.g. • Breakdown of specific content/synopsis (1) to cater for a variety of audiences based on the PSB ethos (1) • Legal and ethical considerations of content, distribution and scheduling (1) against regulatory guidelines and PSB ethos (1) • Gender and ethnicity of presenters (1) so that audiences are represented based on PSB ethos and spirit of inclusion (1) • Methods of promotion (1) taking into consideration cross promotion and audience (1)	8	There are other elements included in the proposal, such as personnel, equipment and milestones and these would be acceptable answers. At least one answer should show consideration of the type of organisation commissioning the show.

Question			Answer	Marks	Guidance
	(b)		**ONE** mark from e.g. • IMDB for similar productions, such as What's Up (1st) • Past producers (1) **TWO** marks for explanation of why the source was useful in the context of the creation of the proposal. e.g. • total costs for production techniques and values will be similar for a programme of same genre (1) and the information is easily accessible (1). • Explain how they budgeted their production(1) so that Flashbang can learn from their processes (1)	3	
4	(a)		**TWO** marks for method/technology and explanation e.g. • Shared work area (1) that can be password protected (1) • Co-Working (1) and suitable expansion (1) • can be password protected so only accessible by members of the team.	2	
	(b)		**THREE** marks for presentation method with suitable expansion e.g. • Graphs or pie charts are effective ways present quantitative data (1) that has come from audience research such as questionnaires (1) as they are easy to see immediate audience preferences (1)	3	For full marks the explanation must take into consideration the methods used to conduct audience research, such as questionnaires, e-surveys, likes on social media.

Question			Answer	Marks	Guidance
5			Up to **TWO** marks for each identified piece of equipment with suitable expansion e.g. • Boom microphone (1) for specific use in studio environments (1)	6	All equipment must relate to the medium of television production. Explanation of equipment use should be correct.
6			Up to **THREE** marks for each area identified with suitable justification. e.g. • Colour scheme for the set design and studio needs to be considered (1) because of the specific youth audience of 12-17 (1) it needs to be vibrant and engaging (1) • Space in the studio needs to be considered (1) because the main set is usually in one place (1) to cut down production costs.(1) • Health and safety considerations in the studio (1) so that no equipment in placed (1) where a crew member, presenter or audience could be hurt (1)	9	Answers should relate to the constraints of **set design** of a studio location in relation to research undertaken.
7	(a)		**ONE** mark for each source: e.g. • Previous production plan information from similar productions (1) • BFI (British Film Institute) (1) • Recorded interviews from experienced producers(1)	2	Candidates may reference specific similar magazine programmes to support points. Must refer to secondary sources.

Question		Answer	Marks	Guidance
(b)		**THREE** marks for reason and suitable expansion e.g. First-hand knowledge from experience production staff (1) can give guidance based on practice of working to deadlines (1) and can off strengths, weakness and suggestions.	3	
8		**TWO** marks for contingency and suitable explanation. e.g. if the lighting fails a contingency would be to have portable or on camera lights (1) which provide a flexible, cheap and portable alternative that camera operators can work in a studio. (1) Move outside with presenters (1) and use natural lighting (1)	2	
9*		**Level 4** **16-20 marks** An **excellent** discussion of **four** suitable methods of advertising to reach the target audience is demonstrated. The methods suggested to advertise the programme are **wholly appropriate and justified** and research has been **fully considered.** Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.	20	A candidate can only gain a level 4 if **four** methods have been assessed in relation to target audience of the programme. A candidate cannot get level 3 even with good examples of advertising methods if only two areas have been assessed. However, a best fit approach should be applied to level 1 and level 2 answers with credit to candidates given based on the quality of their ideas for advertising methods. All answers must reference the research they have undertaken.

Question	Answer	Marks	Guidance
	Level 3 **11-15 marks** A **good** understanding of **at least three** suitable methods of advertising to reach the target audience is demonstrated. The methods suggested to advertise the programme are **appropriate** and **sometimes justified** and research has been **considered.** There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning. **Level 2** **5-10 marks** A **basic** understanding of at least two suitable methods of advertising to reach the target audience is demonstrated. The methods suggested to advertise the programme are only partly **appropriate.** There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive. **Level 1** **1-5 marks** A **limited** understanding of suitable advertising methods is demonstrated. Few, if any, methods suggested to advertise the programme that **may not be appropriate.** There will be some errors of spelling, punctuation and **0** – no response or no response worthy of credit.		

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