Mark Scheme (Results)

June 2016

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

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

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.

- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.

- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.

- All marks on the mark scheme should be used appropriately.

- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.

- Where some judgment is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.

- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.

- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1	Award **one** mark for each example of a digital media publishing product up to a maximum of **two** marks. • e-magazines/magazine • e-newspapers/newspapers • posters • flyers • adverts Accept names of proprietary digital media products, e.g. The Guardian. Do not accept platforms that carry digital media products, e.g. websites, apps, etc Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
2	A – Movie soundtrack	(1)

Question Number	Answer	Mark
3	Award **one** mark for each example of a post-production task up to a maximum of **two** marks. • Editing • Mixing soundtrack • Compression • Formatting • Grading • Adding animation • Titles • Adding voice-over • ADR (Automated Dialogue Replacement) • Special effects • CGI (Computer Generated Images) • Adding Foley Do not accept audience testing. Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
4	Award one mark for: Individual consumption	(1)

Question Number	Answer	Mark
5	B – Texting answers in to a TV quiz show	(1)

Question Number	Answer	Mark
6	Award **one** mark for each example of an element of framing composition up to a maximum of **two** marks. • Long shot • Close-up • Medium long shot • Extreme close-up • Medium close-up • Medium shot • Overhead/from above • Over the shoulder • Point of view/POV • Rule of thirds • Asymmetrical composition • Juxtaposition • Straight on • Low • High • Birds eye view • Worms eye view • Eye Level • Side view/profile shot Do not accept camera movement, e.g. pan/tilt/zoom Do not accept camera mountings, e.g. hand-held/ crane/tripod/Steadicam/drone. Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
7(a)	Award **one** mark for each example of a benefit to consumers up to a maximum of **two** marks. • Faster download times • Easier to access interactive content • Ability to multitask (stream music while playing games) • Higher quality/resolution products available online • Greater access for mobile devices • Greater choice • Access to global networks Do not accept any answer that relates to cost. Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
7(b)	Award **one** mark for response and a further **one** mark for expansion up to a maximum of **two** marks each. • Playing an online game (1) allows users to choose their own path through the product (1) • Immediacy of online platform (1) allows audiences to respond to media through voting and commentary (1) • Users can post their own videos and images responding to a news story (1) creating a sense of achievement (1) • Users can easily re-edit products (create 'bootlegs' or 'mash-ups') (1) promoting a sense of achievement (1) • Users can easily access anywhere (1) giving greater opportunity to interact with products (1) • Using an online product enables users to collaborate (1) building a sense of community (1) Do not accept share and have more control over the content as they are in the question. Accept any other appropriate answer.	(4)

Question Number	Answer	Mark
8	Award **one** mark for each example of PEGI control up to a maximum of **two** marks. • The PEGI rating for a particular age • Content advice on the packaging of the product • Provides information within adverts • Provides advice online • Identifies genre i.e. horror/violence • Receives complaints • Advises the industry • Review games content for violence, sexual content, etc. • Provide logo for games Do not accept answers that give powers to PEGI to ban or censor content. Do not accept review games for quality. Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
9	Award **one** mark for each example of a pre-production task up to a maximum of **two** marks. • Planning • Research • Script-writing • Budgeting • Cue-list/timings • Risk Assessments • Permissions • Produce music playlists • Producing sound-beds • Producing jingles, idents and stings • Casting • Rehearsing talent • Call sheets Give one mark only where responses give different forms of research Do not accept storyboarding or mood boards. Do not accept pitching an idea. Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
10(a)	B There are five times as many requests.	(1)

Question Number	Answer	Mark
10(b)	Examples of positive viewpoints • Enables personalisation where audiences can choose to only watch or listen to what they like when it is convenient for them • Ability to watch or listen when away from home (portability through mobile devices) • Supports audiences being able to consume niche programming that may not be viable with a fixed broadcast slot • Allows for interactivity through web links to further content • Audiences can have similar products suggested for them • Enables comments, likes and dislikes and the ability to share consumer habits with others Examples of negative viewpoints • Privacy: viewers may have to agree to share data about their viewing habits with media organisations • Less social cohesion around broadcast events as people watch at different times • Greater choice leads to a more disparate audience community • Media consumption is often not 'live' or up to date.	(8)

Level	Descriptor
0 0 marks	No rewardable material.
1 1-3 marks	A few 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.
2 4-6 marks	Several points identified, or a few points described in some detail. 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.
3 7-8 marks	Range of points described, or a few points explained in depth. All sides of the discussion are considered and the answer is well-balanced, giving weight to both 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
11(a)	Award **one** mark for: Quantitative research	(1)

Question Number	Answer	Mark
11(b)	Award **one** mark for: Qualitative research	(1)

Question Number	Answer	Mark
11(c)	Award **one** mark for a response and a further **on**e mark for expansion up to a maximum of **two** marks each. - Secondary research is cheaper (1) leaving more funds for production (1) - Secondary research is less time-consuming than primary research (1) leading to more time for production (1) - Secondary research tends to use a larger data set (1) collecting responses from a broader cohort (1) - Some secondary research is carried out by professional bodies (1) making the data more reliable (1) - Secondary research tends to be less biased (1) making the results more reliable (1) - The fact that secondary research already exists (1) means that it is easier and quicker to access (1) Accept any other appropriate answer.	(4)

Question Number	Answer	Mark
12	Award **one** mark for a response and a further **one** mark for expansion up to a maximum of **two** marks each. • Scratchy, script font (1) to denote ghost story/horror genre (1) • Framing around the small figure off centre (1) which makes the environment appear intimidating (1) • Fog and mist around the trees (1) suggesting the character is walking into the unknown (1) • Costume of the character includes a backpack (1) suggesting he is going on a journey (1) • Size of the character (1) makes him appear vulnerable (1) • Black and white photograph (1) makes it look scary (1) • Backpack prop used by the character (1) suggests survival horror gaming narrative (1) Accept any other appropriate answer.	
		(4)

Question Number	Answer	Mark
13(a)	Award **one** mark for each example of an appropriate media product up to a maximum of **three** marks. • Drama • Light entertainment shows • Music videos • News programmes • Factual programmes • Magazine shows • Documentaries • Soap operas • Game shows • Horror • Comedy • Crime • Romance • Action • Sci-fi Accept any other appropriate answer.	
		(3)

Question Number	Answer	Mark
13(b)	Award **one** mark for any of the following up to a maximum of **one** mark. • Enable links to sponsors • Lots of ways to advertise, increasing revenue • Facilitate feedback from its audience (through comments or sharing apps) • Enable links to other shows • Relatively inexpensive distribution methods Accept any other appropriate answer.	(1)

Question Number	Answer	Mark
13(c)	Responses may consider: • Establishing shots of the local area • Upbeat music to establish the programme as being for a younger audience • Costume and characters featuring in the sequence being representative of the target audience • Camera movements and editing used to create a fast, exciting pace to the sequence • Some edits cut to the beat of the soundtrack • Sequences to establish the typical activities of the setting • Thematic approaches to structuring the opening sequence such as travelling with a particular group of characters or following a series of individuals around who become the main characters/ contributors for the show • Self-reflexive approach to show the audience the means of the production being made (shots of the studio equipment and process of the programme being created). • Fonts used for titles commensurate with the genre of the show. • Voice/mode of address is targeted at the audience group.	(8)

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0 0 marks	No rewardable material.
1 1-3 marks	A few points identified, or one point described in some detail. The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question.
2 4-6 marks	Several points identified, or a few points described in some detail. Consideration of more than one aspect 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.
3 7-8 marks	Range of points described, or a few points explained in depth. Most aspects of the production are considered and the answer is well-balanced. The majority of points made will be relevant and there will be a clear link to the situation in the question.