OCR
Oxford Cambridge and RSA

Friday 14 January 2022 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 2: Pre-production and planning

Time allowed: 2 hours
C362/2201

You must have:
- the Insert

You can use:
- an HB pencil

Please write clearly in black ink.

Centre number [ ][ ][ ][ ][ ]   Candidate number [ ][ ][ ][ ]

First name(s) _____

Last name _____

Date of birth [D][D][M][M][Y][Y][Y][Y]

INSTRUCTIONS
- Use black ink. You can use an HB pencil, but only for illustrations and diagrams.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.
- Use the Insert to answer all the questions.

INFORMATION
- The total mark for this paper is **80**.
- The marks for each question are shown in brackets **[ ]**.
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document has **12** pages.

ADVICE
- Read each question carefully before you start your answer.

FOR EXAMINER USE ONLY	
Question No	**Mark**
1	/7
2	/5
3	/9
4	/2
5	/5
6	/10
7	/4
8	/8
9	/10
10	/20
Total	**/80**

Turn over

Answer **all** the questions.

SECTION A

1 **(a)** Identify **four** client requirements from the product brief.

1..

2..

3..

4..

[4]

(b) Explain how Raphael could fulfil **one** of the requirements identified in part **1(a)**.

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.... **[3]**

2 **(a)** Identify **two** ethical issues that Calvin will need to consider when designing the costumes for the photoshoots.

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2..

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[2]

(b) Explain **one** way that Calvin could resolve **one** of the ethical issues identified in part **2(a)**.

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.... **[3]**

3 **(a)** Explain **two** ways that Amber could conduct research into techniques used to photograph boy bands.

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2...

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[6]

(b) Identify and describe **one** way that Amber could record the findings of her research.

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.... **[3]**

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4 Identify **two secondary** sources that Calvin could use to research make-up to use on the photoshoots.

1 ....

2 ....

[2]

5 (a) Raphael is responsible for organising the lighting equipment for the photoshoots.

Identify **three** pre-production documents that Raphael could use to communicate his ideas about the lighting equipment and set-up to the rest of the team.

1 ....

2 ....

3 ....

[3]

(b) Explain **one** potential drawback of using **one** of the pre-production documents identified in part **5(a)**.

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.... **[2]**

6 The Snap City team need to plan the pre-production process in order to successfully complete the requirements of the brief.

Discuss how a **production schedule** and **project management software** could be used to plan the pre-production process. Explain the suitability of both planning methods.

[10]

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7 Explain **two** target audience factors that Amber will need to consider before taking photographs of the band.

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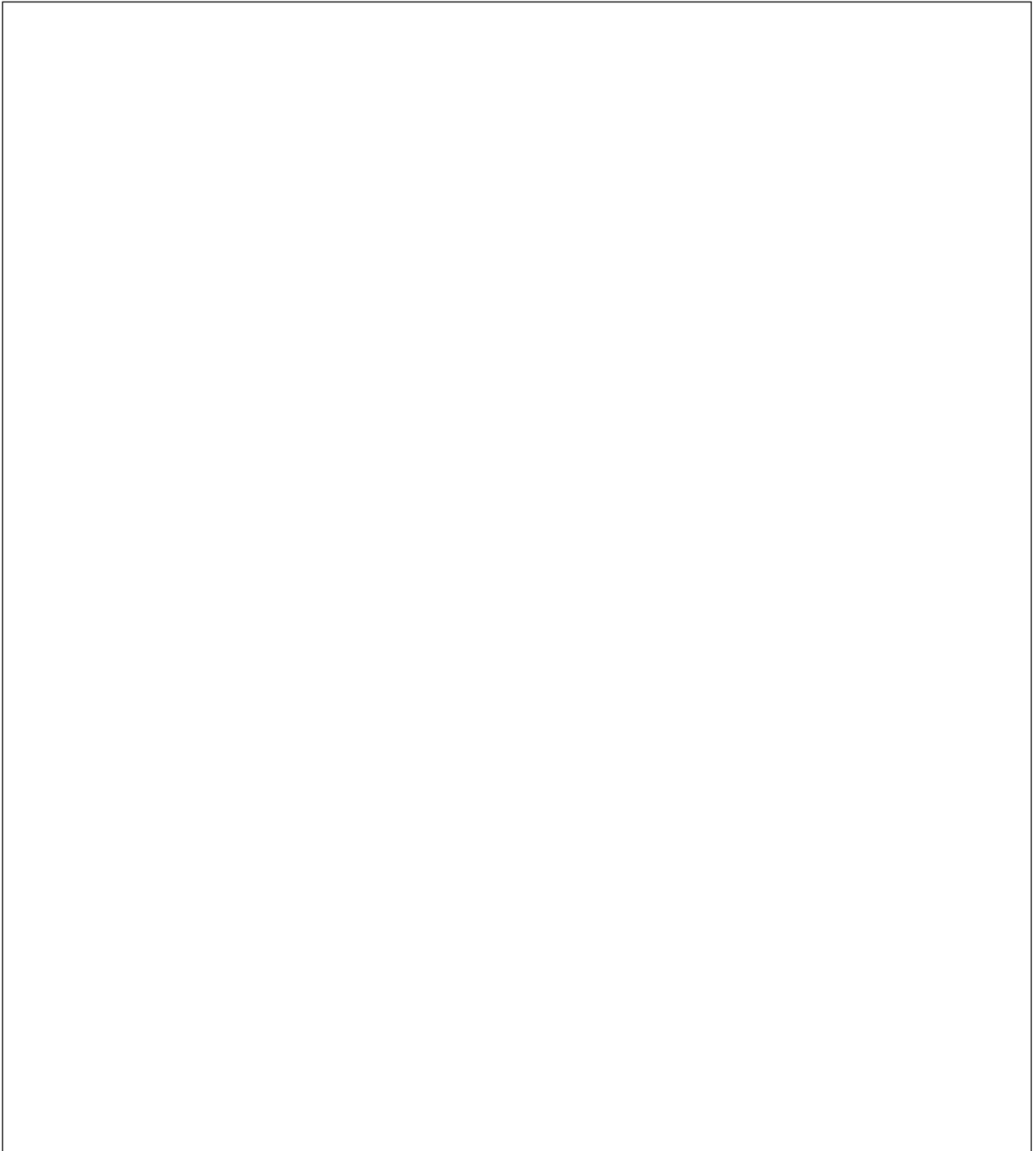
[4]

SECTION B

8   You are planning some of the group photographs of all four members of 'Power Up'.

In the space provided, draw a **mock-up** of a band photograph that could be used as an album cover. Show that you have considered MGUK's requirements.

Marks will be awarded for:

- content
- fitness for purpose
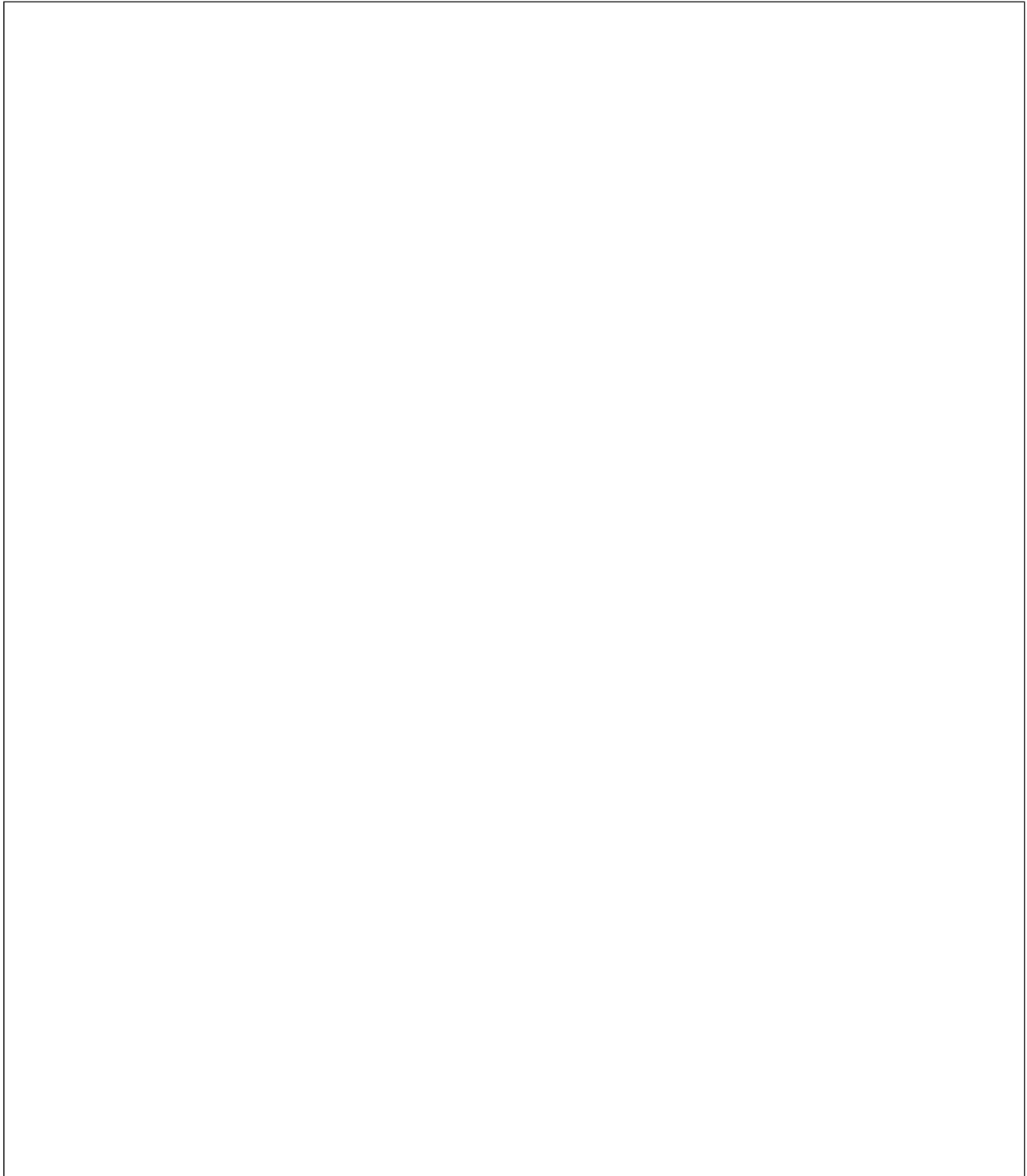- use of annotations to justify your decisions.

[8]

9 Raphael has asked you to help create documentation so that the logistics of the photoshoot are understood by the team.

In the space provided, create a **call sheet** that outlines the equipment, personnel, resources and transportation that will be required for the photoshoot.

Marks will be awarded for:

- content
- layout
- fitness for purpose.

[10]

Turn over

10* Amber wants to understand how completing the brief will impact on Snap City. She is therefore going to conduct a SWOT analysis based on the information from MGUK.

Evaluate the effectiveness of using a SWOT analysis as part of the pre-production and planning process. Refer to the content from the set brief to support your answer.

[20]

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END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example, 1(b) or 6.