

Pearson Edexcel Level 3 Extended Diploma

January 2019

Monitored hours: 6 hours

Paper Reference **31672H**

Creative Digital Media Production

Unit 5: Specialist Subject Investigation

Part A

You do not need any other materials.

Instructions

- **Part A** contains material for the completion of the preparatory work for the set task.
- **Part A** should be undertaken over a maximum of 18 hours across a period of 5 weeks as timetabled by Pearson so that learners can start the preparatory period in advance of the supervised assessment period. 12 hours are independent preparation and 6 hours are undertaken in monitored conditions.
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- **Part B** materials for the set task will be issued prior to the start of the supervised assessment period according to the guidance in the specification.

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Instruction to Teachers/Tutors

The set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document. This is to ensure that the preparatory period is conducted correctly during the monitored and formally supervised assessment and that learners have completed their preparation validly and independently.

This set task has a preparatory period. **Part A** sets out how learners should prepare for the completion of the task under supervised conditions.

Part A is given to learners **five weeks** before **Part B** is taken under formal supervision as scheduled by Pearson.

Part B contains unseen material and is issued to learners at the start of the specified formal supervised assessment session.

Learners must carry out independent primary research into the topic provided by Pearson. Learners can have up to a maximum of **12 hours** for this independent research. Learners should take their primary research findings, quotes and data into the monitored period.

Learners must be monitored in **six scheduled hours** provided by the centre to conduct secondary research and compile notes on their research findings. During this time, they may only have access to research materials including books, journals, the internet and notes from their independent primary research.

Learners must work independently and must not be given guidance or feedback on the completion of the preparatory work. Learners must not prepare potential responses and only notes produced in the monitored sessions may be used during the formal assessment. Learners may produce up to **four sides** of A4 notes, which should be handwritten or word processed in minimum 10 point font size. Notes should be short, bullet-point style information, and can contain diagrams but must not contain long narrative pieces of text. Learners must also produce a catalogue of sources during this period.

Centres may need to make facilities available to learners to support independent work.

Learner notes produced under monitored conditions must be checked to ensure that they comply with the limitations.

Learner notes and the catalogue of sources should be retained by the centre between the monitored sessions and the formal supervised assessment.

Learner notes and the catalogue of sources should be retained by the centre after the completion of the assessment and may be requested by Pearson.

Instructions for Learners

Read the set task information carefully.

This contains **Part A** of the information you need to prepare for the set task. You will need to carry out your own preparatory work over the next **five weeks** and conduct independent primary research in up to **12 hours**. You will have a further preparatory period of **six hours**, undertaken in monitored conditions, to conduct secondary research and compile notes to take into the supervised assessment period.

You will then be given the **Part B** set task to complete under formal supervised conditions.

You must work independently and must not share your work with other learners.

Your teacher/tutor cannot give you feedback during the preparation period.

Set Task Brief

Piracy of digital media

Piracy of digital media is a major issue within creative media sectors, leading to a loss in revenue for media producers. The government is providing funding to tackle piracy of digital media by means of education and deterrents.

You must conduct research into the piracy of digital media in a specific media sector, and its impact on production and consumption in that sector.

You are required to conduct **12 hours** of independent primary research in relation to:

- piracy of digital media in a specific media sector, and its impact on production and consumption in that sector.

During the **six hours** of monitored conditions, you will be allowed to use findings from your primary research, conduct secondary research and prepare notes of your findings to support you during the supervised assessment.

Your notes must:

- be individually and independently prepared by you
- contain a maximum of **four sides** of A4, either handwritten or word processed in a minimum 10 point font size
- use short, bullet-point style information, and can contain diagrams but must not contain long narrative pieces of text.

Your notes will be checked by your centre and will be retained after the completion of the formal supervised assessment.

In addition, you must compile a catalogue of sources during your monitored period that includes all primary and secondary sources you intend to refer to in **Part B**.

You should base your research for the task on a minimum of two different primary and four different secondary sources. You should not use more than 10 sources in addition to the stimulus material provided in **Part B**.

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Pearson
BTEC Level 3
Extended
Diploma

Centre Number

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Learner Registration Number

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Window for Supervised Assessment Period:
Monday 14 January 2019 – Tuesday 15 January 2019

Supervised hours: 2 hours

Paper Reference **31672H**

Creative Digital Media Production

Unit 5: Specialist Subject Investigation

Part B

You must have:

Your research notes from Part A
Part A
Research Catalogue

Total Marks

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Instructions

- **Part A** will need to have been used in preparation for completion of **Part B**.
- **Part B** contains material for the completion of the set task under supervised conditions.
- **Part B** should be undertaken in a single session of **2 hours** during the period specified by Pearson.
- **Part B** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in that series.
- **Part B** should be kept securely until the start of the supervised assessment period.

Information

- The total mark for this paper is 65.

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Instructions to Teachers/Tutors

This set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the *BTEC Nationals Instructions for Conducting External Assessments* (ICEA) document. This is to ensure that the supervised period is conducted correctly and that learners have the opportunity to carry out the required activities independently.

Part B set task is undertaken under formal supervision in a single session of **two hours** timetabled by Pearson.

Part B materials must be issued to learners for the specified session. Work should be completed in this booklet.

Part B set task requires learners to apply understanding gained through familiarisation with the context and the application of research. Learners should bring in notes as defined in **Part A**. The teacher/tutor and/or invigilator needs to ensure that the notes comply with the requirements.

All learner work must be completed independently and authenticated by the teacher/tutor and/or invigilator before being submitted to Pearson.

Learners must not bring anything into the supervised environment or take anything out without teacher/tutor and/or invigilator approval.

Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.

Maintaining security

- Supervised assessment areas must be accessible to the individual learners and to named members of staff only.
- Learners can access their work under supervision only.
- Any work that learners produce under supervision must be kept securely.

Outcomes for submission

A completed booklet will need to be submitted by each learner.

A fully completed authentication sheet must be completed by each learner; the prepared notes do not need to be submitted with the final outcomes to Pearson.

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Instructions for Learners

Read the set task information carefully.

This session is **two hours**. Plan your time carefully.

You have prepared for the set task given in this **Part B** booklet. Use your notes prepared during **Part A** and the stimulus material provided in **Part B**. Attempt all of **Part B**.

Your notes must be your own work and will be retained by your centre until results are issued.

You will complete this set task under supervision.

You must work independently throughout the supervised assessment period and must not share your work with other learners.

Outcomes for submission

You will need to submit this booklet on completion of the supervised assessment period.

You must submit a completed authentication sheet.

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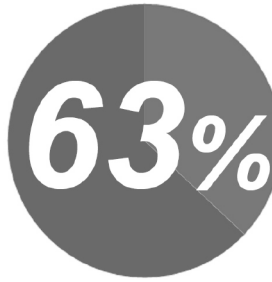
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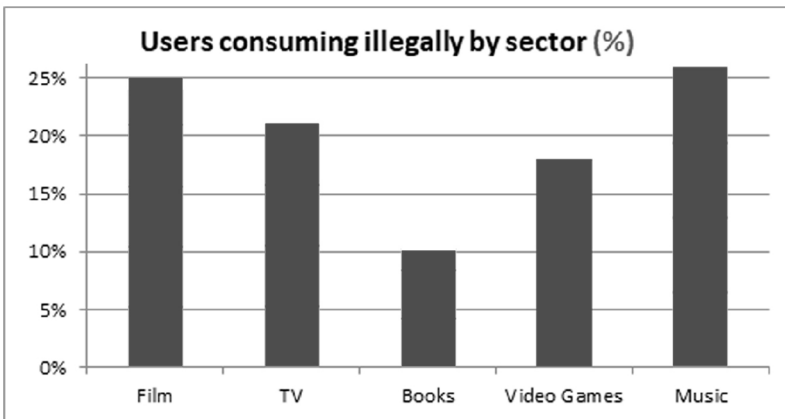
Stimulus material



In 2015 1 in 4 people access online content illegally



of those accessing digital media illegally were aged 12 to 35

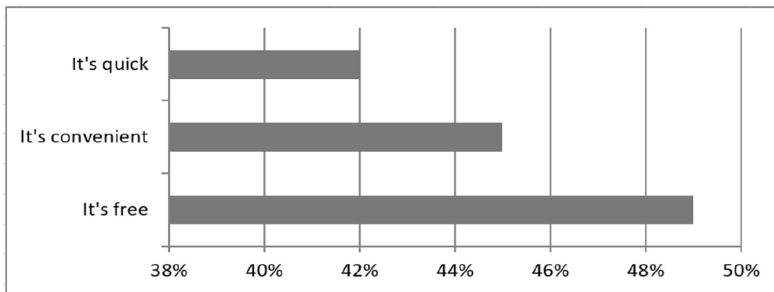


Most active downloaders

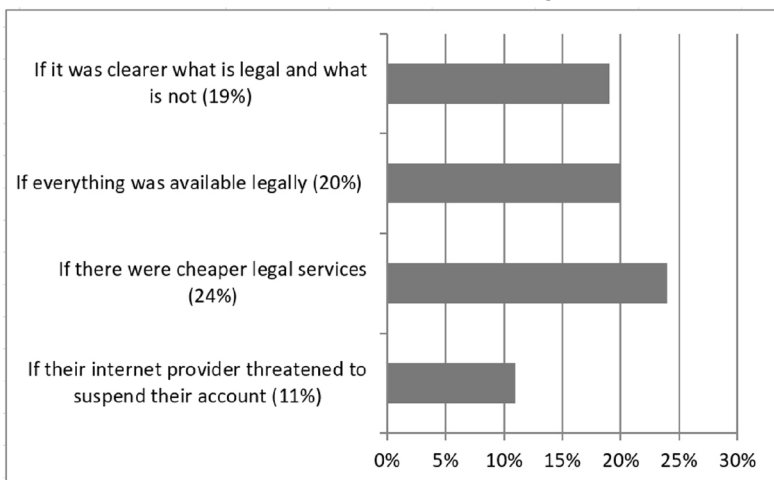


Film - 11.1 million users access online, 16-24 year olds access most frequently
Game - 5.4 million users access online, 12-15 year olds access most frequently
Books - 5.6 million users access online, 55+ year olds access most frequently
TV - 15.6 million users access online, 16-24 year olds access most frequently

Why do users consume illegally?



What would make them stop?



Graph data taken from May 2016 survey by the Intellectual Property Office (IPO)

Creative industries provided

£3.1 million funding for 'Get it right from a genuine site' campaign to educate consumers about the impact of piracy

#GetItRight

The government provided

£5.5 million for Police Intellectual Property Crime Unit to tackle copyright infringement
Tougher Criminal Penalties

'Consumers need to be aware that streaming paid content for free is absolutely illegal'

FACT Cracking Down on Digital Piracy report (2017)

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Set Task

You must complete ALL activities.

You will need to refer to your research notes completed in **Part A** and the stimulus material.

Please do not write answers outside the spaces provided. You may request additional pages if required.

Activity 1

Analyse the significance of the piracy of digital media to a specific media sector with reference to the issues/debates mentioned in the statement:

‘Digital media piracy is a problem affecting jobs and livelihoods in the media industry. Effective measures are needed to stop this piracy.’

You should refer to your own research and the research carried out in the stimulus material, making reference to the validity of the sources used.

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(Total for Activity 1 = 15 marks)



Activity 2

Justify the choice of primary research that you used to investigate the key areas of the set task topic within a specific media sector.

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(Total for Activity 2 = 15 marks)



Activity 3

Explain the conclusions you have drawn from your research and evaluate how these support/challenge the findings of the stimulus material.

(15)

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(Total for Activity 3 = 15 marks)



Activity 4

What changes would you anticipate to future media consumption in your specific media sector in response to the research findings in the stimulus material?

You should refer to your own research to support your suggestions.

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(Total for Activity 4 = 10 marks)



Activity 5

Explain what further research could be conducted into this topic and how this would help to gain a greater understanding of the current impact of the piracy of digital media on media consumption in your specific sector.

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(Total for Activity 5 = 10 marks)

TOTAL FOR TASK = 65 MARKS



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