

Cambridge Technicals Digital Media

Unit 2: Pre-production and planning

Level 3 Cambridge Technical in Digital Media
05843 - 05846 & 05875

Mark Scheme for June 2023

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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.

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MARKING INSTRUCTIONS**PREPARATION FOR MARKING
RM ASSESSOR**

1. Make sure that you have accessed and completed the relevant training packages for on-screen marking: *RM Assessor, Assessor Online Training; OCR Essential Guide to Marking*.
2. Make sure that you have read and understood the mark scheme and the question paper for this unit. These are posted on the RM Cambridge Assessment Support Portal <http://www.rm.com/support/ca>
3. Log-in to RM Assessor and mark the **required number** of practice responses (“scripts”) and the **number of required** standardisation responses.

YOU MUST MARK 5 PRACTICE AND 10 STANDARDISATION RESPONSES BEFORE YOU CAN BE APPROVED TO MARK LIVE SCRIPTS.

MARKING

1. Mark strictly to the mark scheme.
2. Marks awarded must relate directly to the marking criteria.
3. The schedule of dates is very important. It is essential that you meet the RM Assessor 50% and 100% (traditional 40% Batch 1 and 100% Batch 2) deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.
50% deadline 24/06/2023
Final deadline: 04/07/2023
4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or the RM Assessor messaging system, or by email.
5. **Crossed Out Responses**
Where a candidate has crossed out a response and provided a clear alternative then the crossed-out response is not marked. Where no alternative response has been provided, examiners may give candidates the benefit of the doubt and mark the crossed-out response where legible.

Rubric Error Responses – Optional Questions

Where candidates have a choice of question across a whole paper or a whole section and have provided more answers than required, then all responses are marked and the highest mark allowable within the rubric is given. Enter a mark for each question answered into RM assessor, which will select the highest mark from those awarded. *(The underlying assumption is that the candidate has penalised themselves by attempting more questions than necessary in the time allowed.)*

Contradictory Responses

When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

Short Answer Questions (requiring only a list by way of a response, usually worth only **one mark per response**)

Where candidates are required to provide a set number of short answer responses then only the set number of responses should be marked. The response space should be marked from left to right on each line and then line by line until the required number of responses have been considered. The remaining responses should not then be marked. Examiners will have to apply judgement as to whether a 'second response' on a line is a development of the 'first response', rather than a separate, discrete response. *(The underlying assumption is that the candidate is attempting to hedge their bets and therefore getting undue benefit rather than engaging with the question and giving the most relevant/correct responses.)*

Medium Answer Questions (requiring a more developed response, worth **two or more marks**)

If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

Longer Answer Questions (requiring a developed response)

Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

6. Always check the pages (and additional objects if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer, there then add a tick to confirm that the work has been seen.
7. Award No Response (NR) if:
 - there is nothing written in the answer space.

Award Zero '0' if:














- anything is written in the answer space and is not worthy of credit (this includes text and symbols).

Team Leaders must confirm the correct use of the NR button with their markers before live marking commences and should check this when reviewing scripts.

8. The RM Assessor **comments box** is used by your team leader to explain the marking of the practice responses. Please refer to these comments when checking your practice responses. **Do not use the comments box for any other reason.** If you have any questions or comments for your team leader, use the phone, the RM Assessor messaging system, or e-mail.
9. *Assistant Examiners will send a brief report on the performance of candidates to their Team Leader (Supervisor) via email by the end of the marking period. The report should contain notes on particular strengths displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.*
10. For answers marked by levels of response:
- To determine the level** – start at the highest level and work down until you reach the level that matches the answer
 - To determine the mark within the level**, consider the following:

Descriptor	Award mark
On the borderline of this level and the one below	At bottom of level
Just enough achievement on balance for this level	Above bottom and either below middle or at middle of level (depending on number of marks available)
Meets the criteria but with some slight inconsistency	Above middle and either below top of level or at middle of level (depending on number of marks available)
Consistently meets the criteria for this level	At top of level

11. Annotations

Annotation	Meaning
	Unclear
	Explanation, analysis, argument
	Benefit of Doubt
	Blank page
	Omission
	Cross
	Use of examples
	Not relevant to specific question
	Rubric
	Repeat
	Too vague
	Tick
	Excellent point

Question		Answer	Marks	Guidance
Section A				
1	(a)	<p>One mark for each constraint: e.g. (max 3 marks)</p> <ul style="list-style-type: none"> • Purchasing equipment (1) • Staff wages (1) • Cost of production materials (e.g. ink, press) (1) • Ability to secure advertising and sponsorship (1) • The newspaper is free (1) • Other suitable response 	3	<p>Likely to be one-word answers</p> <p>Accept:</p> <p>Overheads Software Budget Advertising Carrying out research can be expensive Website running costs Delivery/Distribution of newspaper Cost of copyrighted images</p> <p>DO not accept:</p> <p>Location Target audience</p>
1	(b)	<p>One mark for a contingency, two marks for suitable expansion e.g.</p> <ul style="list-style-type: none"> • Potential to launch a premium model (subscription) on the website (1st). This means that content can be researched in advanced (1) that would appeal to audiences, so they subscribe (1). • Secure a sponsorship partner (1st). This means there would be a consistent flow of money (1) with clients clearly to not recommend the company (1). • Other suitable response 	3	<p>Credit should be given for answers that demonstrate understanding of potential contingencies relating to production of a print product.</p> <p>Accept:</p> <p>Crowd funding Parish Council grant Run adverts on the website, as updated daily, and could give a more consistent form of income</p> <p>Go Fund me – community fund raising</p> <p>Bank loans is Acceptable.</p> <p>DO not accept:</p> <p>5 year contracts with advertisers</p>

Question		Answer	Marks	Guidance
2		<p>One mark per client requirement, two marks for expansion, (max 6 marks) e.g.</p> <ul style="list-style-type: none"> Articles need to appeal to a wide age range (1) this means that all their needs to be a variety of articles (1) such as in about school events for parents and nightlife events for teenagers. (1). The online newspaper has to be updated daily (1) so Tom will need to ensure he has a daily overview of news (1) so that he keeps the community informed of any breaking news in the area (1). Other suitable response 	6	<p>Credit should be given for answers that demonstrate understanding of the client requirements in relation to the brief.</p> <p>MUST BE FROM THE CLIENT BRIEF</p> <p>Age of the target audience is over 16 Diverse audience Online newspaper updated daily Print newspaper needs to be updated weekly Research to be carried out by Tom Design the logo and house style Local Community news – content specific to location Launch date end of April in preparation for Summer events</p>

Question		Answer	Marks	Guidance
3	(a)	<p>One mark for each correct software tool: e.g.</p> <ul style="list-style-type: none"> • Excel (1) • Word (1) • monday.com (1) • Asana.com (1) • Other suitable response <p>NB synoptic to Unit 3</p>	3	<p>Software used should be those used to create a production schedule:</p> <p>Accept:</p> <p>Named Gantt chart software (e.g., Gantt.com, TeamGantt.com) Gantt Chart Basecamp Spreadsheet Studio Binder Apollo Google Docs Google Sheets</p> <p>DO NOT credit for e.g.</p> <ul style="list-style-type: none"> - Storyboard, - Script, - Visualisation diagram, - Recce - Risk Assessment - Online Calendar - PowerPoint - Notes app

Question		Answer	Marks	Guidance
3	(b)	<p>One mark for suitable method, two marks for expansion, e.g.</p> <ul style="list-style-type: none"> • They could use project management software, such as Trello (1st). Logins are protected so ideas are secure (1) and can be accessed in different places by both team members (1). • They could share ideas via Google Drive/Docs (1st). (1). These can be edited or commented on in the cloud (1) with any changes and versions automatically saved (1). • Other suitable response 	3	<p><i>The question is about collaborative working.</i></p> <p><i>Expected answers will be based around digital methods:</i></p> <p><i>Remote / hybrid working could be considered here. Not all people work in an office, if it is digital, credit the response.</i></p> <p>Accept:</p> <ul style="list-style-type: none"> • Zoom/Skype video collaboration call • Jamboard • Emails • Microsoft 365 • Microsoft Teams <p>DO NOT ACCEPT:</p> <p>Moodboard Mindmap Visualisation diagram Blue sky thinking Google Classroom</p>

Question	Answer	Marks	Guidance
4	<p>One mark for regulatory constraint, two marks for expansion: (Max 6 marks), e.g.</p> <ul style="list-style-type: none"> • IPSO regulations (1). Tom will have to make sure he looks at the code of practice when writing articles (1) to ensure that he will not be left open for libel charges by writing mistruths (1). • ASA (1). Mia will need to ensure that he knows the CAP codes when planning adverts (1) so that the language and imagery used does not put the adverts at risk of being removed from the website (1). • Other suitable response • W3C standards for web content? WCAG considering disabilities Perceivable, operable, understandable, robust. • Fact checking (IPSO) • Give 1 mark for identifying the Regulatory body 	6	<p>Must be relevant to the brief.</p> <p>BE CAREFUL WITH THIS ONE</p> <p>Key word here is regulatory constraints, so looking for answers relating to Press and Advertising regulators I.e. IPSO and ASA. This is Medium specific – press and adverts.</p> <p>Accept:</p> <p>W3C standards for web content WCAG considering disabilities</p> <p>Two responses regarding the same regulatory body with different issues.</p> <p>DO not accept:</p> <p>Any acts of legislation Data Protection Act Copyright Act Privacy Freedom of Information Act</p> <p>OFCOM is not appropriate to the medium.</p>

Question	Answer	Marks	Guidance
5	<p>Level 3 (6-8 marks) There is an excellent discussion of two primary research methods that could be used. There is a balanced discussion of advantages and disadvantages of each. There is also a thorough explanation of why both are suitable for each of tasks in relation to the brief.</p> <p>Level 2 (3-5 marks) There is some discussion of two primary research methods that could be used, although this may not be balanced. There may be some explanation of why at least one tool is suitable for each of tasks in relation to the brief.</p> <p>Level 1 (1-2 marks) There is a basic discussion of two primary research methods. Only one method may be discussed and there may not be explanation. The brief may not be mentioned.</p> <p>0 marks for responses not worthy of credit</p> <p>Restrict to Level 2 if only one valid method discussed. (half marks)</p>	8	<p>Read answer as a whole and then award marks.</p> <p>Add level to the top of the paper Highlight the research methods</p> <p>Credit the method with 1 mark</p> <p>Research methods which may be covered:</p> <ul style="list-style-type: none"> - Focus groups - Questionnaire - Surveys - Social media feedback - Interviews - Email shots - User testing within focus group - Prototype testing is acceptable <p>Advantages/disadvantages of primary methods may include:</p> <ul style="list-style-type: none"> • Quick qualitative responses or in-depth qualitative response. • Quantitative responses can be easy to analyse, count up – but hard to gain opinion from. • Personalised responses from local audience. • Can select a variety of different audience members. • Ideas may not be relevant suitable for news journalism. • Ideas may be biased towards an age group or section of the audience. • Emails or questionnaires might only get a few responses. <p>Advantages and disadvantages suggested need to link to the methods identified by the candidates and cannot be generic or not related.</p>

Question	Answer	Marks	Guidance
6	<p>One mark for ethical issue, two marks for expansion, (Max 6 marks) e.g.</p> <ul style="list-style-type: none"> • Positive representations (1). The adverts target a wide community (1) so adverts should feature a range of different cultures, so no offence is caused (1). • False claims (1) information in adverts should be truthful (1) so that they do not bring the newspaper into disrepute (1). • Other suitable response • Age appropriate • Do not cause offense 	6	<p>Diversity will be covered, as this is in the Insert</p> <p>Accept:</p> <p>Diversity Stereotyping Taste and decency Obscenity Discrimination Ageist</p> <p>YOU CAN consider answers regarding the ethicality of the potential advertiser, as to whether they've been in lawsuits/ whether it is ethical for the advert. I.e., an article about vegan food and an advert for a butcher's shop would not be appropriate.</p> <p>DO not accept:</p> <p>Political</p>
7	<p>One mark for suitable reason, one mark for expansion, (max 4 marks) e.g.</p> <ul style="list-style-type: none"> • It helps to identify unwanted errors (1) which means you can make last minute changes (1) • Track progress and cross-check content (1) so that you can ensure you meet deadlines (1) • Other suitable response 	4	<p>The question is asking how PostPress UK will use a flatplan. This is not a visualization diagram. It does not have a housestyle, it is purely for layout and positioning.</p> <p>Suggested responses: Advert layout guidance for Mia Proposed content for Tom Use as a template for future issues See how you can improve</p> <p>Do not accept: Target audience feedback – as not relevant to the purpose of the document.</p>

Question	Answer	Marks	Guidance
Section B			
8	<p>Content (max 3 marks) e.g.</p> <p>Has the title of the store (1) Logo of the store (1) Has a picture relating to fashion clothing (1) Location/Contact information/Social media links (1) Tagline/slogan (1) Caption/Sell line (1) Advertorial (1) Other suitable response</p> <p>Fitness for purpose (max 2 marks) e.g.</p> <p>Advertises fashion clothing (1) Promotional offers (1) Is it an advert? (1) Can be clearly read by the audience (title is prominent) (1) Other suitable response</p> <p>Annotations (max 3 marks) e.g.</p> <p>Relevant to the brief (1) Relevant to client and audience requirements (e.g., newspaper advert) (1) House style/colour scheme explained (1) Other suitable response</p>	8	<ul style="list-style-type: none"> The visualisation diagram looks like an advert for a fashion store. <p>Highlight to show content Add ticks next to the bullet points</p> <p>LOCATION must be included for full marks.</p> <p>It should be a Visualisation Diagram. If it is anything else, and they have put some appropriate content, then consider carefully what marks could be given, specifically for content.</p>

Question	Answer	Marks	Guidance
9	<p>Content (max 4 marks) e.g.</p> <p>Equipment column/section (1) Personnel column/section (1) Date and time placeholder (1) Location placeholder (1) Activity (1) Contact / telephone number (1) Product/Project Name (1) Transport (1) Catering (1)</p> <p>Other suitable response</p> <p>Layout (max 3 marks) e.g.</p> <p>Follows the conventions of a call sheet (3) Clear headings (1) Majority of expected content for a call sheet is included (1) Other suitable response Use Professional Judgement</p> <p>Fitness for purpose (max 3 marks) e.g.</p> <p>Relevant to the brief (2) Relevant to client requirements (1) Relevant to audience requirements (1) Could it be used for Interviewing? (1) Other suitable response</p>	10	<p>The question is about the creation of a suitable call sheet template that could be used for the planning of a sports article, including an interview.</p> <p>TEMPLATE is the key word – it can be blank.</p> <p>Highlight to show content Add ticks to bullet points</p> <p>Expected content Will cover one day Timings should be appropriate for a day Appropriate activities i.e., take photographs, interview Only Tom doing the Interview Activity means take photographs, interview footballer</p> <p>Award 1 mark for layout If the response is laid out in a table</p>

Question	Answer	Marks	Guidance
10*	<p>Level 4 16 - 20 marks An excellent evaluation about creating a wireframe for a homepage as part of the planning and pre-production process for the newspaper website. A wide range of wholly appropriate suggestions will be made in relation to the brief and will be fully justified. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation, and spelling.</p> <p>Level 3 11-15 marks A good evaluation about creating a wireframe for a homepage as part of the planning and pre-production process for the newspaper website. A range of appropriate suggestions will be made in relation to the brief and will be sometimes justified. There will be some errors of spelling, punctuation, and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2 - 6-10 marks A basic evaluation about creating a wireframe for a homepage as part of the planning and pre-production process for the newspaper website. Suggestions made are sometimes appropriate in relation to the brief. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p> <p>Level 1 - 1-5 marks Limited understanding about creating a wireframe for a homepage as part of the planning and pre-production process for the newspaper website is demonstrated. The examples used may be general and not linked to the context</p> <p>0– no response or no response worthy of credit.</p>	20	<p>The following points may be covered:</p> <ul style="list-style-type: none"> • A wireframe can show layout of images and copy text for the website. • A wireframe can show basic navigation. • Other documents, sitemaps and flow diagrams show the interactivity of the website. • Other processes, such as creating a prototype, may also be required so the website can be made successfully to meet requirements. <p>Advantages Placement of images, content, navigation bar Identification of who will use it:</p> <ul style="list-style-type: none"> • MIA the web designer, video adverts • Tom for photographs and content placement <p>Organisation – easy to make, cost effective Identification of bits that would change daily</p> <p>Disadvantages No interactivity No working links Target audience not able to feed back No colour scheme, fonts, house style</p> <p>Suggested alternatives Prototype for functionality Sitemap to show how pages link Visualisation diagram for colours, fonts, house style Page mock up for colours, fonts, house style Flow diagram – for interactivity</p> <p>A Level 3 answer should include reference to the brief, as in how personnel will use it.</p>

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