



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 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 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
1	(a)	(i)	<p>FOUR sources, one mark for each source, e.g.:</p> <ul style="list-style-type: none"> • Interviews with sports documentary filmmakers, such as BBC's Alex Harron (1) • Analysis of motor racing documentaries, such as Senna (1) • Online articles about making sports documentaries, such as https://filmschool.vice.com • A book exploring the content of sports documentaries, such as 'Identity and Myth in Sports Documentaries' (1) • BFI online has journals and articles (1) • VICE film school guides and tutorials (1) 	4	Sources should be suitable for the genre of programme and have a named source of information.
		(ii)	<p>ONE mark for convention, TWO marks for suitable expansion e.g.:</p> <ul style="list-style-type: none"> • Use of archive footage (1st) The purpose of this convention is to set the historical context of the sport (1) in order to create a narrative and engaging story (1). • Interviews with athletes and experts (1st). so that the documentary features accurate information to educate the audience (1) giving an insight into the thoughts and experiences of the subjects involved (1). • Narrative voice over (1st) to describe the footage shown (1) so audience understands context with minimal interpretation needed (1) 	3	

Question			Answer	Marks	Guidance
1	(b)	(i)	<p>ONE mark for each primary method e.g. (max 2 marks)</p> <ul style="list-style-type: none"> • A focus group (1). • An online social media poll (1). 	2	
		(ii)	<p>TWO marks for suitable explanation. e.g</p> <ul style="list-style-type: none"> • A focus group: <ul style="list-style-type: none"> • the information will be from fans who are passionate about the sport (1) and from researching focus groups it means the that specific qualitative data can be gained in this case an understanding of what the fans want to see (1) • An online social media poll: <ul style="list-style-type: none"> • cheap to distribute to many people (1) providing Scorpious TV with a quantitative data from a large range of targeted fans (1). 	2	Answer must reference once of the answers given in 1b (i)

Question		Answer	Marks	Guidance
2		<p>ONE mark for information gained from BARB, ONE mark for suitable explanation, e.g. (max 4 marks)</p> <ul style="list-style-type: none"> viewing figures gained for both similar programmes (1). This could be useful because it allows Scorpious TV to look at the popularity of programmes (1) and the type of content they could include to gain a large audience (1). age of the audiences watching similar programmes (1). This could be useful because it allows ScorpiousTV to look at how they could develop their USP of the programme so that it appeals to a wider age range (1). Provides audience figure size of similar programmes (1) allowing sponsors to be shown existing product numbers for persuasion (1) Shows viewing figures across time (1) allowing high volume slots to be identified and selected for showing/release of show (1) 	4	Understanding of the information BARB provides should be credited.
3	(a)	<p>ONE mark for a suitable method to collate and store research and ONE mark for suitable explanation based on research: e.g. (max 4 marks)</p> <ul style="list-style-type: none"> An online database such as Zotero (1). From researching this type of tool online, at www.lifewire.com it is a free method that allows you to cite sources correctly which is needed for the production credits of a TV programme (1) A collaborative software such as Basecamp could be used to organise information for use in Auriga Legends (1). This so that the production team can make comments on the sources and discuss whether each is suitable for inclusion as I have done with my own team productions (1), 	4	<p>Must make reference to experience or research for second mark.</p> <p>Methods could be mood board, mind map, database or spreadsheet</p>

Question		Answer	Marks	Guidance
	(b)	<p>ONE mark for a suitable way to check reliability, and ONE marks for suitable explanation: e.g. (max 4 marks)</p> <ul style="list-style-type: none"> Is source written by known expert (1). From my experience I know what if the author does not have is not a professional in their field then it cannot be considered accurate (1). Cross referencing the source with another (1). As www.thoughtco.com suggests this is a good way to verify if statements and dates are true (1) 	4	<p>Must make reference to experience or research for second mark.</p> <p>Must be secondary sources. Note: archive footage is primary source not secondary source.</p>
4	(a)	<p>ONE mark for proposal element, ONE marks for suitable expansion e.g. (max 8 marks)</p> <ul style="list-style-type: none"> Identifying the target audience for the programme or a demographic profile is needed in a proposal (1). This is because Scorpious TV are looking for potential sponsors and any companies will need to know if their brand will reach their target market with the programme (1). The available budget allocated for the programme is needed as part of a proposal (1). This is because the production and research team need to be aware of the amount of money available in order so that fees for archive content, motor racing participants, leasing of specialist equipment and resources, racing venues can be made (1). 	8	<p>Aspects of a proposal can include:</p> <ul style="list-style-type: none"> - Purpose - Scheduling and distribution - Target audience profile - Equipment - Budget - Personnel - Content ideas - Ethical considerations - Regulatory considerations - Advertising and marketing/Sponsorship <p>Accept any other aspect of a proposal or treatment document.</p>

Question		Answer	Marks	Guidance
4	(b)	<p>ONE mark for method of feedback and ONE mark for suitable expansion e.g.</p> <ul style="list-style-type: none"> A VOIP system (1). This is because according to company profiler https://enlyft.com industries like to use Skype between their employees owing to it being available across different operating systems (1) Email (1). This is because, from my experience, you can access emails on your phones or tablets opening the document to see changes using a wide range of apps. (1) 	4	<p>Must make reference to experience or research for second mark.</p> <p>Also Collab cloud software such as Office 365, OneNote, Google Docs, FreedCamp etc Word Docs with TrackChanges or Comments</p>
5	(a)	<p>ONE mark for suitable production document and up to TWO marks for suitable explanation, e.g</p> <ul style="list-style-type: none"> any potential danger to personnel from falling objects or building at outdoor locations can be noted (1). This is needed because if the production team turn up and one member gets injured (1), then, according to www.filmsoucing.com the production company would be legally liable for injury compensation (1). so that access to buildings is taken into consideration when using specialist equipment (1). This is because if the production team turn up and cannot fit equipment into a building then time and money will have been wasted (1), this means the production schedule will be put back and I witnessed this as part of my production not being able to fit a jib through a door (1). 	3	<p>Must make reference to experience or research for second third mark.</p>

Question		Answer	Marks	Guidance
5	(b)	<p>ONE mark for a job role, and ONE mark for suitable explanation, e.g.</p> <ul style="list-style-type: none"> • A producer (1). they have the overall responsibility of managing the production team and their working practice on set or at outdoor locations (1). • A health and safety film consultant (1). they have specific expertise in the audio-visual industry in relation to health and safety law (1). 	2	Any other appropriate job role such as Production Supervisor, Safety Officer, Floor Manager should be accepted. Use professional judgement.
6		<p>ONE mark for method of feedback and TWO marks for suitable explanation e.g. (max 6 marks)</p> <ul style="list-style-type: none"> • screen test (1). This is because a screen test can be shown to specific members of the target audience (1) and Scorpious TV could use the feedback to make changes to the production, such as re-edits, to make it more engaging (1) • releasing early interviews on social media as teasers (1). This would allow Scorpious TV gauge the reception of the material (1) in order to measure the success of the production processes so far (1). 	6	

Question		Answer	Marks	Guidance
7		<p>ONE mark for consequence and TWO marks for suitable explanation e.g. (max 6 marks)</p> <ul style="list-style-type: none"> music might be copyrighted if found online (1). This could be a problem because if Scorpious TV do not have a PRS licence (1) then they would be sued and have to pay damaged to the artist according to www.gov.uk (1). Creative Commons website that allows the music to be used under a variety of licences (1). This is a problem because some people upload music to CC claiming it to be their intellectual property (1) but the company that uses it will get sued if it is not actually CC www.plagiraismtoday.com (1). Royalty fees may need to be paid (1). This will affect the budget of the show (1) and in turn effect the overall content as cuts may be required to stay in budget (1) 	6	Any response that takes copyright, licencing or ethical issues (such as language used in music). Must make reference to experience or research for third mark.
8	(a)	<p>ONE mark for each way women could participate, e.g. (max 2 marks)</p> <ul style="list-style-type: none"> Use a female sports racing driver as a presenter (1) Female driver for the narration of the programme (1). Include female racing drivers as part of the expert panel when discussing the drivers of the 1970s and 1980s (1). 	2	

Question		Answer	Marks	Guidance
8	(b)	<p>TWO marks for valid explanation: e.g. A female sports racing driver could be a presenter :</p> <ul style="list-style-type: none"> I have analysed a tennis documentary looking at male champions (1) where BBC's Sue Barker was the presenter because of her expert knowledge and familiarity with the audience (1). <p>Female racing drivers could be included as part of expert panel</p> <ul style="list-style-type: none"> they gained their passion through watching past female drivers as well as male drivers (1) as research on Wikipedia shows that the earliest women racing drivers have competed since 1950 (1). 	2	
9		<p>ONE mark for advantage of scheduling, ONE mark for explanation, e.g.</p> <ul style="list-style-type: none"> An advantage is that the programme is scheduled before the watershed (1). Meaning that it appeals to a wider, family orientated target audience (1). An advantage is at many people see the timeslot as a time to watch the best programmes as flagship shows are shown during this time (1). This means that the time will attract a wider target audience even if they aren't Formula Auriga fans (1). 	4	Understanding of 7-9 pm scheduling should be credited.

Question	Answer	Marks	Guidance
10*	<p>Level 4 15-20 marks</p> <p>An excellent discussion of four methods that could be used to market and advertise 'Auriga Legends' is demonstrated. The methods suggested are suitable for the commercial nature of the channel and genre of the programme 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 10-14 marks</p> <p>A good discussion of at least three methods that could be used to market and advertise 'Auriga Legends'. The methods suggested are appropriate for the commercial nature of the channel and genre of programme and are sometimes justified. 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 5-9 marks</p> <p>A basic understanding of at least two methods that could be used to market and advertise 'Auriga Legends' is demonstrated. The methods suggested are only partly appropriate for the genre of programme.</p>	20	<p>A candidate can only gain a level 4 if four ways of marketing have been discussed in relation to the brief.</p> <p>Methods could include:</p> <ul style="list-style-type: none"> • Above the line methods (e.g. posters, trailers, billboard adverts) • Below the line methods (e.g social media targeting) • Guerrilla methods (e.g. viral campaigns) • Sponsorship deals • TV marketing campaign • Celebrity presenter/expert • Presenter appears on TV/Chat shows <p>Answers will take into consideration aspects of the brief and pre-release, such as the importance of gaining sponsors.</p> <p>Answers are likely to include research from the marketing campaigns from similar programmes, or techniques used to advertise contemporary media products.</p> <p>Research should be referenced for Level 3 and Level 4 answers.</p> <p>Consideration of the commercial nature of Scorpius TV must be evident for Level 4 answers.</p>

Question	Answer	Marks	Guidance
	<p>There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p> <p>Level 1 1-4 marks</p> <p>A limited understanding of marketing 'Auriga Legends' 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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