



Oxford Cambridge and RSA

Tuesday 14 January 2020 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 2: Pre-production and planning

Time allowed: 2 hours
C362/2001



You must have:

- the Insert

Please write clearly in black ink.

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

D	D	M	M	Y	Y	Y	Y
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INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.
- Use the Insert to answer all the questions.

INFORMATION

- The total mark for this paper is **80**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document has **12** pages.

ADVICE

- Read each question carefully before you start your answer.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/6
2	/4
3	/3
4	/12
5	/6
6	/6
7	/6
8	/8
9	/9
10	/20
Total	/80

Answer **all** the questions.

Section A

1 (a) Identify **four** client requirements that Active Apps must consider when planning and testing the MyDesign app.

- 1
- 2
- 3
- 4

[4]

(b) Identify and explain **one** problem that one of the client requirements identified in part **1 (a)** might cause.

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-

[2]

2 Identify **two** ways that Stephen could get audience feedback on the design ideas for the avatar function.

Explain why each one would be suitable.

- 1
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-
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-
-
-

[4]

3 Marcus has asked you to help him research the interactive features of apps.

Identify **three** primary methods, other than a focus group, that would allow you to research the interactive features of apps.

1

2

3

[3]

4 (a) Aurora needs to create visualisation diagrams for the avatar function.

Identify **three** elements of a visualisation diagram.

Explain why each of these elements would be necessary when planning the app. Use the brief to support your answers.

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[6]

(b) Identify **two** pre-production documents, other than a mind map, that Marcus could create to show his ideas for the navigation and interactivity of the avatar function.

Explain why each is needed.

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2

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[6]

5 (a) Stephen is researching the legal constraints relating to the avatar function.

Identify **one** potential legal constraint that the team would need to consider when developing the avatar function of the app.

Explain why this would need to be considered.

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[3]

7 MyDesign are willing to use celebrities to model their clothing.

Identify **two** secondary sources that Stephen could use to find out which celebrities would be suitable to act as models for MyDesign.

Explain why each source is suitable.

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2

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[6]

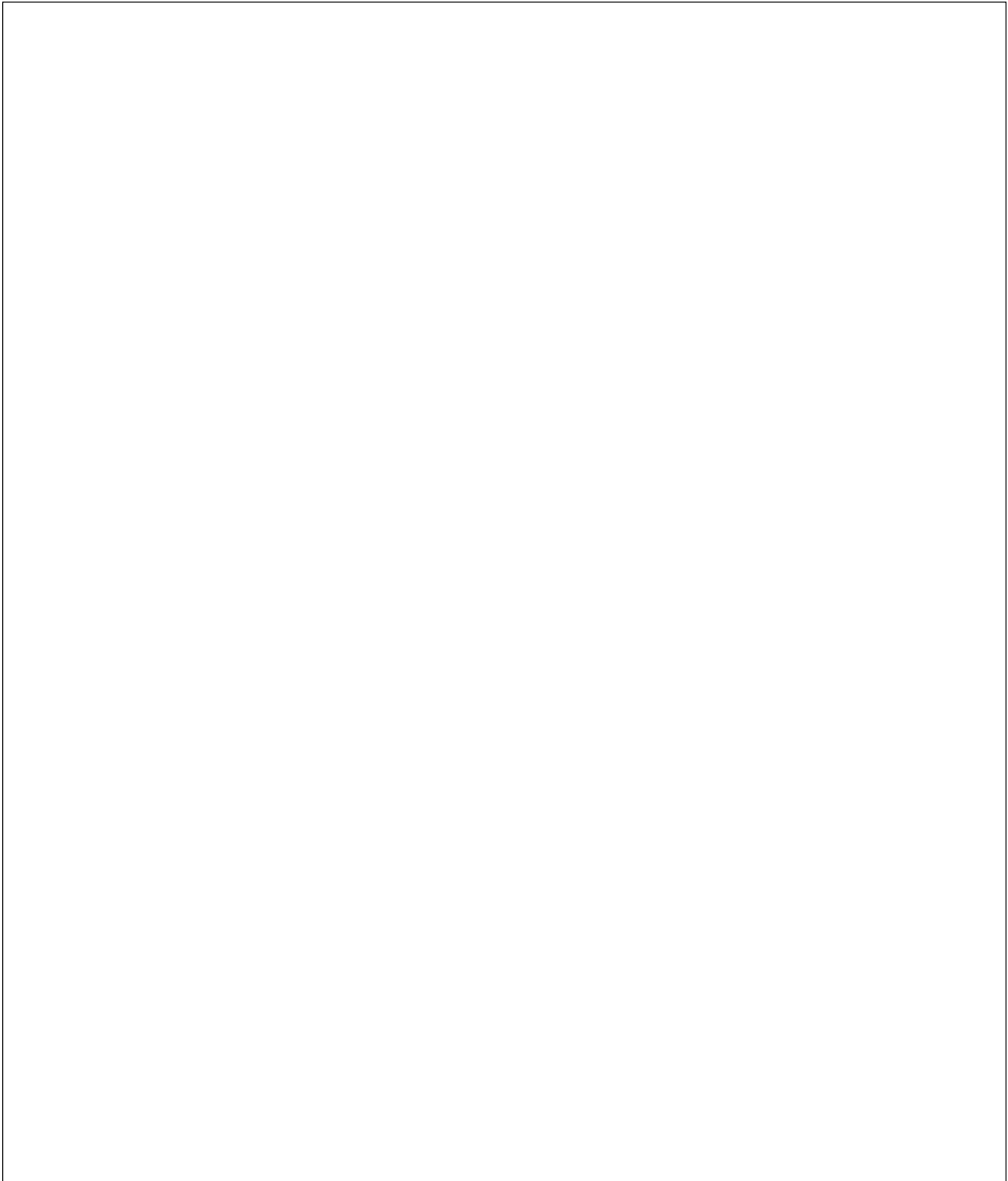
Section B

8 Aurora and Marcus are planning the interactivity that a user might require when using the app.

In the space provided, create a **mind map**, identifying the interactive features required under the key areas of '**Uploading image**', '**Dressing avatar image**' and '**Completing purchase**'.

Marks will be awarded for:

- Content
- Fitness for purpose



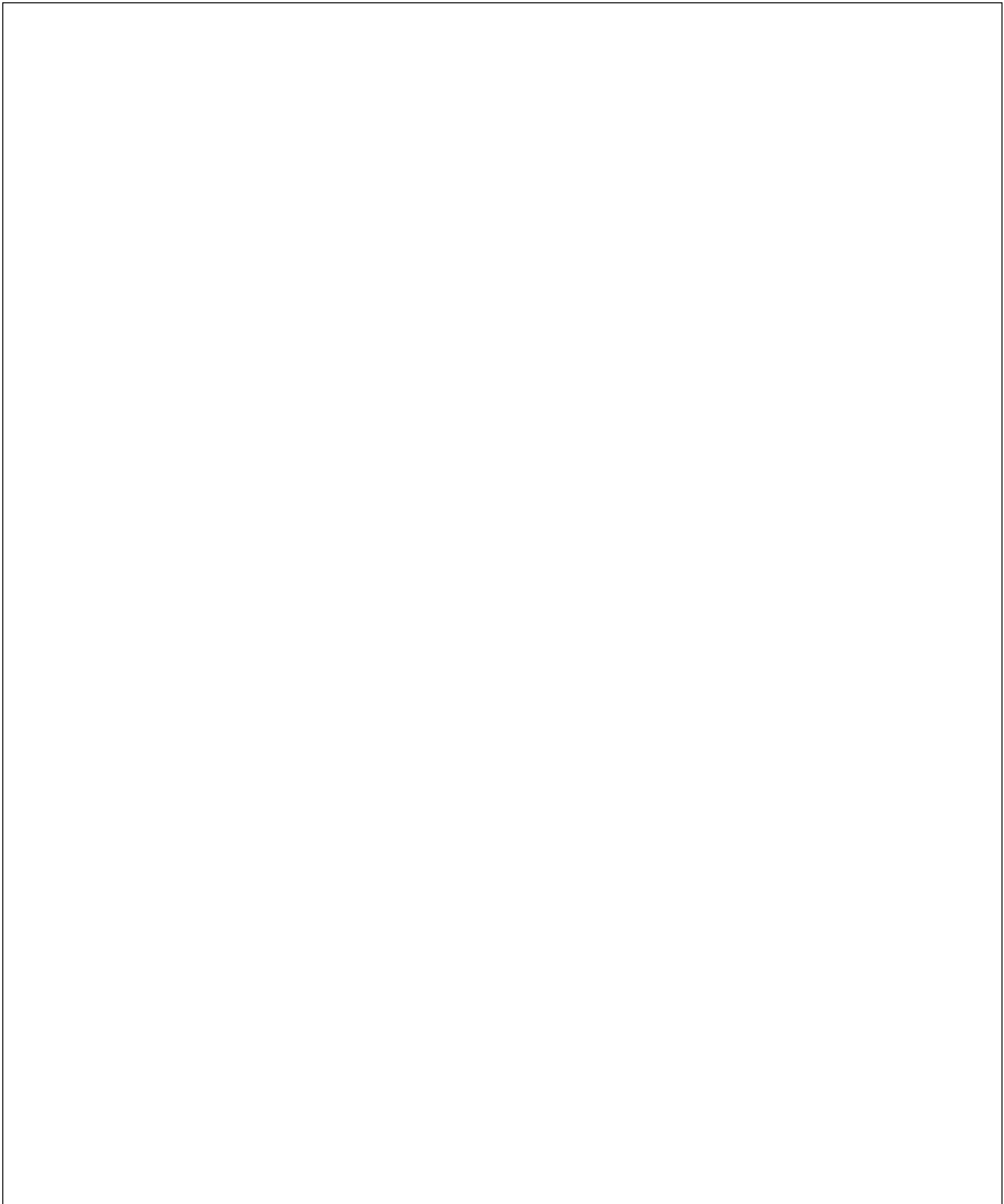
[8]

- 9 Stephen has asked you to create a production schedule for the planning / design phase of the production process.

In the space provided, create a production schedule, considering what activities need to be carried out when planning / designing the app and the key milestones you would need to meet.

Marks will be awarded for:

- Content
- Layout
- Fitness for purpose



[9]

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins, for example, 1(a) or 6.

A vertical line on the left side of the page is followed by 25 horizontal dotted lines, providing a ruled area for writing answers.



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