



Oxford Cambridge and RSA

Cambridge Technicals Digital Media

Unit 25: Research for product development

Level 3 Cambridge Technical in Digital Media
05875

Mark Scheme for June 2019

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

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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Annotations

Annotation	Meaning of annotation
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
R	Rubric
Diagonal line/line through	Blank page

Question			Answer	Marks	Guidance
Section A					
1	(a)	(i)	<p>FOUR sources of information to research styles of costume e.g.:</p> <ul style="list-style-type: none"> • Websites (e.g. BBC History) (1) • Use of interviews with historians (e.g. Starkey) (1) • Analysis of dramas set in similar time period (e.g.) Sherlock Holmes(1) • Any other suitable response 	4	<p>Sources of information should be suitable for the genre of programme. Examples could be used/acceptable</p> <p>Answer must link to context/time frame of programme e.g.</p> <ul style="list-style-type: none"> • watch a YouTube vide TV • Watch YouTube video of historical time(1)
		(ii)	<p>TWO marks for suitable explanation e.g.:</p> <ul style="list-style-type: none"> • Interviews with historians: <ul style="list-style-type: none"> ○ they are experts in their field (1) and can help the production company be authentic with the detail (1) • Analysis of other dramas set in the period <ul style="list-style-type: none"> ○ they have used established costume design of that period (1) and this will provide ideas for the drama (1). • Visit museums: <ul style="list-style-type: none"> ○ See exhibits of the costumes from that period (1) too all designs to be created for Creatures (1) • Any other suitable response 	2	Must relate to Correct answer from 1a(i)
1	(b)		<p>ONE mark for convention, ONE for use/example, ONE for effect created e.g.</p> <ul style="list-style-type: none"> • Props (1) to create a feel of realism (1) by using time appropriate materials in scenes (1) • Lighting (1) to create the feeling of tension/eeriness (1) through darkness (1) • Make up (1) to make the cast look haunted (1) so that they appear affected by events (1) • Any other suitable response 	3	Do not accept costumes as this is excluded in the question

Question		Answer	Marks	Guidance
1	(c)	<p>ONE mark for an appropriate ethical issue, TWO marks for suitable explanation, e.g.</p> <ul style="list-style-type: none"> • One ethical issue would be to ensure that the actors chosen to play the lead characters are of diverse ethnicity (1st). This is because it is important to appeal to and represent the target audience (1) based on fair representation research I conducted from the Ofcom website (1). • One ethical issue would be to ensure that the use of language is appropriate (1st) for the target audience and not offensive. This is because it is important not to alienate any audience members (1) so that advertisers see the programme as inclusive (1). • Any other suitable response 	3	Other ethical issues include use of gore and violence and impact on audience.
2		<p>ONE mark for a suitable location and TWO marks for suitable explanation: e.g.</p> <ul style="list-style-type: none"> • The London Docklands (1st) owing to the fact that location is in the East End of London (1) and this information was from secondary research on www.eastlondonhistory.co.uk (1). • Somerset House (1st) because this area is frequently used in other period horror productions (1) and I gained this information by watching films such as <i>Sleepy Hollow</i>. (1). • Any other suitable response 	3	Candidates must reference their primary or secondary source of research or personal experience as part of their answer.

Question	Answer	Marks	Guidance
3	<p>ONE mark for research method ONE mark for how to share e.g.</p> <ul style="list-style-type: none"> • Business social media stream (1st) sharing link with team about possible funding source (1) • Online crowdfunding sites (1st) using Huddle/Basecamp to share findings (1) • Online repository of previous funding (1st) shared using Microsoft Teams (1) • Read business books/magazines for funding sources/ideas (1st) share online collaboration software (1) • Any other suitable response 	6	<p>Research method must link into finding possible revenue streams</p>

Question	Answer	Marks	Guidance
4	<p>ONE mark for primary source and TWO marks for suitable expansion e.g.</p> <ul style="list-style-type: none"> • Interview with a sound composer (1st) for a horror/detective drama production such as '<i>Ripper Street</i>' (1). This would be because the composer has experience of creating engaging music that represents the themes of the programme (1) and they have worked for a successful programme meaning my research was a trusted source. (1) • Questionnaires to possible audience/age groups (1st) to gather ideas for music styles (1) that could be used for the theme tune(1) • Focus groups (1st) provide qualitative data with their opinions (1) about the correct genre of music to select (1) • Online surveys (1st) to gather opinions about possible music choices (1) using online music platforms (1) • Any other suitable response 	3	Any form of primary research linked to sourcing music and research should be credited.

Question		Answer	Marks	Guidance
5	(a)	<p>Up to TWO marks for each identified element that is suitable to put into a treatment with suitable expansion based on the commercial distribution.</p> <p>e.g.</p> <ul style="list-style-type: none"> • The teasers content (1st) so that it captures the attention of the audience whose opinions can be used to draw in sponsorship. (1) • Actor profiles/potential actor suggestions should be considered (1st) as star power/relatable cast will attract youth audiences (1) • Analysis of audience reception of similar products (1st) so that the commission and pitch can be justified against similar genre products. (1) • Scheduling of TV broadcast (1st) so that the content is balanced against Ofcom guidelines (1) • Log line (1st) to summarise the storyline to secure the commission/ funding (1) • Episode outline/synopsis (1st) to provide summary that shows each episode will meet pre-watershed network requirements (1) • Character biographies (1st) to show appeal to the viewers of commercial channel (1) • Any other suitable response 	8	There are other elements that may be referenced by the candidates such as proposed sponsorship and format of programme so that it can be viewed on smart devices.

Question		Answer	Marks	Guidance
	(b)	<p>ONE mark for source and up to TWO marks for suitable explanation</p> <ul style="list-style-type: none"> • BARB (1) because this organisation breaks down how different demographics watch television (1) which is useful because this source is trusted and the data can be used to attract sponsors online (1). • The Guardian or other newspapers with technology sections (1) because this paper reports how young people are watching television (1) basing their article on research by the regulator Ofcom (1). • Any other suitable response 	3	Any source that reports research about television viewing habits should be credited.
6	(a)	<p>ONE mark for production document, and ONE mark for suitable explanation, e.g:</p> <ul style="list-style-type: none"> • A daily call sheet is required as part of the production process (1) because all members of the production team need to know where they are travelling to and what equipment they are using or bringing (1). • A recce is required as part of the production process (1) so all members of the crew understand that the locations and buildings are safe to film in and where equipment can be positioned (1). • Any other suitable response 	2	A range of planning and production paperwork may be referenced based on learning in U2.
	(b)	<p>ONE mark for consequence and TWO marks for suitable explanation e.g.</p> <ul style="list-style-type: none"> • A consequence of not filling in a call sheet may be that the vital members of the production crew, such as the producer, may not arrive on time for the start of filming (1) so filming may need to be delayed, cancelled or rearranged (1) which will cost the Fiction Art Productions money (1) 	3	The consequence should reference the production document given in 6a).

Question	Answer	Marks	Guidance
	<ul style="list-style-type: none"> • A consequence of not filling in a recce may be that the production crew, such as the cinematography personnel, may not bring suitable back up power if filming, for example, in a listed building (1) so filming locations may need to be changed at short notice (1) which will put back the final deadlines for completion. (1) • (Production schedule) Staff not aware of tasks and timescales (1) so may not complete and deliver on time (1) this breaks the contract and could lead to financial penalties (1) • Any other suitable response 		

Question		Answer	Marks	Guidance
7		<p>Up to THREE marks for each use of special effects e.g.</p> <ul style="list-style-type: none"> • Make up/prosthetics (1) create open wounds on victims (1) as this is a horror genre • Miniature Objects (1) to create scenes that can be scaled (1) during editing (1) • Computer graphics (1) creating effects of morphing (1) as the character arrives through time (1) • Any other suitable response 	6	
8	(a)	<p>ONE mark for potential problem. TWO marks for explanation based on research or experience. e.g.</p> <ul style="list-style-type: none"> • Permissions (1st) may be difficult to get due to conditions of use (1) meaning you cannot alter parts/any of the building/ location (1) • Difficult location (1) as the ground may be uneven (1) so extra equipment is needed to level the ground for the filming/crew(1) • May be controlled by Local Authority which could delay getting consent (1) as would need to get in contact with local conservation officer(1) This could lead to extra costs for permits(1) • Open to public (1) so may need to pay to close the building/location (1) to cover loss of revenue/stop people walking onto set (1) • You might encounter problems when designing or making changes to the set of interiors of listed buildings based on planning (1). This is because listed buildings have very specific rules and require building consent to move around fireplaces and lighting (1) according to reliable sources such as www.arun.gov.uk (1). • Any other suitable response 	6	Maximum six marks

Question		Answer	Marks	Guidance
8	(b)	<p>ONE mark for each correct source. TWO marks for suitable justification.</p> <p>e.g.</p> <ul style="list-style-type: none"> • www.filmlondon.org.uk (1st). This is suitable because it provides information about listed buildings in the London area where 'Creatures' is set that could be used for filming (1) and gives information about the problems or potential of each place so risk assessments can be completed (1). • https://content.historicengland.org.uk (1). This is suitable because it provides information about who TV producers need to contact to film in specific listed buildings (1) which allows producers to make final choices about different locations based on any potential problems (1). • Conservation register (1st) provides guidelines for filming in historic buildings (1) following guidelines means will increase chance of getting permission (1) • Sherlock Holmes production documents (1st) listing the historical buildings/locations used (1) and the permissions needed (1) • Any other suitable response 	6	Maximum six marks
9	(a)	<p>ONE mark for each secondary source that identifies how to conduct a social media campaign:</p> <p>e.g.</p> <ul style="list-style-type: none"> • www.meltwater.com (1) • www.ventureharbour.com (1) • Hootsuite (1) • Digital Marketing Institute (1) • Stranger Things social media campaign (1) • Any other suitable response 	2	Candidates may reference specific sources or websites that give information about how to successfully create a social media campaign for TV programmes.

Question		Answer	Marks	Guidance
9	(b)	<p>ONE mark for a correct source and ONE mark for expansion e.g.</p> <ul style="list-style-type: none"> • www.shortyawards.com (1). This is because it discussed why the social media campaign for global TV shows such as Game of Thrones engaged the audience with a vast range of examples. (1) • Thinkbox (1) provides case studies and advice on type of product to advertise (1) • Any other suitable response 	2	Must have an explanation for second mark.
10		<p>ONE mark for explaining the term converging job role, ONE mark for linking to television/example e.g.</p> <ul style="list-style-type: none"> • A converging job role is related to how new technologies allow professionals to act in more than one production role (1). For TV this means that a camera man will also record sound through enhanced use of microphone technology (1). • Any other suitable response 	2	Any job role for the production of television should be considered in relation to converging technologies merging once separate roles.

Question	Answer	Marks	Guidance
11*	<p>Level 4 12-16 marks</p> <p>An excellent discussion of four methods of the marketing mix that could be used to promote 'Creatures' during production is demonstrated. The methods suggested to promote content are suitable for the audience and are wholly appropriate and justified and research has been fully considered. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p> <p>Level 3 8-11 marks</p> <p>A good discussion of at least three methods of the marketing mix that could be used to promote 'Creatures' during production is demonstrated. The methods suggested to promote content are suitable for the audience are appropriate and sometimes justified and research has been considered. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2 4-7 marks</p> <p>A basic understanding of at least two methods of the marketing mix that could be used to promote 'Creatures' during production is demonstrated. The methods suggested to promote content are suitable for the audience are only partly appropriate. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p>	16	<p>A candidate can only gain a level 4 if four marketing mix methods have been assessed in relation to the brief.</p> <p>The marketing/service mix includes:</p> <p>Product, Price, Place, Promotion Participants, Physical evidence Processes, People.</p> <p>Answers may include terminology such as 'above the line' and 'below the line' marketing and may include understanding of campaign management.</p> <p>Answers will take into consideration aspects of the brief and pre-release, such as the release of teasers and audience feedback methods.</p> <p>Answers are likely to include research from similar programmes and how these were marketed creatively against the requirements of the marketing mix.</p>

Question	Answer	Marks	Guidance
	<p>Level 1 1-3 marks</p> <p>A limited understanding of marketing mix methods is demonstrated. Few, if any, of the methods suggested may not be appropriate. There will be some errors of spelling, punctuation and</p> <p>0 – no response or no response worthy of credit.</p>		

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