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Examiners' report

DIGITAL MEDIA

05843–05846, 05875

Unit 2 Summer 2022 series

Version 1

Contents

Introduction

Our examiners' reports are produced to offer constructive feedback on candidates' performance in the examinations. They provide useful guidance for future candidates.

The reports will include a general commentary on candidates' performance, identify technical aspects examined in the questions and highlight good performance and where performance could be improved. The reports will also explain aspects which caused difficulty and why the difficulties arose, whether through a lack of knowledge, poor examination technique, or any other identifiable and explainable reason.

Where overall performance on a question/question part was considered good, with no particular areas to highlight, these questions have not been included in the report.

A full copy of the question paper and the mark scheme can be downloaded from OCR.

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Unit 2 series overview

Candidates were in the main, clear about the requirements of the unit, understanding the concept of working to a brief and the vocational nature of the qualification. However, responses provided tended to lack the use of specific terminology required at Level 3. This indicated that while candidates in general had a knowledge of the main aspects of the unit, their understanding of the processes behind the use of these aspects, for example why a specific pre-production document would be selected, was lacking. This indicated possible gaps in specification knowledge. This could have been due to the disruption that candidates may have experienced this year.

One issue that was seen this session was that candidates were not addressing the question or focusing on just part of the question and so lost marks for taking a route in the response that was incorrect. There were also a number of responses where candidates spent the first part of their response repeating/rewording the question rather than answering it.

Candidates who did well on this paper generally did the following:	Candidates who did less well on this paper generally did the following:
- linked responses to the brief - were specific in their responses - read specific requirements of the question - produced the correct pre-production documents in Section B - used the annotations to justify ideas on the pre-production documents created in Section B - considered how the whole pre-production process works and how documents work alongside each other.	- used generalisations in their responses and no specifics linked to the brief - did not fully explain responses or used brief sentences - did not produce correct pre-production documents in Section B - did not justify ideas through annotations for the Section B questions - took and either or approach to documents used in the pre-production process showing a lack of understanding of the use of different documents.

Section A overview

Many candidates had the knowledge about the different products, resources and documents that are contained within the specification. However, in some cases the understanding of how and why these products, resources and documents are used was lacking. While most candidates in the main had prepared successfully to work to a set brief, some were unable to specifically link responses to the context for the higher marks.

Question 1 (a)

1   (a)   Identify **three** types of media products that MPP Publishing will produce for the magazine or website.

1 ....

2 ....

3 ....

[3]

Most candidates gained at least 2 marks for this question. However, candidates who did not gain full marks did so in the main for not identifying products linked to the context.

Question 1 (b)

(b)   Explain **one** way that **one** of the types of media identified in **1(a)** will affect the planning process.

....

....

....

....

....

.... **[3]**

Most candidates who were given marks for this question gained 2 marks. The third mark was missed by many candidates was due to a lack of linking directly to how planning would be affected in the context.

Question 2

2　Identify and explain **two** costs and/or constraints that Alex will need to consider in relation to the brief.

[6]

1 ....

....

....

....

....

....

2 ....

....

....

....

....

....

The question asked for candidates to identify two costs/constraints. Some candidates offered answers about general issues leading to zero marks. Candidates who did identify costs/constraints, e.g., hiring filming equipment, time restriction gained in the main 4 marks across the whole question. Not linking to the specifics of the context and Alex's job saw the final marks being omitted.

Misconception

? What the job role of a copywriter entails. Many responses referred to the copyright legal aspect rather than the production of text/copy for the marketing and content aspects.

Question 3

3   Identify **four** regulatory bodies that the team will need to consider when planning the content.

1 ....

2 ....

3 ....

4 ....

[4]

Where candidates identified the phrase 'regulatory bodies' they generally were able to identify at least two regulatory bodies. Marks were dropped in the main for including bodies not linked to the context and the products that were included.

Misconception

? Regulatory bodies selected need to fit the context of the question paper scenario. In this case BBFC and PEGI did not fit the scenario.

Question 4 (a)

4   (a)   Identify and explain **two** resources that Mia will need to carry out her job role.

1 ....

....

....

....

....

....

2 ....

....

....

....

....

....

[6]

The question asked for candidates to identify two resources. Some candidates missed out on marks as they did not specifically identify the resource, e.g., editing software. Marks were lost by other candidates with non-specific explanations of how the resource would be used in the context.

Candidates who did answer the question well, clearly identified a resource, e.g., DTP software such as Adobe InDesign. The candidates then expanded fully on how this would be used by Mia for fulfil her job role, e.g., to create the layout for the pages so that the assets could be inserted onto the pages. This placed the answer in context.

Question 4 (b)

(b) Explain **one** potential consequence if MPP Publishing do **not** consider all the resources that they need to complete the project.

....

....

....

....

....

.... **[3]**

Many candidates lost marks for lack of detail in their response. Candidates in the main gained 2 marks where they did provide more detailed responses, identifying a consequence and then the initial effect. However, the final mark was omitted by many candidates where they did not develop the response fully.

Question 5 (a)

5 **(a)** Identify **two** audience requirements that the team need to consider.

1 ....

2 ....

[2]

Candidates overall gained both marks on this question demonstrating a sound ability of how to ascertain the audience requirements from a brief.

Question 5 (b)

(b)   Explain how **one** of the audience requirements in **5(a)** will impact on Kareem's job role.

....

....

....

....

....

.... **[3]**

Candidate responses were often generic and non-specific in nature. This demonstrated a lack of understanding of how the requirements impact on a job role. Candidates who did answer this question well provided responses directly linked to context and developed these fully. This showed good understanding of how Kareem had to consider the audience when capturing and styling content or creating the online aspects of the scenario.

Question 6

6   MPP Publishing need to produce pre-production documents to plan initial ideas for the magazine and website content.

Discuss the **advantages** and **disadvantages** of **two** appropriate pre-production documents that MPP Publishing could use.

Pre-production documents 1 ....

2 ....

....

....

....

....

....

.... **[8]**

Many candidates did not address the concept of planning initial ideas which was in the stem of the question. As a result, documents were discussed that were not relevant to the planning initial ideas but were pre-production documents used later in the pre-production pipeline for more detailed planning. This had a negative effect on the marks available to these candidates.

Where candidates correctly selected appropriate pre-production documents the responses were in the main descriptive in the content, not focussing on advantages and disadvantages of using them in this context. This suggests that candidates have the knowledge of what the different pre-production documents are and their components but not why and when these documents are used.

Question 7

7   Explain **two** reasons why Kareem will need to use a consent form to fulfil his job role.

1 ....

....

....

....

2 ....

....

....

....

[4]

This question was generally well answered with candidates gaining at least 2 marks. Where candidates dropped marks was for lack of detail in the response and lack of understanding regarding when consent is required by a stylist.

Question 7

Section B overview

Candidates in this series were not clear about some of the documents required in this section. Some candidates in this series were not always clear that they are required to show their understanding of the content, format, and layout of pre-production documentation in relation to the brief in order to reach the top marks in the questions that test their understanding of uses of planning documentation (Q8, Q9)

Question 8

8 You are planning the front cover of the magazine.

In the space below, draw a **flat-plan** of the front cover for the first edition of 'Car Treasures' magazine.

Marks will be awarded for:

- content
- fitness for purpose
- justifications of decisions.

[8]

The question required candidates to produce a flat plan for the cover of a magazine, in this case the first edition. A significant percentage of the responses saw the candidates producing a visualisation diagram style document rather than the flat plan.

Where candidates produced the correct documents the planning of a magazine cover was generally good. The plans were in line with the conventions of a magazine front cover both regarding content and layout. However, the level of annotations at times let candidates down producing descriptive wording or repeated phrases from the brief, rather than justifications for decisions made.

Misconception

? 　A flat plan is 2D document showing where articles, adverts and content are laid out on a page. These indicate what content is included through the use of boxes and crosses but do not include actual content.

A visualisation diagram is a detailed planning document clearly showing what content will be included in the final product layout.

Question 9

9   You are creating a risk assessment document to help Kareem follow all health and safety procedures when filming interviews for the website.

In the space below, create a **risk assessment** that outlines the areas that Kareem must consider before filming.

Marks will be awarded for:

- content
- layout
- fitness for purpose.

[10]

Candidates often created call sheets rather than risk assessments resulting in poor layout and content. However, candidates did identify risks relevant to the question, albeit in a generic sense.

Candidates were able to identify risks relevant to the context of filming an interview and also some of the steps that could be taken to mitigate them. However, the level of detail and other information that is required in a risk assessment was missing in general.

Question 9

Question 10*

10* Kareem is planning the layout of the 'Car Treasures' website. He is creating a wireframe document to plan the website.

Evaluate the effectiveness of creating a **wireframe** as part of the pre-production and planning process for the website.

Use the content from the set brief to support your answer.

[20]

In general responses showed a good understanding of what a wireframe document is and its components. Some confusion regarding an animation wireframe was seen. Candidates provided sound descriptions of the use of a wireframe comparing its strengths and weaknesses compared to other documents, before suggesting the use of these other documents rather than a wireframe.

Where candidates scored well, they demonstrated a good level of understanding of the use of a wireframe alongside other pre-production documents. Candidates would explain clearly how using a wireframe early in the pre-production pipeline aided making decisions regarding layout and content. This would then aide pre-production with the production of more detailed planning such as visualisations and mock ups. High scoring candidates would also explain how other documents such as site maps would work alongside the wireframe to demonstrate the full content of the website.

Misconception

?   A wireframe using in pre-production documents is a 2D document using 'empty' shapes indicating the position of elements on a page/screen.

An animation wireframe is a 3D scaffold/ model of physical object.

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