Cambridge Technicals
Digital Media

Unit 25: Research for product development

Level 3 Cambridge Technical in Digital Media
05875

Mark Scheme for January 2021

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)**	FOUR live music events e.g.: • Capital's Jingle Bell Ball in London (1) • Leeds and Reading Festivals (1) • Tramlines Festival in Sheffield (1) • Parklife Festival in Manchester (1) • The Proms/Last Night of (1) • Other suitable response	4 (1.1)	Any other suitable events that cater for 16-30 audiences featuring popular music artists – scenario refers to artists of different genres – wide context
		(ii)	ONE mark for plausible problem when filming live events, ONE mark for explanation (MAX FOUR marks) e.g.: • There will be background noise at live events from the crowd which drowns out main acts (1st). This could be solved by using directional mics with windshields (1). • If the event is outdoors it might rain on the equipment (1st). This could be solved by ensuring you take professional camera rain covers as a contingency (1). • Other suitable response	4 (3.4)	Any plausible problem that might occur filming indoor or outdoor live music events should be credited.

Question			Answer	Marks	Guidance
1	(b)	(i)	ONE mark for primary method, ONE mark for explanation of usefulness (MAX FOUR marks) e.g.: • Emailing or Tweeting presenters of existing music television shows like Maya Jama (1st). This useful because she has first-hand experience of presenting both live and pre-recorded content on MTV (1). • Content analysis of existing music television shows and analysis of archive shows such as Top of The Pops and T4 (1st). This is useful because it would allow me to see the typical conventions of music TV shows (1). • Other suitable response	4 (1.2)	Any plausible primary source should be credited.
		(ii)	ONE mark appropriate method, TWO marks for suitable explanation, e.g. • One way to cross-reference information provided on email by a presenter such as Maya Jama would be to visit an existing music TV set (1). This is would allow me to cross reference ideas about mise-en-scene and content (1) and also allow me to speak to people like the director and production manager (1). • One way to cross reference my content analysis would be to watch a documentary such as 'I Want My MTV' (2019) (1). This is because the documentary investigates the content that made music television so successful (1) and gives further insight into presentation style and set design (1). • Other suitable response	3 (1.2)	Any method that is a plausible way to validate research should be credited.

Question			Answer	Marks	Guidance
2	**(a)**		ONE mark for a plausible problem, TWO marks for suitable explanation: e.g. • Having to fill in the scheduled interview timeslot with other content (1). From my experience of watching music TV shows, this could be solved by having a selection of pre-recorded interviews from the same or similar artists (1) so that there is no disruption to content at later timeslots (1). • One problem might be that the presenters look unprofessional (1). I have researched www.pinkelephantcomms.com Art of Ad Libbing article that says this can be solved by planned Ad Libbing (1) where a list of possible other topics can be discussed pre-broadcast that could be used if needed (1). • Other suitable response	3 (3.4)	Candidates **must** reference their research or personal experience as part of their answer. Max 2 if no research/personal experience referenced.
2	**(b)**		ONE mark for correct piece of equipment, ONE mark for explanation (MAX SIX marks) e.g.: • Mobile control centre (1) to process the filmed content (1) and send it back to the studio (1) • Lightweight camera (1) to be able to move around the location(1) when filming the interview (1) • Wireless microphones (1) as camera based mics not good quality (1) so reduce background noise (1) • Other suitable response	6 (2.2)	The candidate does not need to reference research for this question.

Question			Answer	Marks	Guidance
3			ONE mark for method to get feedback, ONE mark for explanation of suitability (MAX FOUR marks) e.g.: • BITV could conduct early screen tests of content from the channel (1st). This is suitable because BITV will get qualitative feedback from a selection of their primary audience members who can also give their own ideas at the group (1). • BITV could send music video playlists that they intend to broadcast via Snapchat and Instagram (1st). This is suitable it will reach a very large number of target audience who can give isn't responses from Smartphones (1). • Other suitable response.	4 (5.1, 5.2)	Any form of synoptic learning from U2 and U6 should be credited if it is plausible to the brief.

Question			Answer	Marks	Guidance
4			ONE mark for problem using album covers and TWO marks for suitable expansion e.g. • Copyright of album artwork may be an issue (1). If BITV want to use a range of album covers and they should seek permission from all owners of images, or appropriate record labels, so they are not sued for breaking copyright law (1). An example from my research includes investigating lawsuits such as when the Mad Men title sequence featured a 60s model without her permission on www.clearancelab.com (1). • Offensive imagery on album artwork may be an issue. (1). BITV could solve this by only using album covers without logos or sexualised images (1) An example from my research includes Kayne West's album where he was pictured on the cover with a naked woman without arms and this cause controversy according to www.mtv.com (1). • Other suitable response	3 (2.3)	

Question			Answer	Marks	Guidance
5	**(a)**		ONE mark for potential regulatory issue, TWO marks for suitable expansion (MAX SIX marks), eg.: • One regulatory issue is that a person younger than the BBFC age rating of a music video can access the channel online and potentially be exposed to sexualised content (1). From my experience from other streaming sites, I believe that BITV could try to minimise the impact by making the users create a unique log in outlining their date of birth (1) in order to stop children accessing it from their site (1). • A regulatory issue could be the channel getting potential complaints to Ofcom owing to the language and sexism of the lyrics in some genres of music video, such as grime (1). They could minimise the impact by making a decision not to show videos from artists such as Tyga (1) as from my own textual analysis his videos shown on music TV channels are misogynistic (1). • Other suitable response	6 (1.1, 2.3)	(https://www.bbfc.co.uk/what-classification/online-music-videos. Age ratings are voluntary not law.)

Question	Answer	Marks	Guidance
5 **(b)**	ONE mark for source , TWO marks for suitable explanation (MAX SIX marks) e.g.: • LinkedIn is a good source to find a presenter (1) because BITV can see their entire work history as well as their interests (1) which means that they can see if they are suitable and interested in music or worked in live music events (1). • The website Casting Now is a good way to find presenters (1). This is because BITV can fill in the form for a casting call to come to audition, (1) as well as searching the Casting Now database using filters (1). • Other suitable response	6 (1.2, 2.2, 3.1)	Any source where personnel can be crowdsourced or found should be credited.
6 **(a)**	ONE mark for source, and ONE mark for suitable explanation, e.g: • A recce checklist is needed (1). This is so that all powerpoints for lighting and camera equipment can be located (1) so that the studio set up and design build can be completed according to where the static equipment can be positioned (1). • A floor plan would be required (1). This is so that sizes and measurements of studio décor such as sofas are accurate (1) so that they fit in the space to be filmed without obstructing the presenters or audience view (1). • Other suitable response	3 (3.3)	A range of planning and production documentation may be referenced based on learning in U2. Documentation should only be credited if it relates to the brief.

Question	Answer	Marks	Guidance
6 **(b)**	ONE mark for consequence and TWO marks for suitable explanation e.g. • The safety of mounting lights in a studio can be judged before they are put in a fixed positon (1). This is needed so that the levels of danger can be assessed in terms of the lights falling on presenters (1) in order so that sufficient harnesses and secure mounts can be purchased (1). • A risk assessment is required so that the brightness of the lights can be judged in terms of its impact on presenters and studio crew (1). This is needed so warnings can be adequately put in place for personnel (1) before production, and positioning of the lights takes place (1). • Other suitable response	3 (3.3, 3.4)	Valid answer can read like a list, i.e. who at risk, what risk is, how to reduce risk.
7	ONE mark for way of cataloguing, TWO marks for suitable explanation e.g.: • A database can be used to catalogue information (1). This is because filters can be used to simplify choices such as year of song for the 100 greatest hits. (1) This therefore makes the information in the database easy to access and use (1). • The software Datacrow would be a good way to catalogue the data for the specific task (1). This is because it can catalogue videos and audio (1) making it easy for team members to visually see the data (1).	3 (1.4)	A suitable way of cataloguing information in relation to the question should be credited.

Question			Answer	Marks	Guidance
8	(a)		ONE mark for a role of a scriptwriter, TWO marks for explanation e.g.: • A scriptwriter might be required to write the presenter dialogue for the links between the content (1). This is because from my research of presentation exposition at …. autocues are used (1) and these are written by someone else, usually a scriptwriter (1) • A scriptwriter would be required to support the focus of questions asked by the presenter during interviews (1). This is because the content of questions will have been researched…. (1) and then scriptwriter will then need to write the questions in a way that does not cause offence and elicits information from the interviewee (1).	3 (3.1)	
8	(b)		ONE mark for each plausible way a scriptwriter and storyboard artist can work together (MAX TWO marks) e.g. • Discussing how long key non-diegetic sound will be played as this would limit the time the presenters can speak (1). • Discussing how the incorporation of different shot types, such as knowing when a two shot or a close up is, can have an impact of the tone of dialogue (1).	2 (3.1)	

Question	Answer	Marks	Guidance
9	ONE mark for a correct source and ONE mark for expansion, e.g. : • A secure way of sending confidential documents is by encrypting and password protecting a document, such as with Microsoft Word (1). This is a suitable method because only people with the password can access the document (1) and I researched that BBC use encrypting when sending confidential scripts from their competition website (1). • A project management system such as Zoho can be used to securely send documents between teams and clients (1). This is because certain secure areas can be set up within the software that only designated members can access (1) and I used a system like this when I completed work experience for Unit 5 (1).	3 (1.4)	Synopticity should be credited.

Question	Answer	Marks	Guidance

10	**Level 4**
	16-20 marks
	An **excellent** discussion of **four** methods BITV could use to promote their sponsors is demonstrated. The methods suggested to show synergy with sponsors are suitable for the audience 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.
	
	Level 3
	11-15 marks
	A **good** discussion of **at least three** methods BITV could use to promote their sponsors is demonstrated. The methods suggested to show synergy with sponsors 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.
	
	Level 2
	6-10 marks
	A **basic** understanding of **at least two** methods BITV could use to promote their sponsors is demonstrated. The methods suggested to show synergy with sponsors are only partly **appropriate.** There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.
	
	Level 1
	1-5 marks
	A **limited** understanding of methods use to promote their sponsors is demonstrated. Few, if any, of the methods suggested **may not be appropriate.** There will be some errors of spelling, punctuation and
	
	0 marks – no response or no response worthy of credit.
		20
		(4.1,
		5.1,
		5.2)
			A candidate can only gain a level 4 if **four** clear and plausible methods have been assessed to promote sponsors of the channel in relation to the brief.
			
			Answers are likely to include suggestions of commercial brands that may sponsor NMN TV, such as Pretty Little Thing, BooHoo, Adidas, Pepsi and O2 to sponsor the show.
			
			Answers may include terminology such as 'above the line' and 'below the line' marketing and may include understanding of how synergy is used to cross promote the channel and sponsors.
			
			Answers will take into consideration aspects of the brief and pre-release. Such as the release of teasers and audience feedback methods.
			
			Answers are likely to include research from television programmes and how their sponsors were included in marketing.
			
			It is likely that learning from Unit 6 may be used to support answers and any terminology such as sales funnel should be credited as synopticity.
			
			Possible answers include:
			• Website marketing
			   o Logo
			   o Branding on site
			   o Video/imagery/ advert on site
			   o Colour scheme
			• Email marketing
			   o In footer of message
			   o Include logos
			   o Offers/coupons
			• Social Media
			   o Colours
			   o Links
			   o #tags
			• Traditional marketing
			   o Imagery in magazines/posters
			   o Product placements