

Cambridge Technicals Digital Media

Unit 1: Digital media and emerging technologies

Level 2 Cambridge Technical in Digital Media
05898 - 05899

Mark Scheme for January 2021

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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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Question		Answer	Marks	Guidance
1		B	1	
2		D	1	
3		B	1	
4		A	1	
5		C	1	
6		3D films are made using a video camera with two lenses which are set up to record with the same gap between them as human eyes.	1	
7		Chromakey enables the colour to be removed in post-production and replaced by any moving or still imagery.	1	
8		C	1	
9		D	1	
10		C	1	
11		A, B, D	1	
12		C	1	
13		A	1	
14		B	1	
15		B	1	
16		A	1	
17		B, C, D	1	

Question		Answer	Marks	Guidance
18		A	1	
19		D	1	
20		C	1	
21		<p>Smart TV Browse the Internet Watch VOD Stream Music and Video Use Voice control</p> <p>Not Smart TV Touch object on screen Taste cookery programmes Feel game movement</p>	1	
22		Online personas allow users to hide their real identity when making their comments on social media.	1	
23		A, C, D	1	
24		Information overload	1	
25		B, C, F	1	
26		C	1	
27		Below the line marketing is tailored towards individual customers by using one to one methods such as direct contact, stickers and social media.	1	
28		B	1	
29		B	1	
30		<p>Interactive methods Banners Pop ups Clickthrough</p> <p>Non-interactive methods Flyer Business card</p>	1	

Question		Answer	Marks	Guidance
31		D	1	
32		A, C, D	1	
33		B	1	
34		A & C	1	
35		D	1	
36		B	1	
37		<p>HTML - This is a language that is used to create the structure of a webpage including headings, footers and articles.</p> <p>JavaScript - This is a language that is used to create dynamic content, user interaction and control multimedia content in a webpage.</p> <p>CSS - This is a language which is applied to a web page to style the colours, fonts and positioning of elements.</p>	1	
38		D	1	
39		B	1	
40		D	1	

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