



# Mark Scheme (Results)

June 2014

NQF BTEC Level 1/Level 2 Firsts in  
Creative Digital Media Production

Unit 1: Digital Media Sectors and  
Audiences (21526E)

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Question Number	Answer	Mark
1	<p>1 mark for an example of a digital audio media product.</p> <p>Any one from:</p> <ul style="list-style-type: none"> <li>• Audio book publishing</li> <li>• Digital games soundtrack</li> <li>• Podcast</li> <li>• Radio show</li> <li>• Digital download</li> <li>• Movie soundtrack</li> <li>• Audio guide</li> <li>• Directors commentary</li> </ul> <p>Do not accept 'audio',</p> <p>Accept any appropriate answer which refers to a valid digital audio product.</p>	(1)

Question Number	Answer	Mark
2	C – Music video	(1)

Question Number	Answer	Mark
3	<p>1 mark for example of a production task when producing a TV drama.</p> <p>Any <b>one</b> from:</p> <ul style="list-style-type: none"> <li>• Filming</li> <li>• Recording sound</li> <li>• Using lights</li> <li>• Directing action</li> <li>• Working as a runner</li> <li>• Producer</li> </ul> <p>Accept any appropriate answer which refers to a valid production process when producing a TV drama.</p>	(1)

Question Number	Answer	Mark
4	C – Editing recorded material from an interview	(1)

Question Number	Answer	Mark
5	B – Filming scenes	(1)

Question Number	Answer	Mark
6(a)	<p>1 mark for each platform.</p> <p>Award <b>one</b> mark for any two of the following:</p> <ul style="list-style-type: none"> <li>• Digital download</li> <li>• DVD</li> <li>• CD</li> <li>• Internet</li> <li>• App store</li> <li>• File sharing</li> </ul> <p>Accept any appropriate answer which refers to a valid distribution platform including reference to specific real life examples.</p>	(2)

Question Number	Answer	Mark
6(b)	<p>Award <b>one</b> mark for each way in which the TV industry might work with RockingGames:</p> <p>Award <b>one</b> mark for any two of the following:</p> <ul style="list-style-type: none"> <li>• The TV industry might show an advertisement for the game</li> <li>• The TV industry might allow RockingGames to sponsor a programme aimed at their target audience</li> <li>• The TV industry might feature the new game on a programme about games</li> <li>• The TV industry might develop a programme using the scenario from the game</li> </ul> <p>Accept any appropriate answer which refers to an appropriate promotional activity.</p>	(2)

Question Number	Answer	Mark
6(c)	<p>A linked response that makes reference to any of the following points. Up to two marks for an explanation.</p> <p>Any <b>one</b> from:</p> <ul style="list-style-type: none"> <li>• Users can access the game in public (1) to promote the game to a wider audience (1)</li> <li>• Mobile devices connected to the Internet (1) to allow sharing of achievements (1)</li> <li>• it enables in app purchases (1) to broaden revenue stream (1)</li> <li>• Audiences can play flexibly (1) fits with busy work life patterns (1)</li> </ul> <p><b>Accept any other appropriate answer.</b></p>	(2)

Question Number	Answer	Mark
7	<p>A linked response that makes reference to any one of the following points. Up to two marks for <b>an</b> explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> <li>• A tablet can access the Internet (1) to allow the user to access emails and browse the internet (1)</li> <li>• A tablet can download apps (1) to allow it to make music (1)</li> <li>• A tablet can download apps (1) to allow it to edit photographs (1)</li> <li>• A tablet can download apps (1) to allow it to edit video (1)</li> <li>• A tablet can download and store films or television programmes (1) to be watched when ready (1)</li> <li>• A tablet can act as a games console (1) for playing on-line (1)</li> <li>• A tablet can download books (1) for reading offline (1)</li> <li>• The user can touch the screen (1) to interact directly with the product (1)</li> </ul> <p>Accept any other relevant phrasing/wording.</p>	(2)

Question Number	Answer	Mark
8	<p>A linked response that makes reference to any of the following points. Up to 2 marks for <b>each</b> explanation.</p> <p>Any <b>two</b> from:</p> <ul style="list-style-type: none"> <li>• It assumes that a media audience are not simply passive consumers (1) they have power over their media consumption (1)</li> <li>• Audiences are responsible for choosing media products that meets their desires (1) and needs to achieve gratification (1)</li> <li>• Media users will deliberately choose media products (1) that will satisfy their needs (1)</li> <li>• they might choose media products (1) to entertain (1) ,</li> <li>• they might choose media products (1) to gain knowledge(1)</li> <li>• they might choose media products (1) to interact socially (1)</li> <li>• they might choose media products (1) for identification (1)</li> </ul> <p>Accept any other appropriate explanation.</p>	(4)

Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for each example of media.</p> <p>Any <b>two</b> from:</p> <ul style="list-style-type: none"> <li>• Reader</li> <li>• Gamer</li> <li>• On-line shopping</li> <li>• Web surfing</li> <li>• DVD viewing</li> <li>• Social networking</li> <li>• Listening to music</li> </ul> <p>Accept any other relevant phrasing/wording.</p>	(2)

Question Number	Answer	Mark
10	Advertising Standards Authority (ASA)	(1)

Question Number	Answer	Mark
11	<p>Any one of the following:</p> <ul style="list-style-type: none"> <li>• gender</li> <li>• age</li> <li>• socio-economic background</li> <li>• class</li> <li>• race</li> <li>• occupation</li> <li>• income</li> <li>• education</li> </ul> <p>Accept any other appropriate response</p>	(1)

Question Number	Answer	Mark
12	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for <b>an</b> explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> <li>• You get the real voice of the audience (1) valid (qualitative) answers (1)</li> <li>• You can research audience numbers (quantitative) (1) in order to measure trends or popularity (1)</li> <li>• You can ask questions to gauge what they want (1) in order to respond to audience needs (1)</li> <li>• You can hold a focus group (1) and get a response from more than one person (1)</li> <li>• You could show them a sample (1) or a trailer and ask for their opinion (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(2)

Question Number	Answer	Mark
13	<p>Award <b>one</b> mark for an example of primary audience.</p> <p>Any one from:</p> <ul style="list-style-type: none"> <li>• The target audience for a media product</li> <li>• The target audience for which the media product is made.</li> </ul> <p><b>Accept any other relevant phrasing/wording.</b></p>	(1)

Question Number	Answer	Mark
14	<p>Award one mark for each example up to two marks</p> <p>Any two from:</p> <ul style="list-style-type: none"> <li>• Genre choices</li> <li>• Scheduling when products are consumed</li> <li>• Regularity</li> <li>• Platform</li> <li>• Price</li> </ul> <p><b>Accept any appropriate answer</b></p>	(2)

Question Number	Answer	Mark
15(a)	<p>Award one mark for identification of secondary research.</p> <ul style="list-style-type: none"> <li>• Looking in the local history section of the library</li> <li>• Reading a book</li> <li>• Looking on the internet</li> </ul>	(1)



Question Number	Answer	Mark
15(b)	<p>Award one mark for identification of qualitative research.</p> <p>Any one from:</p> <ul style="list-style-type: none"> <li>• Meeting the local history society members</li> <li>• Meets the manager of the local history department</li> </ul> <p><b>Accept any other relevant phrasing/wording.</b></p>	(1)

Question Number	Answer	Mark
15(c)	A – Carry out market research	(1)

Question Number	Answer	Mark
15 (d)	<p>A discussion on why it is important to use primary research methods.</p> <p>Responses include the following:</p> <ul style="list-style-type: none"> <li>• Information obtained-first hand from the audience</li> <li>• A range of sources can be used e.g. questionnaires, surveys, interviews in person, over the telephone or internet interviews, focus groups, vox pops, product analysis</li> <li>• You can ask further questions of the audience</li> <li>• Target issues are addressed</li> <li>• Interpretation of data is better</li> <li>• The information is up-to-date</li> <li>• Information is more likely to be accurate</li> </ul> <p><b>Accept any other relevant phrasing/wording.</b></p>	(8)
Level	Descriptor	
0 marks	No rewardable material	
<b>1</b> 1-3 marks	A few key points identified, or one point described in some detail. The answer is likely to be in the form of a list. Only one viewpoint considered. Points made will be superficial/generic and not applied/directly linked to the situation in the question.	
<b>2</b> 4-6 marks	Some points identified, or a few key points described. Consideration of more than one viewpoint but there will be more emphasis on one of them. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.	
<b>3</b> 7-8 marks	Range of points described, or a few key points explained in depth. All sides of the case are considered and the answer is well-balanced, giving weight to all viewpoints. The majority of points made will be relevant and there will be a clear link to the situation in the question.	

Question Number	Answer	Mark
16(a)	400,000 or double	(1)

Question Number	Answer	Mark
16(b)	<p>A linked response that makes reference to any of the following points. Up to 2 marks for <b>each</b> explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> <li>• More cinemas to show films (1) therefore increased audience figures (1)</li> <li>• More people live in the USA (1) therefore larger customer base (1)</li> <li>• Cinemas experience in the USA is more varied (1) attracting a more diverse audience (1)</li> <li>• Films are made for a USA audience rather than a UK audience (1) so customers are closer to the content (1)</li> </ul> <p><b>Accept any other appropriate response.</b></p>	(4)

Question Number	Answer	Mark
17	<p>The campaign is likely to include:</p> <ul style="list-style-type: none"> <li>• Images of young people in a variety of situations.</li> <li>• The young people will be dressed appropriately to convey the correct image for the target audience.</li> <li>• Colour</li> <li>• Framing and angle of images</li> <li>• Composition and layout</li> <li>• Mise en scene, for example; costume. hair and makeup, props</li> <li>• Lighting – soft, harsh</li> <li>• Text – appropriate fonts, use of headlines, masthead, bold</li> <li>• Locations</li> <li>• Language</li> </ul> <p><b>Accept any other appropriate examples</b></p>	(8)
Level	Descriptor	
<b>0</b> 0 marks	No rewardable material	
<b>1</b> 1-3 marks	A few key points identified, or one point described in some detail. The answer is likely to be in the form of a list. Only one viewpoint considered. Points made will be superficial/generic and not applied/directly linked to the situation in the question.	
<b>2</b> 4-6 marks	Some points identified, or a few key points described. Consideration of more than one viewpoint but there will be more emphasis on one of them. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.	
<b>3</b> 7-8 marks	Range of points described, or a few key points explained in depth. All sides of the case are considered and the answer is well-balanced, giving weight to all viewpoints. The majority of points made will be relevant and there will be a clear link to the situation in the question.	

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