



Mark Scheme (Post-standardisation)

January 2018

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>Award one mark for each example of a product from the digital audio sector to a maximum of two marks.</p> <ul style="list-style-type: none"> • digital radio broadcast / DAB / radio broadcast • podcast • music show • news programme • song / music • movie soundtrack • audio book • radio drama • radio advert • jingle • sport programmes <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
2	D – DVD release	(1)

Question Number	Answer	Mark
3	<p>Award one mark for any example of an audience demographic up to a maximum of two marks.</p> <ul style="list-style-type: none"> • gender • age • socio-economic background / class • race • ethnicity • occupation / job type • income • education <p>Accept answers that are examples of the above e.g. teenagers, females, unemployed etc.</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4	A – Reading viewing figures	(1)

Question Number	Answer	Mark
5	B – Editing the copy	(1)

Question Number	Answer	Mark
6	<p>Award one mark for each example of an interactive feature of an e-magazine up to a maximum of three marks.</p> <ul style="list-style-type: none"> • slideshow • audio footage of interviews • video content • gifs • rollover images • page turns • maps • interactive timelines • mini games • menu bar / navigation • login • commenting / reviews • 'like' / rate • quiz • puzzle / crossword / word search • read to • responding to surveys • sharing to social media <p style="text-align: center;">Do not accept 'hyperlink'.</p> <p>Accept any other appropriate answer.</p>	(3)

Question Number	Answer	Mark
7	<p>Award one mark for each example up to a maximum of three marks.</p> <ul style="list-style-type: none"> • Creating an account with layout and text preferences • Creating an avatar in a game • Creating an RSS (really simple syndication) feed on a website • Using preferences on a news site • Using a digital TV or set top box menu with EPG (electronic programme guide)Creating a playlist • Syncing across devices • Personalising the look of a product • Notifications • Sharing media • Adapting interfaces / devices <p>Accept any other appropriate answer.</p>	(3)

Question Number	Answer	Mark
8a	<p>Award one mark for an explanation of how the magazine style might attract a teenage audience and a further one mark for an expansion up to a maximum of two marks</p> <ul style="list-style-type: none"> • Use of teenagers on the front cover (1) that the audience would identify with (1) • Mode of address to include teenagers' likely slang words (1) allowing the readership to feel comfortable with the content (1) • Use of a bright colour scheme (1) reflecting and attracting the vibrant style of the readership (1) • Modern styling (typeface / graphic design) (1) attracting a younger audience (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
8b	<p>Award one mark for an explanation of how the magazine content might attract a teenage audience and a further one mark for an expansion up to a maximum of two marks</p> <ul style="list-style-type: none"> • Articles about experiences teenagers can relate to (1) meaning that the audience would see themselves in the content (1) • Teenagers providing content (1) to make the audience feel familiar with the content (1) • Articles focusing on popular celebrities (1) that the audience would be attracted to (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
9 (a)	<p>Award one mark for each generic element up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Upgradable weapons and attributes • End of level monsters or bosses • Power-ups distributed across a map • Levels-based linear storyline • Recognisable control format (strafe / fire / run / look / fire secondary weapon) • Multiplayer option • Customisable gore / violence levels • Cut scenes at level ends • Time restricted levels • Point of view camera position • Protagonist / Hero • Antagonist / Villain • Violence • Explosions / Loud sound effects <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
9 (b)	<p>Give one mark for:</p> <ul style="list-style-type: none"> • PEGI • Pan European Games Information 	(1)

Question Number	Answer	Mark
9 (c)	<p>Award one mark for an identification of how the regulator might advise customers.</p> <ul style="list-style-type: none"> • It shows content warnings on the packaging to help consumers understand what the title involves • It provides advice online so that parents can help their children access content safely • It provides statistics on games online helping consumers become better informed about the industry • It responds to complaints and publishes findings through an independent complaints board • It identifies the genre i.e. horror, action etc. <p style="text-align: center;">Do not accept 'gives age ratings/certificates'.</p> <p style="text-align: center;">Accept any other appropriate response.</p>	(1)

Question Number	Answer	Mark
10(a)	C BBC iPlayer is the most popular service	(1)

Question Number	Answer	Mark
10(b)	<p>Responses may include the following:</p> <p>Advantages</p> <ul style="list-style-type: none"> • Viewers able to watch entire series in one sitting (box sets) • All streaming services able to be watched on multiple devices making it more convenient for the viewer • On demand content integrated into live EPG (electronic programme guide) information • Impact on content (designed to be consumed in one sitting / more diverse) • Advertising can be more targeted therefore more effective • Subscriptions and services lead to guaranteed income for producers • Content created for an international market can be distributed more easily <p>Disadvantages</p> <ul style="list-style-type: none"> • Not suitable for large live events (sport) still consumed through traditional broadcast platforms • Streaming companies making exclusive content in order to attract subscriptions (Amazon Prime / Netflix) meaning it can be expensive to belong to an audience • Greater audience segmentation (families watching different things in different settings). • Changes to TV revenue through advertising (viewers forced to watch commercials on some services) • Changes to business model causing instability to traditional broadcasters 	(8)
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 <ul style="list-style-type: none"> • Active audience • Active viewing • Interactive audience 	(1)

Question Number	Answer	Mark
11(b)	Award one mark for each reason and a further one mark for expansion up to a maximum of two marks (four marks maximum). <ul style="list-style-type: none"> • The content will reflect the interests of the audience more (1) allowing for better audience identification (1) • The audience will feel they have more control over the product (1) meaning that they are more likely to watch (1) • Viewers may be able to share their thoughts and opinions (1) giving them a sense of belonging to an interacting community (1) • Viewers may see their contributions discussed on the programme (1) giving them a sense of achievement (1) • Gives the audience a sense of agency (1) through empowerment and producer control (1) • Audience can enter competitions and quizzes (1) allowing them to enjoy the programme more (1) • Interacting promotes greater audience satisfaction (1) knowing they are involved in the show (1) Accept any other appropriate response.	(4)

Question Number	Answer	Mark
12 (a)	Award one mark for <ul style="list-style-type: none"> • Presentation • Distribution • Exhibition • Consumption 	(1)

Question Number	Answer	Mark
12 (b)	Award one mark for each type of sound up to a maximum of two marks. <ul style="list-style-type: none"> • Narrated voice-over to explain what is happening • Theme music • Atmospheric audio • Onscreen diegetic (animal sounds) • Diegetic audio • Non-diegetic audio • Sound effects • Nature / Natural sounds <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
13 (a)	<p>Award one mark for each reason and a further one mark for expansion up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Computer system font (1) suggesting the poster has a digital theme (1) • Numeric and non-alphanumeric characters in place of letters (1) to connote that something has been corrupted (1) • Pose of the model staring straight at audience (1) as if asking for help (1) • Pose of the model with hands over mouth (1) suggests fear or embarrassment (1) • Black and white colour scheme (1) connotes the seriousness of the issue (1) • Use of close-up (1) creates a feeling of being trapped (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
13(b)	<p>Stylistic codes that might be considered to create meaning for the audience:</p> <ul style="list-style-type: none"> • Use of enigma codes to generate engagement • Use of a narrator • Use of different modes of address • Low lighting to emphasise seriousness of the subject • Sad music to establish the video as being serious • Costume and characters featuring in the video being representative of the target audience / subject • Slow motion footage of a victim to emphasise the impact of the bullying • Thematic approaches to structuring the video such as voice over of the victim, disembodied voices of the bullies • Mise en scene appropriate to the subject and setting • Cinematography 	(8)
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. Points made will be superficial/generic and not applied/directly linked to the situation in the question.
2 4-6 marks	Some key points identified, or a few key points described in detail. Points made will be mostly relevant to the situation in the question, but the link may not always be clear.
3 7-8 marks	Range of points described, or a few key points explained in depth. 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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