

Cambridge Technicals Digital Media

Unit 1: Digital media and emerging technologies

Level 2 Cambridge Technical in Digital Media
05898 - 05899

Mark Scheme for January 2022

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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		C	1	
2		A	1	
3		B	1	
4		D	1	
5		B	1	
6		A	1	
7		A	1	
8		Augmented reality allows the user to interact with digital media projections shown in a real world situation.	1	
9		C	1	
10		Tutorial - Educate Documentary - Inform Jingle - Promote Trailer - Promote	1	
11		C, D	1	
12		B, C	1	
13		B	1	
14		Effective - Humorous, Memorable, Exciting Ineffective - Formal, No audio, Uses dull colours	1	
15		C	1	

Question		Answer	Marks	Guidance
16		A blog is a written personal journal and a vlog is a filmed personal journal.	1	
17		B	1	
18		C	1	
19		B, D	1	
20		A	1	
21		The recording of a TV programme to a storage medium to be viewed at a later date.	1	
22		C	1	
23		Internet addiction disorder – Becoming isolated, Problems with relationships, Getting behind with work, Being online without a break Lack of physical exercise – Obesity, High blood pressure	1	
24		B	1	
25		Digital - Email, QR code, Website Traditional - Vehicle wrapping, Film poster, Radio advert	1	
26		D	1	
27		A, B	1	
28		B	1	
29		C	1	
30		C	1	

Question		Answer	Marks	Guidance
31		True	1	
32		A	1	
33		C, D	1	
34		A, C, D	1	
35		A	1	
36		Lossless – Shrinks whole file, Keeps original quality, Original can be restored Lossy – Removes some data, Reduced quality, Removed data permanently lost	1	
37		D	1	
38		C	1	
39		B	1	
40		B	1	

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