

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

DIGITAL MEDIA

05843–05846, 05875

Unit 2 Summer 2023 series

Contents

Introduction	3
Unit 2 series overview	4
Section A overview	5
Question 1 (a)	5
Question 1 (b)	6
Question 2	6
Question 3 (a)	7
Question 3 (b)	7
Question 4	8
Question 5	9
Question 6	9
Question 7	10
Section B overview	11
Question 8	11
Question 9	12
Question 10*	13

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.

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Unit 2 series overview

This series provided candidates with the opportunity to demonstrate their knowledge and understanding of the pre-production and planning process. Candidates were provided with a client brief which was centred around planning and producing content for a newspaper and website for the Gableworth community. This allowed candidates to demonstrate their understanding of constraints, regulations, matters of an ethical nature and research methods, and to apply their knowledge in producing and evaluating a range of pre-production documents.

Candidates who did well on this paper generally:	Candidates who did less well on this paper generally:
<ul style="list-style-type: none"> • were able to clearly identify client requirements • understood how financial constraints would impact the planning and production of a newspaper and website • were able to explain suitable funding strategies • were able to identify regulatory bodies and their guidelines relating to the production of a newspaper and website • explained suitable methods of primary research and how these would help in planning content for the newspaper and website • were able to apply their knowledge and understanding to create suitable pre-production documents. 	<ul style="list-style-type: none"> • did not identify three suitable pieces of software for producing a production schedule • were unable to suggest collaboration methods for sharing information with team members • did not understand the role of regulatory bodies • were unclear on ethical issues in relation to advertising • did not understand the use of specific pre-production documents, such as a flat plan, visualisation diagram, call sheet and wireframe.

Section A overview

Overall, Section A showed that candidates had clearly responded to the scenario in the client brief. Candidates had taken time to read the questions and provide suitable answers, linked to the brief, where they had the knowledge and understanding. This shows that centres are embedding this in their practice, which of course greatly benefits the candidates. A noticeable area which centres should review is the role of regulatory bodies in regulating specific media products, i.e. IPSO and ASA.

Question 1 (a)

1 (a) Identify **three** financial constraints that the PostPress UK team need to consider before they start planning the newspaper.

- 1
- 2
- 3

[3]

In general, this question was answered very well by candidates. This indicated that they were able to interpret the brief and clearly understood what a financial constraint would be in this scenario. Candidates were able to identify that there would be expected costs for producing the newspaper, such as printing the paper, overheads for the office, wages for the team members, distribution of the newspaper, website hosting and the ability to secure advertising. Most candidates understood that the newspaper was going to be provided for free.

Where responses were not correct, these were generally in relation to target audience characteristics.

Question 3 (a)

3 (a) Identify **three** pieces of software that Jamal could use to create a production schedule.

1

2

3

[3]

It was good to see that candidates were aware of online project management software, such as Trello, Monday and Apollo, as well as some that we had not heard of. The standard correct responses from candidates were Microsoft Word, Microsoft Excel, Google Sheets, Google Docs, Gantt charts and spreadsheets. Some candidates included descriptions of how to add a table in Microsoft Word to justify their choice.

There seemed to be a general misconception that PowerPoint, Google Slides and Adobe Photoshop were acceptable pieces of software in which to create a production schedule. There was a surprising number of responses which referred to Excel as Edexcel; however, we did not penalise if this was the case.

Question 3 (b)

(b) Identify and explain **one** way that Mia and Tom could share information about their initial ideas for the newspaper.

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..... [3]

This question was misinterpreted by many candidates, who gave responses such as mind maps and blue sky thinking. The question is asking how Mia and Tom could share information. Although the question does not specify 'collaborative ways of working', it is the same style of question as identify pieces of software, and so requires a digital method of sharing information. Where the question was answered successfully, responses discussed the use of Microsoft Teams, various VOIP solutions, various online project management software examples, Google Drive and shared documents which were all excellent suggestions.

Question 4

4 Identify and explain **two** regulatory constraints that will impact on the content in the newspaper.

1

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2

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[6]

Although candidates were able to identify regulatory bodies, the majority did not understand their actual role. Many candidates told us that the newspaper and website would be checked by the regulatory bodies before they would be published. We expected to see responses indicating that PostPress UK would need to refer to the guidelines and standards of IPSO and ASA, regarding age-appropriate content, including language and imagery, as well as ensuring content is factually correct and does not cause offence or harm. There was also a misunderstanding that W3C also had a regulatory role to do with appropriate content. W3C's key role is to do with accessibility standards. Many candidates included Ofcom in their response, which of course relates to broadcasting.

Centres are reminded to revisit the role of guidelines and codes of practice regarding medium specific regulatory bodies. Responses which related to acts of legislation were not accepted. This is an area where centres can provide greater clarity on the difference between legal and regulatory issues.

Misconception



Although the correct regulatory bodies were often selected, candidates did not fully understand the role these play in the regulation of newspapers and advertising. IPSO and ASA do not check media products before publication. They have a set of standards and guidelines which media producers should refer to, to avoid receiving complaints, which these bodies investigate.

Most candidates understood that it was important that adverts should contain appropriate content for the identified target audiences. Candidates were able to explain that adverts should be age appropriate and appeal to a diverse community, and that they should not cause offence. Many candidates considered that the reputation of the advertisers themselves should be taken into consideration, before engaging them.

Some responses referenced legal issues such as copyright rather than ethical issues. This may be an area centres could revisit with their candidates to confirm their understanding.

Question 7

7 Explain **two** potential advantages to the PostPress UK team of creating a flat plan of the first edition of the newspaper.

1

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2

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.....

[4]

In general, candidates were able to explain the purpose of a flat plan being a pre-production document showing the planned layout of a newspaper in this instance. Where responses were incorrect, candidates described a flat plan as detailing the house style, and that they could be presented to the client for feedback. A flat plan is a working document showing the placement of proposed content and images, for use by the production team. This may be an area centres could revisit with their candidates to confirm their understanding.

Section B overview

Candidates responded well to this section, particularly the visualisation diagram. It is important that candidates are given the opportunity to use these documents in a practical context within their learning activities. Question 10 requires candidates to discuss the advantages and disadvantages of a selected pre-production document, in this case a wireframe. In the main, this question was approached well, and higher marks were achieved by those candidates who were able to suggest other documentation which would support the use of the wireframe. Those candidates were also confident at linking the use of the documentation to the roles of the PostPress UK team.

Question 8

- 8 In the space provided, create a **visualisation diagram** of a quarter page newspaper advert for Anika's Garments, a local fashion store.

Marks will be awarded for:

- content
- fitness for purpose
- justifications of decisions.



[8]

Candidates appeared to enjoy this question; there were lots of colourful designs. The majority approached the question well and produced a visualisation diagram which was suitable for an advert. We were looking for content which included the name of the store, an image of clothing, a tagline and an address. These, accompanied with clear justifications of decisions, were responses which were given high marks. What was noticeable, however, was that some candidates produced a full-page newspaper which included the advert as a quarter page. This was not necessary and when candidates did this, responses were less successful, as they tended not to justify their advert but the layout of the newspaper instead. Some responses showed a wireframe, which limited marks as it was not a suitable pre-production document to show an advert on. Candidates would benefit from centres clarifying the purpose of a range of pre-production documents, together with their respective uses.

Question 9

- 9 In the space provided, create a **call sheet** template that Tom could use. He will need this when he visits the local football team to write a match report and interview a football player for the sports section.

Marks will be awarded for:

- content
- layout
- fitness for purpose.

[10]

Most candidates attempted this question. In many cases, it was evident that candidates did not know what a call sheet was. Where the candidates did know, responses were detailed. The question asked for a template; this meant it did not necessarily need the content but where content was provided, it provided purpose. When giving marks, we were looking specifically for a date, location, personnel, equipment, and the task to be undertaken: the interview. Together with this, we were looking for a clear layout and headings. We saw many match reports and posters. Again, candidates would benefit from centres clarifying the purpose of a range of pre-production documents, together with their respective uses.

Assessment for learning



The expected range of pre-production documents which candidates are required to have knowledge and understanding of are detailed in the unit specification. The same range of documents is included in the course textbook. Candidates should be using this documentation in practical activities, which would further embed their layout characteristics and use in a vocational context.

Question 10*

10* Evaluate the **effectiveness of creating a wireframe** for the homepage for the newspaper's website as part of the pre-production and planning.

You should refer to the content from the set brief to support your answer.

[20]

It was evident that many candidates knew what a wireframe was. They had clearly understood how it might be used by the PostPress UK team members and how there were advantages and disadvantages to its use in the pre-production and planning process. Successful responses included reference to other potential planning documents, such as a site map and visualisation diagram, which could accompany the wireframe. Some candidates did not know what a wireframe was, providing incorrect responses such as presenting the wireframe to the client, so they could feedback on the house style and content of the website. Candidates followed a standard structure which introduced the purpose of the document, outlined the advantages and the disadvantages and then suggested alternative documents which enabled candidates to perform well on this extended response question.

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