

Level 2 Cambridge Technicals in Digital Media

SAMPLE ASSESSMENT MATERIAL

Pre-release material

Unit 2: Principles of concept design and pre-production

MONTH YEAR

INSTRUCTIONS FOR TUTORS

- This pre-release material must be opened and given to candidates on receipt.
- The candidate will commence research on the client brief on receipt of this pre-release material.
- The candidate will complete the proposal for the client brief under controlled conditions during the assessment window.

INSTRUCTIONS FOR CANDIDATES

- On receipt of this pre-release material, you will commence research to produce a proposal for the client brief.
- You will complete your proposal under controlled conditions during the assessment window.
- A selection of pre-production documentation is available for candidates to download for use with this assignment. Candidates may also use their own form(s) or additional documentation as required.

INFORMATION FOR CANDIDATES

- The total mark for this paper is **50**.
- The marks for each question are shown in brackets [].
- This document consists of **4** pages.

The Client Brief

Progressive Health Plans

Progressive Health Plans are a private fitness consultancy who want to attract more customers by providing free advice to people about how they can live a healthy lifestyle. By providing the free advice about how to live a healthy lifestyle they hope to encourage people to sign up to their fitness classes and book sessions with the company's personal trainers.

Progressive Health Plans want a product to inform the public about how to live a healthy lifestyle by exercising and watching what they eat. The company are not sure at the moment what form this product should take.

Your media organisation is required to produce a proposal for one of the following media products to meet the client brief.

An audio product

e.g.

- a radio advert
- a podcast

An audio-visual product

e.g.

- a promotional video
- a factual documentary
- an instructional video

A Digital Media Product

e.g.

- an online digital publication
- an interactive graphical advertisement
- an interactive game
- an interactive animation
- an interactive website

All content produced must be original and produced by you. However, images, music or audio effects from a copyright-free source may be used, but must be referenced.

Scenario

You are a product development assistant for a local media organisation, who has been commissioned to develop a product for Progressive Health Plans. There are three other full-time members of staff in the organisation, but you are also able to employ freelance workers on a short-term contract if the production requires extra skill sets.

The full-time staff are:

- Ian – graphic designer
- Lorna – writer and author
- Zahira – sound and audio specialist

You have 10 weeks to produce the product. Progressive Health Plans want to launch the product in early February when New Year's resolutions start to wear off, but just before people start thinking about their summer holidays.

Tasks

1 Create a product proposal for one of the products, that details:

a)

- i. Client requirements
- ii. Target audience details and requirements
- iii. How the needs of the client and target audience will be met
- iv. Research of existing products in the market place
- v. Details of required assets
- vi. Details of budgetary considerations

[15]

b) Legal, ethical and regulatory issues that will need to be considered

[6]

c) Health and safety issues and the measures to be considered

[6]

2 Produce a production schedule for the project to deliver a working product within the client's timescales. This should include:

- a. Workflow
- b. Tasks
- c. Activities
- d. Timescales
- e. Deadlines
- f. Milestones
- g. Contingencies
- h. Resources

[9]

3 Select and produce appropriate pre-production documents, designing and setting out what will need to be produced to meet the client's requirements. The relevance and quality of the documents produced will be assessed in this task.

[14]

[50 marks]

END OF PRE-RELEASE

OCR
Oxford Cambridge and RSA

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Sample Assessment Material

OCR LEVEL 2 CAMBRIDGE TECHNICALS IN DIGITAL MEDIA

UNIT 2 - Principles of concept design and pre-production

MARK SCHEME

MAXIMUM MARK 50

SPECIMEN

Version: 2.0 Date: March 2018 (final)

This document consists of 6 pages

Question		Answer	Marks	Guidance
1a	Research and Analysis	LO1 & LO2	15	
		<p>Indicative content</p> <ol style="list-style-type: none"> 1. Interpretation of client brief 2. Research sources used <p>Consideration of:</p> <ol style="list-style-type: none"> 3. Purpose 4. Style, theme and genre 5. Any content requirements 6. Delivery methods proposed for use 7. Target audience 8. Objectives and success criteria 9. Review of existing market products 10. Assets <ul style="list-style-type: none"> • Type of asset (image, animation, sound clip) • Location of asset (asset log, storage location, source) • Asset usage permission 11. Budgetary constraints <ul style="list-style-type: none"> • Resources (camera, computer, microphones, lighting) • Personnel (animator, cameraperson, director, producer) • Locations (studio, street, office) 		<p>L3 - 11 - 15 marks</p> <p>Well-structured and coherent proposal that covers all aspects of the client and audience requirements. There is detailed use of relevant technical terminology. The research on the context of the brief is clear and there are links into the proposal. All assets will be selected, sourced and presented. Budgets and resources are included and have clear rationale and support.</p> <p>L2 - 6 - 10 marks</p> <p>Proposal has a clear structure, but there are some inconsistencies regarding the client and audience requirements. There is some appropriate use of relevant technical terminology. The research on the context of the brief is clear but there are only some links into the proposal. Most assets will be selected, sourced and presented. Budgets and resources are included and have rationale and support but include some inconsistencies and/or emissions.</p> <p>L1 - 1 - 5 marks</p> <p>Proposal is unstructured and has limited relevance to the client and audience requirements. There is limited use of relevant technical terminology. Research on the context of the brief is limited and it is not integrated into the proposal. Few assets will be selected, sourced and presented. Budgets and resources are included but have limited rationale and support.</p> <p>0 = answer worthy of no credit</p>

Question		Answer	Marks	Guidance	
1b	Legal, Ethical, Moral and Regulatory consideration	LO4 LO5	Indicative content 1. Legislation applied to the use of assets <ul style="list-style-type: none"> • Copyright • Trade Mark • Intellectual property 2. Legislation applied to media production <ul style="list-style-type: none"> • Data protection • Privacy • Certification & classification • Defamation • Public liability • Permissions • Rights 3. Ethical issues <ul style="list-style-type: none"> • Sensation • Offensive material • Privacy • Exploitation 4 Roles of the regulatory bodies in digital media production <ul style="list-style-type: none"> • BBFC • IPSO • Ofcom • PEGI • ASA • Press Complaints Commission • Entertainment Software Rating Board 	6	L3 - 5 – 6 marks A thorough indication that the relevant legal and regulatory constraints and ethical issues are considered in response to the brief. L2 - 3-4 marks There is an indication that legal and regulatory constraints and ethical issues have been considered but there are some inconsistencies in response to the brief. L1 - 1-2 marks There is limited indication that legal and regulatory constraints and ethical issues have been considered in response to the brief. 0 = answer worthy of no credit

Question		Answer	Marks	Guidance
1c	Health & Safety	LO6	6	<p>Indicative content</p> <p>1. Health and safety considerations for pre-production</p> <ul style="list-style-type: none"> • IT working practices • Location recces • Risk assessments <p>2. Health and safety considerations for production</p> <ul style="list-style-type: none"> • IT working practices • Location recces • Risk assessments • Use of equipment <p>L3 – 5-6 marks All pre-production health and safety issues are considered. All production health and safety issues are considered.</p> <p>L2 – 3-4 marks Most/some pre-production health and safety issues are considered. Most/some production health and safety issues are considered.</p> <p>L1 – 1-2 marks Few pre-production health and safety issues are considered. Few production health and safety issues are considered.</p> <p>0 = answer worthy of no credit</p>
2		LO2	9	<p>Indicative content</p> <p>1. Production schedule to include:</p> <ul style="list-style-type: none"> • Workflow • Tasks • Activities • Timescales • Deadlines • Milestones • Contingencies • Resources/assets <p>L3 – 7-9 marks The production schedule is detailed and logically structured covering all aspects of the product development. Scheduling and planning documentation is fit for purpose and coherently illustrates the working process.</p> <p>L2 – 4-6 marks The production schedule contains some logical structure and covers most aspects of the product development. Scheduling and planning documentation is mostly fit-for-purpose and mostly illustrates the working process.</p> <p>L1 - 1- 3 marks The production schedule lacks structure, and some aspects are omitted for the product development. Scheduling and planning documentation is basic and inconsistently describes the working process.</p> <p>0 = answer worthy of no credit</p>

3	Selection of pre-production documents	LO3	The correct pre-production documents have been selected.	2	<p>All documents selected are appropriate for the media product (2)</p> <p>Most/some documents selected are appropriate for the media product (1)</p> <p>None of the documents selected are appropriate for the media product (0)</p>
	Pre-production documents production Quality/Detail	LO3	<p>Indicative for each form</p> <ol style="list-style-type: none"> 1. Moodboard <ul style="list-style-type: none"> • Images • Fonts • Text • Textures/fabrics 2. Mindmap/spider diagram <ul style="list-style-type: none"> • Content • Central theme • Nodes • Sub nodes 3. Storyboard <ul style="list-style-type: none"> • Frames • Camera details • Sound details • Lighting details 4. Script <ul style="list-style-type: none"> • Setting • Speech/dialogue • Direction 5. Layout and design documents <ul style="list-style-type: none"> • Flat plans / rough sketch / visualisation diagrams <ul style="list-style-type: none"> • colour • fonts 	12	<p>L3 – 9-12 marks All pre-production documents produced contain sufficient detail for a third party to create the project successfully. The documents contain all the relevant detail necessary concerning style and content for the final product.</p> <p>L2 – 5-8 marks Most pre-production documents produced contain sufficient detail for the project to be completed successfully. The documents contain most of the relevant detail necessary concerning style and content for the final product.</p> <p>L1 1- 4 marks The pre-production documents produced contain little detail that aids the production of the final product. There are omissions in the detail setting out the style and content for the final product that would lead to a wide variety in the quality of final product being planned.</p> <p>0 = answer worthy of no credit</p>

Unit 2 Proposal for a commissioning brief

Mark Scheme

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			<ul style="list-style-type: none">• images• layout <p>6. Prototype</p> <ul style="list-style-type: none">• working detail• development indication <p>7. Production schedule documentation</p> <p>8. Asset tables</p>		
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