

Cambridge Technicals Digital Media

Unit 2: Pre-production and Planning

Level 3 Cambridge Technical in Digital Media
05843 - 05846

Mark Scheme for January 2020

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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
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terms and examples
E	Explanation
A	Argument
C, L, F (Q8, Q9)	Content, Layout, Fitness for purpose
Vertical wavy line	Not relevant to specific question
R	Rubric
Diagonal line/line through	Blank page
Cont.	Continued on Additional Answer Space
BOD	Benefit of Doubt
TV	Too vague
NR	No Response (cannot be used for Not Relevant owing to standard across OCR markschemes)
Rep	Repetition (Q8 – Rep can also be used to demonstrate explicit repetition from brief).

Question		Answer	Mark	Guidance
Section A				
1	(a)	<p>Four marks from:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Users need to be able to upload a photo (1) • Three months to get the app finished (1) • Users should be able to try on outfits (1) • Appeal to 16-30 year olds (1). • App should connect with social media of celebrities and reality TV stars (1) • Any other suitable response 	4	<p>Candidates may use other suitable examples from the specific brief, that whilst these might not be explicit in the Insert, would be thought about at the planning stage based on the information in the Insert such as:</p> <ul style="list-style-type: none"> - Language of different cultures - Unisex fashions, cultural fashions - Security of data due to e-Commerce
1	(b)	<p>One mark for potential issue, one mark for suitable expansion</p> <p>e.g.</p> <ul style="list-style-type: none"> • Photographs that users upload might be unsuitable (1) this means that the app will also need a way of filtering out unsuitable images (1) • Three months is a tight timescale (1) this means that the production schedule will have to be followed to deadline otherwise the app will not be ready as advertised.(1) • Any other suitable response 	2	<p>Any reasonable response should be provided.</p> <p>Synopticity with U1 should be credited – e.g. problems with social media influence on young users.</p>

Question		Answer	Mark	Guidance
2		<p>One mark per way identified, one mark per suitable expansion: e.g.</p> <ul style="list-style-type: none"> • One way could be putting out a post on social media to ask for feedback on the appeal of Avatars (1st) and this is suitable because it could be targeted to the followers of similar fashion brands. (1) • One way could be holding a focus group with people within the target audience (1) and this is suitable because you get a direct qualitative response (1) • Any other suitable response 	4	<p>Maximum two marks per suitable way of gaining audience feedback.</p> <p>If there is a clear reason as to why the method of feedback is suitable or useful award full two marks for the point.</p>
3		<p>One mark per primary method identified, e.g.</p> <ul style="list-style-type: none"> • Analysis/observation of other fashion apps or apps with avatar features (1) • Interviewing other app developers (1) • Questionnaires to users of the target age group on how they engage with apps (1) • Any other suitable response 	3	<p>The answer must target the specific details of the question – must reference app development. Simply stating 'questionnaire' on its own is too vague and should not be credited.</p>

Question		Answer	Mark	Guidance
4	(a)	<p>One mark for element of a visualisation diagram, one marks for expansion: e.g.</p> <ul style="list-style-type: none"> • Annotations are one aspect of a visualisation diagram (1). Aurora would need to use these to explain shape and size choices of the avatar so space and layout can be finalised by Marcus (1). • Use of placeholders are one aspect of a visualisation diagram (1). Aurora would need these so the client could see how she would combine the avatar with existing house style features, such as the logo (1). • Any other suitable response 	6	<p>Any other aspect such as colour, font style, function of buttons etc. that are part of visualisations should be credited.</p> <p>Showing movement should be credited as BOD, as this relates to navigation.</p>
4	(b)	<p>One mark for the pre-production document , two marks for expansion: e.g.</p> <ul style="list-style-type: none"> • A site map could be a suitable document (1). This is because it will show the navigation of the app (1) giving an indication of how the choices made across pages link to the final purchase (1). • A wireframe could be a suitable document (1). This is because it will show basic structure of each page on the app and particularly where the carousels of fashion will appear (1) allowing the client to see the size of the avatar functions against other components (1). • Any other suitable response 	6	<p>Suggestion of a pre-production document should be suitable for the brief.</p> <p>The following are NOT suitable:</p> <ul style="list-style-type: none"> - Visualisation diagram - Moodboard - Production schedule - Risk assessment - Treatments - Blue Sky Thinking - SWOT analysis <p>Allow:</p> <ul style="list-style-type: none"> - Flow chart - Navigation diagram - Site map - Wireframe - Storyboard (with sufficient explanation about developing the animation of the Avatar) - Prototype (if discussion of basic navigation) <p>Mind map excluded in question as Q8 would give this as answer</p>

Question		Answer	Mark	Guidance
5	(a)	<p>One mark for a suitable legal constraint , two marks for expansion: e.g.</p> <ul style="list-style-type: none"> • Data protection of the customer. (1) Marcus would need to ensure that no personal information of a customer can be viewed by another user (1) to prevent financial or identity theft. (1) • Copyright of assets and infringement (1). It is important that all of Aurora's final designs are checked by Marcus against other avatars and logos to avoid copying an existing design (1) as this could lead to a lawsuit or fine. (1). • Any other suitable response 	3	Must be three clear correct points to award all three marks.
5	(b)	<p>One mark for a plausible potential problem , two marks for expansion: e.g.</p> <ul style="list-style-type: none"> • Anti-social behaviour. (1) MyDesign need to be prepared for potential incidents of online trolling and harassment by customers to other users/celebrities (1) and therefore will need to work with the team to discuss ideas to minimise or filter such behaviour (1). • Inappropriate comments by external trendsetters (1). Celebrities may make posts on their personal social media that are part of their daily feed that is likely to appear on the app which some customers may find offensive (1) so MyDesign could set out a contract beforehand that discusses what type of content is acceptable on private feeds if they want to work with their brand. (1). • Any other suitable response 	3	Must be three clear correct points to award all three marks.

Question		Answer	Mark	Guidance
6		<p>One mark for each ethical issue, two marks for each matched expansion: e.g.</p> <ul style="list-style-type: none"> Ensuring the imagery reflect diverse ethnicities (1). If the app doesn't demonstrate that it caters for a range of cultures (1) then potential members of the target market may be alienated (1). Ensuring that the avatar has the ability to reflect a range of body sizes and shapes of people of different weights and heights (1). If this is not offered then customers may feel the fashion brand is not inclusive (1) and decide to shop elsewhere with the potential of leaving a poor review (1). Any other suitable response 	6	<p>Ethical issues should demonstrate wider understanding of the potential target audience (e.g. religion, issues of offence, language, age appropriate content, sexuality and gender identity).</p>
7		<p>One mark for each secondary source, two marks for expansion: e.g.</p> <ul style="list-style-type: none"> A fashion and chat magazine such as 'Now' (1). This picks up a range of fashion trends and links them to celebrities. (1) This would give the team information about who to approach based on their style of clothing and brand ethos (1). A fashion blog compiled by trusted bloggers such as Louise Redknapp and Emma Thatcher (1). This blog will give information about a range of new styles and provide information about who is wearing clothing of various prices. (1) This would allow the team to select a suitable trendsetter based on those on the blog wear clothes that cost the same as the MyDesign brand (1). Any other suitable response 	6	<p>Suggestions of secondary sources should be suitable for the brief.</p> <p>Should reference 'celebrities' or 'models' for full three marks.</p>

Question		Answer	Mark	Guidance
Section B				
8		<p>Content (max 4 marks) e.g.</p> <p>Appropriate navigation ideas for when users are uploading an image (2) Appropriate navigation ideas for when users are dressing the avatar image (2) Appropriate navigation for users completing purchase (2)</p> <p>Fitness for purpose (max 4 marks) e.g.</p> <p>Relevant to the brief and/or question requirement (2) Relevant to technical planning requirements (e.g. steps needed to shop for outfits) (2) Identifiable as a mindmap with clear links (e.g. arrows and sub nodes) (2)</p>	8	<ul style="list-style-type: none"> • Candidates' creativity and understanding when planning the navigation should be rewarded. • Assessors should use the annotations C and F to show how they have allocated marks. • Should only credit ideas not explicit in the Insert – as this would be classed as Repetition – which is also a viable way to annotate to show breakdown.

9	Question	Answer	Mark	Guidance
		<p>Content (max 3 marks) e.g.</p> <p>Appropriate planning activities (e.g. visualisations, sitemap gaining client feedback) (1) Suitable deadline dates for identified milestones (1) Weeks/months correct (1) Contingencies (1)</p> <p>Layout (max 3 marks) e.g.</p> <p>Follows production plan format and conventions (1) Dates and activities are clearly laid out (1) Timescale clear for each activity (1)</p> <p>Fitness for purpose (max 3 marks) e.g.</p> <p>Relevant to the brief (1) Relevant to audience requirements (e.g. could be understood by team members) (1) Activities are realistic against the purpose of the brief (e.g. relate to the planning of the fashion app). (1)</p>	9	<ul style="list-style-type: none"> The question is about the creation of production schedule in relation to the brief. Main focus is the ability to create a suitable production schedule document that would be appropriate for the design / planning stage of the app.

Question	Answer	Mark	Guidance
10*	<p>Level 4 16 - 20 marks An excellent evaluation about the advantages and disadvantages of communicating to a client using project management tools. A wide range of wholly appropriate methods to contact the client will be covered using context based examples to fully justify the points made. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling.</p> <p>Level 3 11-15 marks A good evaluation about the advantages and disadvantages of communicating to a client using project management tools.. A range of methods to contact the client will be covered using examples that are appropriate and sometimes justified. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2 - 6-10 marks A basic evaluation about the advantages and disadvantages of communicating to a client using project management tools. The methods of contacting the client are mostly appropriate and linked to the context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p>	20	<p>The following points may be covered:</p> <p>Advantages</p> <ul style="list-style-type: none"> • Project management tools, such as Skype, are effective because they are face to face and it is a cheaper method than arranging time and travel for formal meetings. • Project management tools, such as project management services like Apollo, are effective because allow documents to be shared across a variety of personnel with any updates or annotations recorded. • Documents sent can be tracked across different versions on email or OneDrive/Google docs so changes are recorded as evidence of progress. <p>Disadvantages</p> <ul style="list-style-type: none"> • If Project management tools are the only way of communicating with a client the human and personal understanding and relationship may be lost. • Annotations or changes made via Project management tools may not be understood by both parties, and the opportunity is lost for clear explanation of through processes. • Draft work, such as visualisation diagrams, may be needed on other devices as a back-up in case of Internet connection problems.

Question	Answer	Mark	Guidance
	<p>Level 1 - 1-5 marks Limited understanding of the ways that using project management tools can be used to contact the client.</p> <p>The examples used are sometimes appropriate and may be general and not linked to the context.</p> <p>0– no response or no response worthy of credit.</p>		<p>Alternative methods</p> <ul style="list-style-type: none"> • Changes to the workflow are often better to be discussed via telephone than via email owing to the tone and opportunity to express thoughts. <p>If introduction only replicates the question, do not award as an argument.</p> <p>Breakdown should be as follows:</p> <p>T/E/A 5/7/8</p> <p>T = any terms that relate to project management e.g:</p> <ul style="list-style-type: none"> - using Apollo, - using Skype, - using Project Planner, - using ProjectTurf - technological convergence, - portability, - encryption, - tracking, - version control, - software, - interactivity, - back/ed-up, - personnel, - conference call - Gantt chart - Spreadsheet (do not credit if you have already credited Excel)

Question	Answer	Mark	Guidance
			<p>E = explaining/expansion of argument with suggestions providing a clear reason/s why point argued is an advantage or disadvantage.</p> <p>A= argued point – but must be a correct one.</p> <p>The following are NOT project management tools:</p> <ul style="list-style-type: none">- Blue Sky Thinking- SWOT Analysis- Mindmap- Moodboard

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