Cambridge Technicals
Digital Media

Unit 25: Research for product development

Level 3 Cambridge Technical in Digital Media
05875

Mark Scheme for January 2019

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

Annotations

Annotation	Meaning of annotation
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
Diagonal line/line through	Blank page

Question			Answer	Marks	Guidance
			Section A		
1	**(a)**	**(i)**	THREE sources of information e.g.: • www.VictorianWeb.org (1) • www.nationalarchives.gov.uk (1) • www.eastlondonhistory.co.uk (1) • www.oldbaileyonline.org (1) • Little Dorrit (Dickens)(1) • V & A Museum (1) • Period drama e.g. Little Dorrit, Vanity Fair (1) • Any other suitable response	3	If candidates have written about a fictional source (such as Dickins) credit should still be given. Must be specific source Photographs is Too Vague but Photographs Getty Images worthy of credit
		(ii)	ONE mark for each reason: e.g. • The domestic / relationship problems of people living in the East End (1) • Source demonstrate working class living conditions (1) ONE mark for justification: e.g. • Allow narratives to be written about problems that still have appeal to modern audiences (1) • Characters reflect the different classes living in the East End during the time period. (1) • Any other suitable response	4	Any appropriate reason in relation to characters and narrative development with supporting justification should be given. Must be linked to a source in part i) for any credit Marks can be awarded if source in i) too vague
	(b)		ONE mark for each method: e.g. • Interview Directors of existing horror dramas (1) • Watch existing horror dramas (1) • Any other suitable response	2	

	Question		Answer	Marks	Guidance
1	**(c)**		ONE mark for a mise-en-scene convention: e.g. • Casting a relatable character (1) • Lighting (1) TWO marks for justification: e.g. • Owing to the fact that young people relate more to characters of a similar age (1) and this will encourage the audience to build a relationship with the characters over the six episodes. (1) • A dark lighting scheme will develop a horror feel (1) whilst allowing the programme to be pre-watershed viewing (1)	3	Mise-en-scene conventions include casting, locations, acting, make up, props, lighting.
2	**(a)***		**6-8 marks** **Wholly appropriate** suggestions for advertising **and** sponsorship ideas for 'Creatures' are provided showing a **comprehensive** understanding of the target audience and genre. The suggestions are **justified** based on research findings and audience of the programme. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar. **3-5 marks** **Appropriate** suggestions for advertising **and/or** sponsorship ideas for 'Creatures' are provided showing a **proficient** understanding of target audience and genre. The suggestion is **sometimes justified** based on some research findings and audience of the programme. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.	8	Candidates should demonstrate knowledge of age, gender, interest as part of their discussion about potential advertising and sponsorship. The suggestions may feature existing brand names. There may be a variety of research findings referenced and any valid secondary or primary source should be credited.

Question			Answer	Marks	Guidance
			1-2 marks Suggestions for advertising and sponsorship for 'Creatures' are provided that are only **partly appropriate**. It shows a **basic** understanding of target audience and genre. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility. **0** – no response or no response worthy of credit.		
	(b)		TWO marks for suggestion and suitable expansion e.g. • Cross referencing information and sources to find common links (1) will show trends in audience preferences and conventions. (1) • Any other suitable response	2	
3	**(a)**		Up to TWO marks for each identified element in the proposal, other than advertising and sponsorship, with suitable expansion. e.g. • Breakdown of specific content/synopsis (1) to cater for a variety of audiences based on a commercial ethos (1) • Legal and ethical considerations of content, distribution and scheduling (1) against watershed guidelines and ways in which target audience can access content (1) • Gender and ethnicity of actors (1) so that audience members are represented and/or historical accuracy is followed in narrative (1) • Budgeting (1) that links to payment of actors and key expenditure when creating TV dramas (e.g. costume and location). (1) • Any other suitable response	8	There are other elements included in the proposal, such as personnel, equipment and milestones and these would be acceptable answers.

Question			Answer	Marks	Guidance
	(b)		ONE mark from e.g. • BARB for British productions aimed at teens, such as Hollyoaks (1) TWO marks for explanation of why the source was useful: e.g. provides viewing figures for the timeslot and target audience on a commercial channel (1) and the information is easily accessible (1). • Any other suitable response	3	Must identify source.
4	**(a)**		TWO marks for method/technology e.g. • ResearchCatalogue.net (1) can be organised into sections such as primary and secondary and reference latter material. (1) • OneNote (1) as you can store and classify the sources online for others to use (1) • Any other suitable response	2	
	(b)		THREE marks for presentation method with suitable expansion e.g. • Via video/audio-visual (1) so that client can see the research was undertaken (1) and can see participants are of the target age range (1) • Any other suitable response	3	Explanation must take into consideration the methods used to conduct focus group, such as Skype.
5			Up to TWO marks for each identified location with suitable expansion e.g. • Boscastle, England (1) for specific back street location as used in the film From Hell (2001). (1) • Gloucester Docks (1) the old warehouses date back to this time (1) • Any other suitable response	6	All location must be from a research source as per question and relate to the mediums of film and TV drama. There will be a wide section of locations suggested so AEs will need to check the validity of these online to the best of their ability

Question			Answer	Marks	Guidance
6			Up to THREE marks for each character identified with suitable justification from a research source. e.g. • Budget (1) some actors are expensive to hire (1) and with a limited production budget (1) they will not be affordable (1) • Production schedules(1) may lead to some actors not being available (1) as they clash with other projects they are working on (1) • Legal and ethical issues(1) mean that you must not be seen to be typecasting actors (1) or selecting actors despite them not ethnically being correct for the part (1) • Target audience (1) associate some actors with some genres (1) and hiring actors not associated with the genre may cause issues (1) • Any other suitable response	9	Answers should relate to character types found in horror with reference to research undertaken.
7			TWO marks for each source that identifies production roles: e.g. • www.creativeskillset.org (1) • www.media-match.com (1) • Credits for existing productions (1) • Any other suitable response	2	Candidates may reference specific sources or websites that give information about job / TV production roles.
8			THREE marks for regulatory and suitable expansion e.g. • Ofcom guidelines can be accessed (1) to give advice on suitable levels of content in terms of sex and violence and themes (1) before the watershed for the section of the target audience this is under 18 (1). • Any other suitable response	3	

Question	Answer	Marks	Guidance
9	TWO marks for element of risk assessment and suitable explanation based on research. e.g. • temperature assessment (1) this is so that levels of temperature for production crew and actors can be managed. A template to show this can be sourced at http://screenhi.co.uk/production/risk-assessment (1) • proximity to roads (1) so that cast and crew are safe from passing traffic.(1) • proximity to high drops/ledges (1) so that cast and crew are not in danger of falling off/into other spaces (1) • Uneven ground(1) to ensure that equipment is safe when positioned and used so that the chances of it falling are reduced (1) • Any other suitable response	2	
10*	**Level 4** **16-20 marks** An **excellent** discussion of **four** creative methods social media marketing to reach the audience and gain feedback is demonstrated. The methods suggested to launch the programme via social media are **wholly appropriate and justified** and research has been **fully considered.** Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar. **Level 3** **11-15 marks** A **good** understanding of **at least three** creative methods of social media marketing to reach the target audience and gain	20	A candidate can only gain a level 4 if **four** methods have been assessed in relation to target audience of the programme. Equally a candidate cannot get level 3 even with good examples of social media marketing if only two areas have been assessed. However, a best fit approach should be applied to level 1 and level 2 answers with credit to candidates given based on the quality of their ideas for creative methods. All answers must reference the research they have undertaken. Some answers may reference creative methods from real campaign launches to expand and explain ideas.

Question			Answer	Marks	Guidance
			feedback is demonstrated. The methods suggested to launch the programme are **appropriate** and **sometimes justified** and research has been **considered.** There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning. **Level 2** **5-10 marks** A **basic** understanding of at least two creative methods of social media marketing to reach the target audience is demonstrated. The methods suggested to launch the programme are only partly **appropriate.** 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** A **limited** understanding of creative social media marketing methods is demonstrated. Few, if any, methods suggested to launch the programme that **may not be appropriate.** There will be some errors of spelling, punctuation and **0** – no response or no response worthy of credit.		

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