Cambridge Technicals
Digital Media

Unit 2: Pre-production and Planning

Level 3 Cambridge Technical in Digital Media
05843 - 05846

Mark Scheme for January 2022

Annotations

Annotation	Meaning
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
Blank page (BP)	Tick all blank pages

Question			Answer	Marks	Guidance
	Section A				
1	(a)		One mark for each client requirement: e.g. (max 4 marks) • Promote the band members (1) • Appeal to primary target audience of girls aged 10-16 (1) • Photography completed in 3 months (1) • Appeal to a multicultural audience (1) • Any other suitable response from brief.	4	Candidates may use other suitable examples from the specific brief.
1	(b)		One mark for a way Raphael could use his experience, two marks for suitable expansion: e.g. • Raphael can manage a project (1) meaning he has the skills to be able to plan processes and meet deadlines (1) to ensure that the photographs are completed within 3 months (1) • Raphael organises the audience feedback (1) this means he can organise short research projects during the early shoots (1) to ensure the photographs appeal to the primary target market (1) • Any other suitable response.	3	Credit should be given for attempts that demonstrate understanding of Raphael's experience and knowledge. Credit if a software is mentioned in the context of creating a pre-production document

	Question		Answer	Marks	Guidance
2	**(a)**		One mark per ethical issue, e.g. (max 2 marks) • Choosing costumes that are appropriate for younger audience members so they are not exposed to images of a sexual nature (1) • Offensive language on logos or slogans on the costumes will need to be considered so that young audience members are not exposed to swear words (1) • Any other suitable response.	2	Ethical issues identified must be appropriate for the brief and target audience. Do not credit copyright Both answers can be about the same thing e.g. costume, but explanations must be different to gain full marks
2	**(b)**		One mark for suggestion, two marks per suitable expansion: e.g. • Calvin could make sure the costumes do not feature any logos or images that children may find disturbing (1). This would mean him choosing a plain costume for each band member (1) so that there is no opportunity for negative press (1) • Calvin could research the meaning of any words used (1). This is because the need to appeal to a multicultural audience (1) so any words or slogans do not offend or alienate any religion or cultural backgrounds (1) • Any other suitable response.	3	If 2a is 0 marks, credit 2b if it is plausible Credit ethical issues including representations/offensive/ harm for target audience Credit plausible wild cards 'focus group of parents'

	Question		Answer	Marks	Guidance
3	(a)		One mark for suitable suggestion, two marks for expansion: e.g. (Max 6 marks) • Amber could interview her music industry contacts (1st) to give her examples of past successful boy band photography projects (1) so that she has a point of reference from professionals (1) • Amber could use the primary method of content/textual analysis (1st) looking at the CD covers and marketing of contemporary boy bands (1) in order to look at the camera shot types and lighting used (1) • Any other suitable response.	6	1st mark must be a research method ' speaking to a specialist' is TV
3	(b)		One mark for suitable way to record research, two marks for expansion: e.g. • Amber could record research findings by making a database in a software like Excel (1). This will allow her to categorise her findings under different headings (1) which easily allows other team members to see the findings based on key techniques, e.g. shot type (1) • Amber could record research findings in a collaborative system such as Asana (1). She could upload original files such as notes or MP3s (1) allowing others to contribute to analysing the information (1) • Any other suitable response.	3	Do not credit mindmap, Word doc, screenshots, SWOT Credit plausible project management software mentioned Credit bar charts and pie charts Credit ' presentation'

Question			Answer	Marks	Guidance
4			One mark for each secondary source, e.g. (Max 2 marks) • Online magazine / journal article on make-artistry (1) • Documentary on the techniques used by celebrity make-up artists (1) • Any other suitable response.	2	Secondary source must be suitable to the brief. Without a source do not credit response. Credit 'online forms/ questionnaire' as 1 mark Credit nonspecific one word answers that are plausible ' magazines' and 'web articles'
5	**(a)**		One mark each document, e.g. (Max 3 marks) • Floor plan/set design document (1) • Recce (1) • Risk assessment (1) • Call sheet (1) • Visualisation diagrams/mock-up of photos (1) • Any other suitable response.	3	Do not accept planning documents such: • Moodboard • Treatment • Mindmap • Prototype • Project management software • Production schedule • Work plan • Gantt chart • Task allocation • SWOT
	(b)		One mark for drawback, two marks for expansion, e.g. • A drawback of using a call sheet is that it only lists the equipment that is needed (1) it doesn't give an indication as to why it is needed or where it is likely to be positioned (1) • A drawback of using a visualisation diagram of the final photos is that they only show what lighting effects are required (1) they don't show who is bringing the lighting equipment (1) • Any other suitable response.	2	Accept any answer that shows an understanding of the information that could be missing on different documentation. Don't credit moodboard or mindmap If 5a is 0 marks, but 5b discusses lighting, credit

Question	Answer	Marks	Guidance
6	**Level 3 (7-10 marks)** There is an excellent discussion of a how a production schedule and project management software can be used to plan the pre-production process. The discussion is balanced. There is also a thorough explanation of why both are suitable for each of tasks in relation to the brief. **Level 2 (4-6 marks)** There is some discussion of a how a production schedule and project management software can be used to plan the pre-production process, although this may not be balanced. There may be some explanation of why at least one tool is suitable for each of tasks in relation to the brief. **Level 1 (1-3 marks)** There is a basic discussion of how a production schedule and project management software can be used. Only one tool may be discussed and there may not be explanation. The brief may not be mentioned. **0** marks for responses not worthy of credit.	10	Read answer as a whole and then award marks. Credit gantt chart as a project management software Points that may be covered: A production schedule can: • Identify key milestones and deadlines within the three months. • Identify which member of the team is responsible for which job. • Identify any contingencies needed on the photoshoots A production schedule is suitable because: • Cheap / easy to produce • Easy to amend • Can be colour coded • Can be physical or digital Project management software can: • Stores information and pre-production documents. • Track real time progress of tasks on the photoshoot Project management software is suitable because: • All members of the team can access links without being in the office • It is collaborative so can be edited online via a smartphone app. • Instant notifications when deadlines are due by email • Can recognise a wide range of digital file formats so pictures can be uploaded

Question			Answer	Marks	Guidance
7			One mark for suitable target audience consideration, two marks for expansion: e.g. (Max 4 marks) • Age of the audience (1) because she will need to ensure that any art direction does not sexualise the band members when the pictures are in teen magazines (1) • Gender of the audience (1) because the young male band members still need to appeal to teen girls so should smile and look directly into camera (1) • Any other suitable response.	4	Credit psychographics

Section B					
Question			**Answer**	**Marks**	**Guidance**
8			**Content (max 3 marks)** e.g. Appropriate layout of a band shot (1) Appropriate costumes for genre of music (1) Appropriate expressions (1) Appropriate location (1). **Fitness for purpose (max 2 marks)** e.g. Features all band members (1) Reflect urban areas (1) Reflect pop (1) Enough whitespace left for text on an album cover (1). **Annotations (max 3 marks)** e.g. Relevant to the brief (1) Relevant to audience requirements (e.g. content to promote the band (1) Shot types, lighting, costumes identified are explained (1).	8	• The visualisation diagram/ mock-up of a photograph promotes the band. • Main focus is the ability to create a suitable mock up that is appropriate for the target audience and can be used as the base for an album cover. • If the answers is for an album cover, credit • Look out for annotations being a direct copy from the brief

Question				Answer	Marks	Guidance
9				**Content (max 4 marks)** e.g. Title of shoot identified (1) Appropriate equipment identified (1) Appropriate personnel identified (1) Date / time / location of photoshoot is correct (1). **Layout (max 3 marks)** e.g. Follows the conventions of a call sheet with the title and date at the top of the page (1) Sections identified for equipment etc are easy identifiable (1). **Fitness for purpose (max 3 marks)** e.g. Relevant to the brief (e.g. lighting equipment included) (1) Relevant to client and audience requirements (e.g. ensures a promotional photoshoot can take place) (1).	10	• The question is about the creation of a suitable and usable call sheet in relation to the brief.

Question	Answer	Marks	Guidance
10*	**Level 4 16 - 20 marks** An **excellent** evaluation about the effective use of a SWOT analysis as part of the planning and pre-production process. A wide range of **wholly appropriate** suggestions will be made in relation to the brief and will be **fully justified**. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling. **Level 3 11-15 marks** A **good** evaluation about the effective use of a SWOT analysis as part of the planning and pre-production process. A range of **appropriate** suggestions will be made in relation to the brief and will be **sometimes justified.** 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** evaluation about the effective use of a SWOT analysis as part of the planning and pre-production process. Suggestions made are **sometimes appropriate** in relation to the brief. 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** **Limited** understanding of the use of a SWOT analysis as part of the pre-production process is demonstrated. The examples used may be general and not linked to the context **0–** no response or no response worthy of credit.	20	The following points may be covered: • SWOT analysis will look at the strengths, opportunities, weaknesses and threats to Snap City by completing the brief and such suggestions may be discussed by candidates. • SWOT analysis can be done with the key team members and is cheap to complete • SWOT analysis can help the team way up the potential issues or problems before agreeing to the brief. • SWOT analysis may be quite a time consuming process. • SWOT analysis may not be able to take into considerations the wider considerations of specific budget or actual problems during production. • Other processes, such as a revenue stream analysis, completing a production schedule and equipment inventory may also be needed as part of the full SWOT process. If candidates answer is a SWOT of the brief, credit. Can reach Level 3 if only three areas of SWOT are discussed.

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