Mark Scheme (Results)

Summer 2017

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	**C** -Streaming video on a games console	(1)

Question Number	Answer	Mark
2	Award **one** mark for each example of a distribution method for a radio programme, up to a maximum of **two** marks. • Analogue radio broadcast • Digital radio broadcast / DAB • Radio broadcast • Podcast • Through an app • Online / Through a website • Through a digital TV channel • Streaming **Do not accept 'radio'.** **Accept any other appropriate answer.**	(2)

Question Number	Answer	Mark
3	B- Secondary audience	(1)

Question Number	Answer	Mark
4	D – Creating an online survey	(1)

Question Number	Answer	Mark
5	Award **one** mark for each example of an editing transition, up to a maximum of **two** marks. • Dissolve • Cut • Wipe • Slide • Zoom • Matrix wipe • Iris • Page turn / Page peel • 3D motion • Match on action / Graphic match • 'J' cut • 'L' cut • Split edit **Do not accept fade.** **Accept any other appropriate answer.**	(2)

Question Number	Answer	Mark
6	C – Writing the screenplay	(1)

Question Number	Answer	Mark
7	Award **one** mark for each example of post-production tasks, up to a maximum of **two** marks. • Adding EQ • Balancing and panning tracks • Adding a voice-over • Adding effects • Mixing • Editing • Adding a soundtrack • Adding foley sound • Compressing • Exporting • Mix down • Adding meta-data **Accept any other appropriate answer.**	(2)

Question	Answer	Mark

Number		
8	Award **one** mark for each explanation and a further **one** mark for each expansion, up to a maximum of **two** marks per point (**four** marks in total). • Personalisation allows users to identify with the product (1) making it more likely they will play more (1) • Allows the creation of an avatar with personalised, upgradable attributes (1) giving an opportunity to add further upgrade revenue streams (1) • Personalisation gives producers feedback into user habits while using their product (1) giving them useful data for audience profiling (1) • Personalisation encourages identification and sharing of achievements with friends (1) helping to build greater audiences for the product (1) • Personalisation gives the user more control (1) making them enjoy more (1) • Personalisation gives opportunities for the company to make more money (1) through upgrades and premium services (1) • Personalisation makes the video games more popular (1) which increases the revenue for the company (1) **Accept any other appropriate answer.**	(4)

Question Number	Answer	Mark
9 (a)	Award **one** mark for each advantage, up to a maximum of **two** marks. • Portable so they can read the magazine while on their travels • Enables sharing of content through their peer networks • Easily updatable so content is current • Widely available with the target audience • Enables user-generated content • Enables geo-tagging and location services to tailor content to the user needs / location • Only need to access the content that interests them • Do not need to carry a whole magazine around with them • Instantly accessible from the mobile device • Convenient – fits into the reader's lifestyle **Accept any other appropriate answer.**	(2)

Question Number	Answer	Mark
9 (b)	Give **one** mark for: • User-generated content • Consumer-generated content • Active audience participation **Accept any other appropriate answer.**	(1)

Question Number	Answer	Mark
9 (c)	Give **one** mark for each advantage, up to a maximum of **two** marks. • Attractive to the target audience • Encourages sharing • Builds the audience if shared • Content is current • Increases the kudos with the audience • Content is free • Gives valuable information on where to target content • Provides valuable audience profiling data **Accept any other appropriate response.**	(2)

Question Number	Answer	Mark
10(a)	**B** -In 2015, there are more TVs and people watch less TV	(1)

Question Number	Answer	Mark
10 (b)	Give **one** mark for each regulator, up to a maximum of **two** marks. ASA – Advertising Standards Authority BBFC – British Board of Film Classification IPSO – Independent Press Standards Organisation PCC – Press Complaints Commission PEGI – Pan European Games Information **Do not accept OFCOM.**	(2)

Question Number	Answer	Mark
10(c)	Responses may include the following: Advantages may include: • OFCOM ensures that content in broadcasts is not harmful and this provides a valuable service to audiences • OFCOM should provide advice and guidance to parents and young people on how to avoid harmful content • OFCOM could provide a trusted sites service that rates major content providers • Websites themselves should be regulated as broadcasters are now Disadvantages may include: • OFCOM cannot monitor or act on content that is produced overseas • Regulators should not censor the internet as this may lead to political bias or propaganda	(8)

	• Regulation stifles creativity and should not interfere with streaming services • Internet service providers (ISPs) can be targeted to ensure the content they provide is safe	

Level	Descriptor
0 0 marks	No rewardable material.
1 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.
2 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.
3 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
11(a)	Award **one** mark for each qualitative research method, up to a maximum of **two** marks: • Focus group • Long answer questionnaire / questionnaire • Interview • Survey • Vox pops • Discussion • Visit / Location research • Observations • Action research • Panel studies **Accept any other appropriate response.**	(2)

Question Number	Answer	Mark
11(b)	Award **one** mark for each reason, up to a maximum of **two** marks • Qualitative research is time-consuming • Qualitative research is costly • Qualitative research can only reach a small cohort of respondents • Qualitative research can become influenced by the researcher • Qualitative research can be biased **Accept any other appropriate response.**	(2)

Question Number	Answer	Mark
12(a)	Award **one** mark for each feature, up to a maximum of **two** marks. • Narrative is open (1) allowing for stories to continue over time and be regenerated (1) • Narratives can be multi strand (1) giving the audience more varied entertainment (1) • Stereotypical characters are introduced and used over short runs of episodes (1) for efficiency of character development (1) • Characterisation of main roles is developed over time (1) which enables the audience to engage with the characters (1) • Overarching themes (such as relationships) can span many episodes (1) keeping the audience coming back for more (1) • Cliffhangers are often used at the end (1) encouraging the audience to tune in again and see how the story resolves itself (1) **Accept any other appropriate answer.**	(4)

Question Number	Answer	Mark
12(b)	Award **one** mark for each reason and a further **one** mark for expansion, up to a maximum of **two** marks. • 'Canned' laughter (1) to prompt the audience to respond (1) • Live studio setting for major locations (1) reducing the cost of production (1) • Limited number of settings (1) to allow audience familiarity with characters (1) • Binary opposites (1) provide for comedic situations (1) • Recognisable situations (1) enable the audience to identify (1) • Characters are often stereotypes and caricatures (1) for comedy effects (1) • Characters, setting or location included in the title sequence (1) so that the audience can identify with the programme (1) • Familiar locations and situations are repeated (1) giving the audience a sense of familiarity and gratified expectations (1) **Do not accept any answer associated with narrative structure.** **Accept any other appropriate answer.**	(4)

Question Number	Answer	Mark
13	Issues of representation that might be considered. • Use of black model in an urban environment may be considered stereotyping • Use of a young black male model next to graffiti and vandalism may give negative representation to this group • Use of graffiti likely to encourage crime • The effects of the product may not necessarily be fairly represented by the model (most likely a serious athlete or body builder) • Health concerns about overuse of the energy drinks by young people may lead to this being seen as irresponsible advertising • The focus on the black male's back and the stance may connote torture and slavery • The representation of the model could be	(8)

	• seen as a positive role model for young males, promoting a healthy lifestyle • Audience members are more sophisticated than censors may deem and can disassociate the model from the urban environment • It is likely that the calls for censorship are from white, middle-class commentators who do not appreciate how the intended audience would interact with the messages in this advert • This advert is a polysemic text in that people will read it in different ways depending on their background.	
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2 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.	
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