



Mark Scheme (Results)

January 2019

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

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

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BTEC Next Generation Mark Scheme Template

Creative Digital Media Production Unit 1 1901

Question Number	Answer	Mark
1	<p>Award one mark for each example of a device to a maximum of two marks.</p> <ul style="list-style-type: none">• Set top box• Games console• iPad/tablet• PVR• DVD player• iPod/mp3 player• Smart TV/TV• Smartwatches <p>Accept any other appropriate answer.</p> <p>Allow proprietary names for devices such as iPad, and Xbox. Only award one mark for each type of device.</p> <p>Do not accept laptop, PC/Computer, or phone.</p>	(2)

Question Number	Answer	Mark
2a	<p>Award one mark for an example of a moving image product.</p> <ul style="list-style-type: none">• Films• Trailers• Documentaries• Animations• Corporate or training videos• Adverts• Light entertainment shows• Music videos• News programmes• Factual programmes• Genre-specific programmes• Drama/TV drama• Reality TV/scripted reality TV <p>Accept any other appropriate answer. Do not accept soap opera.</p>	(1)

2b	<p>Award one mark for each example of an element contributing to mise en scene to a maximum of two marks.</p> <ul style="list-style-type: none"> • Hair • Make-up • Props (or an example of a prop up to one mark) • Actor's expression • Actor's movement • Acting • Setting • Scenery • Lighting • Camera angle • Location <p>Accept any other appropriate answer. Do not accept costume or wardrobe.</p>	(2)
2c	B – Synergy	(1)
2d	<p>Award one mark for each example of a benefit to the user to a maximum of two marks.</p> <ul style="list-style-type: none"> • Immediacy/always available • Social media • Connectivity/play online • Accessibility • Shareable • Interactivity • Easy to control • Does not require a separate device e.g. games console <p>Do not accept responses related to portability or convenience.</p>	(2)

Question Number	Answer	Mark
3a	<p>Award one mark for each example of a qualitative research method up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Library research • Questionnaire/survey • Interviews/face-to-face interviews/telephone interviews • Focus groups • Internet research • Reviewing existing products • Vox pops <p>Accept any other appropriate answer.</p> <p>Do not accept 'poll' or 'vote'.</p>	(2)
3b	<p>Award one mark for an explanation of how the validity of the research could be ensured and a further one mark for an expansion, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • They could include a wide variety of sources or contributors (1) to make sure that a range of points was considered (1). • They could perform background checks on their contributors (1) to check for potential bias (1). • They could review the responses or data (1) and revise the research approach as required (1) • They could carry out their research over time (1) to combat against any current issues that may impact results (1) • They can compare their research to other sources (1) to see if the results are similar (1) <p>Accept any other appropriate answer.</p>	(2)

3c	<p>Award one mark for an explanation of an advantage and a further one mark for an expansion, up to a maximum of two marks.</p> <ul style="list-style-type: none">• The results include opinions (1) meaning that the responses can give a clearer understanding about what matters to the respondents (1)• The researcher can amend the methods and enquiry in response to the research (1) meaning new information can be found (1)• The research is tailor-made to inform the feature (1) meaning that it is more likely to give useful information about the topic (1) <p>Accept any other appropriate answer.</p>	(2)
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Question Number	Answer	Mark
4a	<p>Award one mark for each example of aspects of composition up to a maximum of three marks.</p> <ul style="list-style-type: none"> • Focus • Rule of thirds • Asymmetrical composition • Balance • Juxtaposition • Images/pictures • Integration of text and image • Colour scheme/colour • Fonts/typeface • Branding and logos • Title/masthead • Headline/heading/sub-heading • Tagline/slogan • Layering • Plugs/puffs • Ears • Columns <p>Accept any other appropriate answer.</p> <p>Do not accept text, stories, or articles, without reference to <u>position</u>, <u>typeface</u>, or <u>layout</u>.</p>	(3)
4b	D The highest percentage of complaints were resolved in 2012	(1)
4c	<p>Responses may include the following:</p> <p>Reasons for stricter regulation of the press</p> <ul style="list-style-type: none"> • Issues of privacy and data protection - the public should be protected from newspapers publishing salacious information about them • Libel - less strict controls can lead to newspapers making defamatory comments about people with little recourse for the individual • Control of offensive material to protect children and young people • Copyright - to protect the interests of copyright holders and protect investment in future production • Propaganda - tighter controls would limit the ability of newspapers to promote propaganda or misleading information 	

	<p>Reasons for not having stricter regulation:</p> <ul style="list-style-type: none"> • Free speech - the controls may limit free speech, as in some countries • Allows creativity - the current regulation allows for creativity and satire, this may be curtailed in an over-regulated press • Restricts consumer choice - the consumer should be able to choose a particular paper for its stance and restrictions could lead to them all becoming similar • Political controls - regulation could be used as a political tool to restrict access to titles that are negative towards governments • Sufficient controls already in place and working - IPSO and IMPRESS are in place and operated by experts with experience of the journalism industry • Public interest - articles that may be banned through regulation may be within the public interest 	(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
5a	B User-generated	(1)
5b	<p data-bbox="488 311 1134 405">Award one mark for an explanation of a benefit to the user and a further one mark for an expansion, up to a maximum of two marks.</p> <ul data-bbox="536 439 1158 1025" style="list-style-type: none"> <li data-bbox="536 439 1158 544">• A player can read hints and tips (1) allowing them to improve their enjoyment of the game (1) <li data-bbox="536 551 1158 656">• A player can post badges, trophies, high scores and statistics on the forum (1) giving them a sense of achievement (1) <li data-bbox="536 663 1158 730">• Players can talk to like-minded individuals (1) promoting a sense of community (1) <li data-bbox="536 736 1158 880">• Players receive the latest updates from the game producer (1) ensuring that they know when new features have become available (1) <li data-bbox="536 887 1158 1025">• Players can notify the producers of problems and issues with the game (1) ensuring that their game playing experience is not disrupted (1) <p data-bbox="488 1088 999 1122">Accept any other appropriate answer.</p>	(2)
5c	<p data-bbox="488 1162 1134 1256">Award one mark for an explanation of a benefit to the producer and a further one mark for an expansion, up to a maximum of two marks.</p> <ul data-bbox="536 1290 1158 1798" style="list-style-type: none"> <li data-bbox="536 1290 1158 1395">• The forum promotes discussion around the game (1) raising its profile and revenue (1) <li data-bbox="536 1402 1158 1545">• The forum acts as a highly engaged, highly targeted group of customers (1) allowing the producer to market new products efficiently and effectively (1) <li data-bbox="536 1552 1158 1695">• The forum allows the producer to communicate easily with its players (1) to advise of new features, service disruption and updates (1) <li data-bbox="536 1702 1158 1798">• The forum allows the producer to receive feedback from its customers (1) enabling it to improve the product (1). <p data-bbox="488 1861 999 1895">Accept any other appropriate answer.</p>	(2)

5d	Award one mark for: <ul style="list-style-type: none"> • Hypodermic (needle/theory/model) • Passive (audience/theory/model) 	(1)
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Question Number	Answer	Mark
6a	Award one mark for: <ul style="list-style-type: none"> • Distribution • Exhibition • Broadcast 	(1)
6b	Award one mark for each example of a type of sound, up to a maximum of three marks. <ul style="list-style-type: none"> • Theme tune/soundtrack • Background music • Foley sound/sound effects • Atmospherics/ambient/natural/background sound • Stings • Diegetic • Non-diegetic <p>Do not accept</p> <ul style="list-style-type: none"> • Dialogue • Conversations • Narrator/Voiceover • Jingle <p>Accept any other appropriate answer. Only award one mark for multiple examples of the same type of sound.</p>	(3)

6c	<p>Award one mark for an explanation of how a soap opera uses audience identification and a further one mark for an expansion, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • The soap opera uses a range of characters with different ages, gender, social class, ethnicity and sexuality (1) this means that there is likely to be a character that an audience member can identify with. (1) • The audience members can identify with individuals in the soap opera e.g. through costume, props, make-up etc. (1) as modelled in the uses and gratification theory. (1) • The audience members tend to identify with individuals in the soap opera (1) leading to them enjoying seeing them overcome difficulties. (1) • The soap opera will use well-known or typical situations (1) that audience members may identify with (1). • The characters in the soap opera use language (1) that can be identified by the audience (1). • Actors use regional accents (1) that can be identified as familiar by the audience (1). <p>Accept any other appropriate answer. Do not accept answers related to location.</p>	(2)
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Question Number	Answer	Mark
7a	<p>Award one mark for:</p> <ul style="list-style-type: none"> • ASA • (Advertising Standards Authority) 	(1)
7b	D Desaturation	(1)

7c	<p>Award one mark for an explanation of a stylistic feature and a further one mark for an expansion, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • The negative text has been superimposed on the model's face (1) creating a juxtaposition between the dark content and the attractive subject (1). • The model is looking directly into the camera (1) implicating the audience and forcing them to engage in the content (1). • The text is contoured around the model's face (1) implying that the messages are stuck to her (1). • Font style is capitalised/bold (1) showing the seriousness of the topic (1). • The model's eyes are wide open (1) drawing in the audience (1). • There is a dark background around the subject (1) emphasising the dark themes involved in this poster (1). <p>Do not accept</p> <ul style="list-style-type: none"> • Responses relating to the colour scheme, desaturation of the image. <p>Accept any other valid response.</p>	(2)
7d	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • The advert could have dramatic music to create a feeling of suspense. • The advert could use an informal mode of address to engage the audience. • The text in the advert could be spoken by a series of actors with the lines crossing over one another to create confusion and tension. • The dialogue could increase in volume leading to a scream when it reaches its peak. • The advert could use lots of competing background sounds before suddenly using silence before delivering the key message • The advert could use atmospherics to convey the workplace, bars, restaurants etc. 	(8)

	<ul style="list-style-type: none"> The advert could use sound effects such as the heartbeat of the victim, sobbing etc. 	
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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. Description of the audio will include precise examples that are well explained.	

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Welsh Assembly Government

