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Mark Scheme (Results)

June 2019

Pearson BTEC Level 2 Technicals in
Digital Audio Visual Production/Digital
Games Production/Digital Media

Unit 5/6: Digital Production Project
(21250K)

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| Assessment focus: Research | | | | |
|-----------------------------------|---|--|--|--|
| 0 | 0–3 | 4–6 | 7–9 | 10–12 |
| No rewardable material | <ul style="list-style-type: none"> • Superficial selection of research, which shows tentative relevance to the brief. • Limited understanding of target audience based on superficial research. • Superficial research into existing products in the sector. | <ul style="list-style-type: none"> • Basic selection of research, which is partially relevant to the brief. • Basic understanding of target audience based on generally adequate research. • Basic research into existing products in the sector. | <ul style="list-style-type: none"> • Competent selection of research, which is mostly relevant to the brief. • Competent understanding of target audience based on effective research. • Effective research into existing products in the sector. | <ul style="list-style-type: none"> • In-depth selection of research, which is fully relevant to the brief. • Assured understanding of target audience based on comprehensive research. • Comprehensive and effective research into existing products in the sector. |

| Assessment focus: Proposal | | | | |
|-----------------------------------|--|--|--|--|
| 0 | 1–3 | 4–6 | 7–9 | 10–12 |
| No rewardable material | <ul style="list-style-type: none"> Initial idea has limited connections to the brief. The content and style of the proposed idea demonstrates a superficial understanding of media production processes. Limited understanding of the technical aspects of the proposal. Limited use of the conventions of writing a proposal. | <ul style="list-style-type: none"> Initial idea has partial connections to the brief. The content and style of the proposed idea demonstrates basic understanding of media production processes. Basic understanding of the technical aspects of the proposal. Basic use of the conventions of writing a proposal. | <ul style="list-style-type: none"> Initial idea has logical connections to the brief. The content and style of the proposed idea demonstrates developed understanding of media production processes. Effective understanding of the technical aspects of the proposal. Effective use of the conventions of writing a proposal, including mostly accurate use of subject terminology. | <ul style="list-style-type: none"> Initial idea has a creative and comprehensive connection to the brief. The content and style of the proposed idea demonstrates comprehensive understanding of media production processes. Comprehensive understanding of the technical aspects of the proposal. Assured use of the conventions of writing a proposal, including fully accurate use of subject terminology throughout. |

| Assessment focus: Developing a digital media product | | | | |
|---|--|--|--|---|
| 0 | 1–6 | 7–12 | 13–18 | 19–24 |
| No rewardable material | <ul style="list-style-type: none"> Limited understanding of production skills and techniques demonstrated during the production process. Arbitrary selection and use of equipment, technology and software tools. Limited evidence of the shaping and refining of content. Demonstrates limited ability to make choices that support realisation of creative intentions. | <ul style="list-style-type: none"> Partial understanding of production skills and techniques demonstrated during the production process. Some appropriate selection and basic use of equipment, technology and/or software tools to develop creative intentions. Content is shaped and refined through basic use of media processes and techniques. Demonstrates generally adequate ability to make choices that support realisation of creative intentions. | <ul style="list-style-type: none"> Effective understanding of production skills and techniques demonstrated during the production process. Appropriate selection and effective use of equipment, technology and software tools to develop creative intentions. Content is shaped and refined through effective use of a range of media processes and techniques. Demonstrates effective ability to make choices that support realisation of creative intentions. | <ul style="list-style-type: none"> Comprehensive understanding of production skills and techniques demonstrated during the production process. Considered selection and creative use of equipment, technology and software tools to develop creative intentions. Content is shaped and refined through creative use of a wide range of media processes and techniques. Demonstrates accomplished ability to make imaginative choices that support realisation of creative intentions. |

| Assessment focus: Production of final product and digital folder of evidence | | | | |
|---|--|--|---|---|
| 0 | 1–6 | 7–12 | 13–18 | 19–24 |
| No rewardable material | <ul style="list-style-type: none"> Product is technically limited with limited functionality and many significant flaws. Limited application of media processes, skills and techniques in the creation of the final product. The final product is simplistic and it superficially addresses all aspects of the brief. Final product is available for distribution but shows limited understanding of process of distribution in the chosen sector. Selection and organisation of evidence is inadequate and communicates the research, proposal, development and realisation processes in a limited and inconsistent way. | <ul style="list-style-type: none"> Product is generally technically adequate with basic functionality and some significant flaws. Basic application of media processes, skills and techniques in the creation of the final product. The final product is generally adequate and it appropriately addresses all aspects of the brief. Final product is available for distribution showing basic understanding of production processes in the chosen sector. Selection and organisation of evidence is mostly adequate and communicates the research, proposal, development and realisation processes in a generally balanced way with minor inconsistencies. | <ul style="list-style-type: none"> Product is technically competent with mostly effective functionality and only minor flaws. Effective application of a range of media processes, skills and techniques in the creation of the final product. The final product is competent and it effectively addresses all aspects of the brief. Final product is available for distribution showing effective understanding of production processes in the chosen sector Selection and organisation of evidence is competent and clearly communicates the research, proposal, development and realisation processes in a balanced and consistent way. | <ul style="list-style-type: none"> Product is technically efficient with highly effective functionality. Creative and assured application of a wide range of media processes, skills and techniques in the creation of the final product. The final product is perceptive and it creatively addresses all aspects of the brief. Final product is available for distribution showing comprehensive understanding of production processes in the chosen sector Selection and organisation of evidence is considered and fluently communicates the research, proposal, development and realisation processes in a concise and engaging way. |

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