

**Cambridge Technicals
Digital Media**

Unit 2C: Principles of concept design and pre-production

Level 2 Cambridge Technical in Digital Media
05897 - 05899

Mark Scheme for June 2019

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All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Question			Answer	Marks	Guidance
1(a)	Research and Analysis	LO1 & LO2	<p>Indicative content</p> <ol style="list-style-type: none"> 1. Interpretation of client brief 2. Research sources used <p>Consideration of:</p> <ol style="list-style-type: none"> 3. Purpose 4. Style, theme and genre 5. Any content requirements 6. Delivery methods proposed for use 7. Target audience 8. Objectives and success criteria 9. Review of existing market products. 10. Assets <ul style="list-style-type: none"> • Type of asset (image, animation, sound clip) • Location of asset (asset log, storage location, source) • Asset usage permission 11. Budgetary constraints <ul style="list-style-type: none"> • Resources (camera, computer, microphones, lighting) • Personnel (animator, cameraperson, director, producer) • Locations 	15	<p>L3 - 11 - 15 marks Well-structured and coherent proposal that covers all aspects of the client and audience requirements. There is detailed use of relevant technical terminology. The research on the context of the brief is clear and there are links into the proposal. All assets will be selected, sourced and presented. Budgets and resources are included and have clear rationale and support.</p> <p>L2 - 6 - 10 marks Proposal has a clear structure, but there are some inconsistencies regarding the client and audience requirements. There is some appropriate use of relevant technical terminology. The research on the context of the brief is clear but there are only some links into the proposal. Most assets will be selected, sourced and presented. Budgets and resources are included and have rationale and support but include some inconsistencies and/or omissions.</p> <p>L1 - 1 - 5 marks Proposal is unstructured and has limited relevance to the client and audience requirements. There is limited use of relevant technical terminology Research on the context of the brief is limited and it is not integrated into the proposal. Few assets will be selected, sourced and presented. Budgets and resources are included but have limited rationale and support.</p> <p>0 = answer worthy of no credit</p>

Question			Answer	Marks	Guidance
1(b)	Legal, Ethical, Moral and Regulatory consideration	LO4 LO5	<p>Indicative content</p> <ol style="list-style-type: none"> 1. Legislation applied to the use of assets <ul style="list-style-type: none"> • Copyright • Trade Mark • Intellectual property 2. Legislation applied to media production <ul style="list-style-type: none"> • Data protection • Privacy • Certification & classification • Defamation • Public liability • Permissions • Rights 3. Ethical issues <ul style="list-style-type: none"> • Sensation • Offensive material • Privacy • Exploitation 4. Roles of the regulatory bodies in digital media production <ul style="list-style-type: none"> • BBFC • IPSO • Ofcom • PEGI • ASA • Press Complaints Commission • Entertainment Software Rating Board 	6	<p>L3 5–6 marks A thorough indication that the relevant legal and regulatory constraints and ethical issues are considered in response to the brief.</p> <p>L2 3-4 marks There is an indication that legal and regulatory constraints and ethical issues have been considered but there are some inconsistencies in response to the brief.</p> <p>L1 1-2 marks There is limited indication that legal and regulatory constraints and ethical issues have been considered in response to the brief.</p> <p>0 = answer worthy of no credit</p>

Question			Answer	Marks	Guidance
1(c)	Health & Safety	LO6	<p>Indicative content</p> <p>1. Health and safety considerations for pre-production</p> <ul style="list-style-type: none"> • IT working practices • Location recces • Risk assessments <p>2. Health and safety considerations for production</p> <ul style="list-style-type: none"> • IT working practices • Location recces • Risk assessments • Use of equipment 	6	<p>L3 – 5-6 marks All pre-production health and safety issues are considered. All production health and safety issues are considered.</p> <p>L2 – 3-4 marks Most/some pre-production health and safety issues are considered. Most/some production health and safety issues are considered.</p> <p>L1 – 1-2 marks Few pre-production health and safety issues are considered. Few production health and safety issues are considered.</p> <p>0 = answer worthy of no credit</p>

Question		Answer	Marks	Guidance
2		LO2 Indicative content 1. Production schedule to include: <ul style="list-style-type: none"> • Workflow • Tasks • Activities • Timescales • Deadlines • Milestones • Contingencies • Resources/assets 	9	<p>L3 – 7-9 marks The production schedule is detailed and logically structured covering all aspects of the product development. Scheduling and planning documentation is fit for purpose and coherently illustrate the working process.</p> <p>L2 – 4-6 marks The production schedule contains some logical structure and covers most aspects of the product development. Scheduling and planning documentation is mostly fit-for-purpose and mostly illustrates the working process.</p> <p>L1 – 1-3 marks The production schedule lacks structure, and some aspects are omitted for the product development. Scheduling and planning documentation is basic and inconsistently describe the working process.</p> <p>0 = answer worthy of no credit</p>

Question		Answer	Marks	Guidance
3	Selection of pre-production documents	LO3 The correct pre-production documents have been selected for the project and completed.	2	All documents selected are appropriate for the media product (2) Most/some documents selected are appropriate for the media product (1) None of the documents selected are appropriate for the media product (0)
	Pre-production documents production Quality/Detail	LO3 Indicative for each form 1. Mood board <ul style="list-style-type: none"> • Images • Fonts • Text • Textures/fabrics 2. Mind map/spider diagram <ul style="list-style-type: none"> • Content • Central theme • Nodes • Sub nodes 3. Story Board <ul style="list-style-type: none"> • Frames • Camera details • Sound details • Lighting details 4. Script <ul style="list-style-type: none"> • Setting • Speech/dialogue • Direction 	12	L3 – 9-12 marks All pre-production documents produced contain sufficient detail for a third party to create the project successfully. The documents contain all the relevant detail necessary concerning style and content for the final product. L2 – 5-8 marks Most pre-production documents produced contain sufficient detail for the project to be completed successfully. The documents contain most of the relevant detail necessary concerning style and content for the final product. L1 – 1-4 marks The pre-production documents produce contain little detail that aids the production of the final product. There are omissions in the detail setting out the style and content for the final product that would lead to a wide variety in the quality of final product being planned. 0 = answer worthy of no credit

Question		Answer	Marks	Guidance
		<p>5. Layout and design documents</p> <ul style="list-style-type: none">• Flat plans / rough sketch / visualisation diagrams• colour• fonts• images• layout <p>6. Prototype</p> <ul style="list-style-type: none">• working detail• development indication <p>7. Production schedule documentation</p> <p>8. Asset tables</p>		

OCR (Oxford Cambridge and RSA Examinations)
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

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OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

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