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SAMPLE ASSESSMENT MATERIAL

Level 3 Cambridge Technicals in Digital Media
05843/05844/05845/05846

Unit 2: Pre-Production and Planning

INSERT

Date – Morning/Afternoon
Time Allowed: 2 hours

INFORMATION FOR CANDIDATES
- Please read fully before completing the question paper
- The insert is relevant to all questions
- This document consists of **2** pages. Any blank pages are indicated

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Context

Mikael has gone to ProgressMediaUK, a new start-up media company, with his idea for a new social media app and has tasked them with the app.

ProgressMediaUK have three members of staff:

- Ian - set up the company originally, responsible for securing funding and oversees the running of the business.
- Ella - a recently trained graphic designer, new to the company.
- Josh - a computer programmer

To keep the costs down, any research into target audiences is carried out by a local market research company, who are employed on a job by job basis.

ProgressMediaUK has offered you an apprenticeship and if Mikael's app is successful you will be permanently employed by ProgressMediaUK.

Product Brief provided by Mikael

247Me is a social media app that will enable users to use their mobile phone or tablet to keep a record of their day and share it with their friends and family. Mikael intends that the user will create an account that will be stored in the Cloud, hosted by a third party. This will allow cross platform use and access by the users' friends.

The app will be divided into different 'rooms' to which the user can add content. The user can control access to these rooms for different people, using 'unlock' or 'lock' functionality. In each room a user can post text, images, sounds and videos. Once a room has been 'unlocked' the people allowed in can comment about the user's posts.

A user can also set up a 'community room' which will allow other users to post their own content, including text, images, sounds and videos.

The target audience age demographic of 247Me is 14 – 24 years of age. It is hoped that its interactive nature, and the functionality to have different 'rooms' for different friends and family, will have a wide appeal to all genders.

Mikael wants to launch the 247Me app at the end of April so that people can try it out before the summer holidays and music festivals start.