

Tuesday 16 January 2024 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 2: Pre-production and planning

Time allowed: 2 hours

C362/2401



You must have:

- the Insert

You can use:

- an HB pencil



Please write clearly in black ink. Do not write in the barcodes.

Centre number

--	--	--	--	--	--

Candidate number

--	--	--	--	--

First name(s)

Last name

Date of birth

D	D	M	M	Y	Y	Y	Y
---	---	---	---	---	---	---	---

INSTRUCTIONS

- Use black ink. You can use an HB pencil, but only for illustrations and diagrams.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.
- Use the Insert to answer all the questions.

INFORMATION

- The total mark for this paper is **80**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document has **12** pages.

ADVICE

- Read each question carefully before you start your answer.

SECTION A

1

(a) Identify **three** revenue streams that the Progress Games team could access to support the marketing campaign.

1

2

3

[3]

(b) Identify and explain **one** marketing strategy the Progress Games team could use to attract the target audience.

.....

.....

.....

.....

.....

.....

[3]

2 Identify and explain **two** ways that Charlie can ensure the character designs appeal to the target audience, other than creating a personalised avatar.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

3
(a) Identify **three** online tools that the Progress Games team could use to store their planning documentation.

1

2

3

[3]

(b) Identify and explain **one** way, other than travelling to their offices, that Li could meet with Cony executives in the USA to explain his marketing strategy.

Use an example to support your answer.

.....

.....

.....

.....

.....

.....

.....

[3]

4 Identify and explain **two** legal constraints that could impact on the launch of the video game.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

6 Identify **two** pieces of equipment needed to record audio for a voiceover that will be added to the game.

Explain why each is needed to ensure the game is successful.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

7 Explain **two** potential disadvantages of releasing a prototype of the game to the target audience.

1

.....

.....

.....

2

.....

.....

.....

[4]

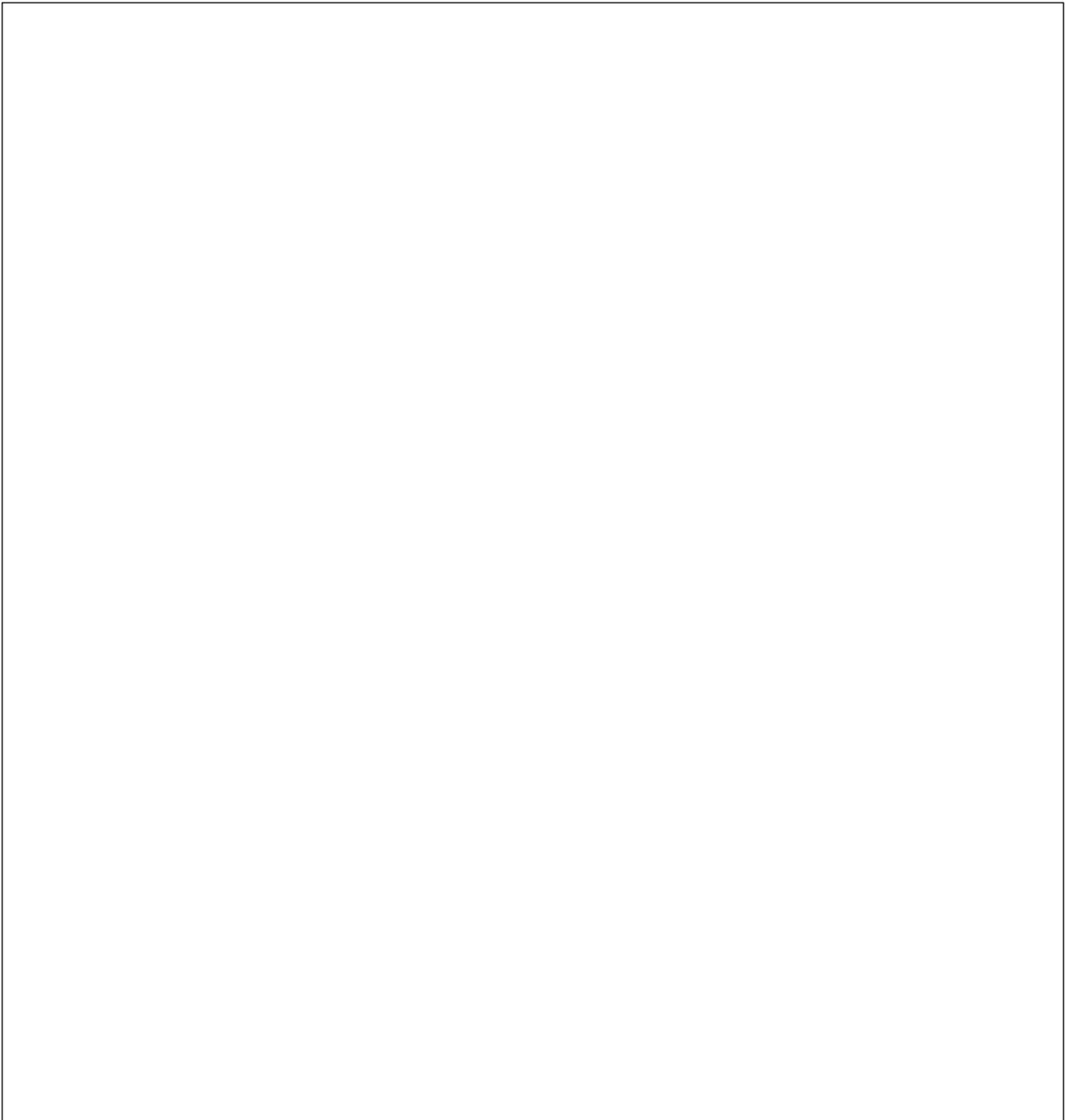
SECTION B

- 8 At the start of the game, players will need to create an avatar and select a survival pack containing items that they will need in the game.

In the space below create a **site structure diagram** that Anika can use to show the interactivity at the start of the game. The diagram should show at least **four** potential aspects of interactivity.

Marks will be awarded for:

- content
- fitness for purpose
- justifications of decisions.

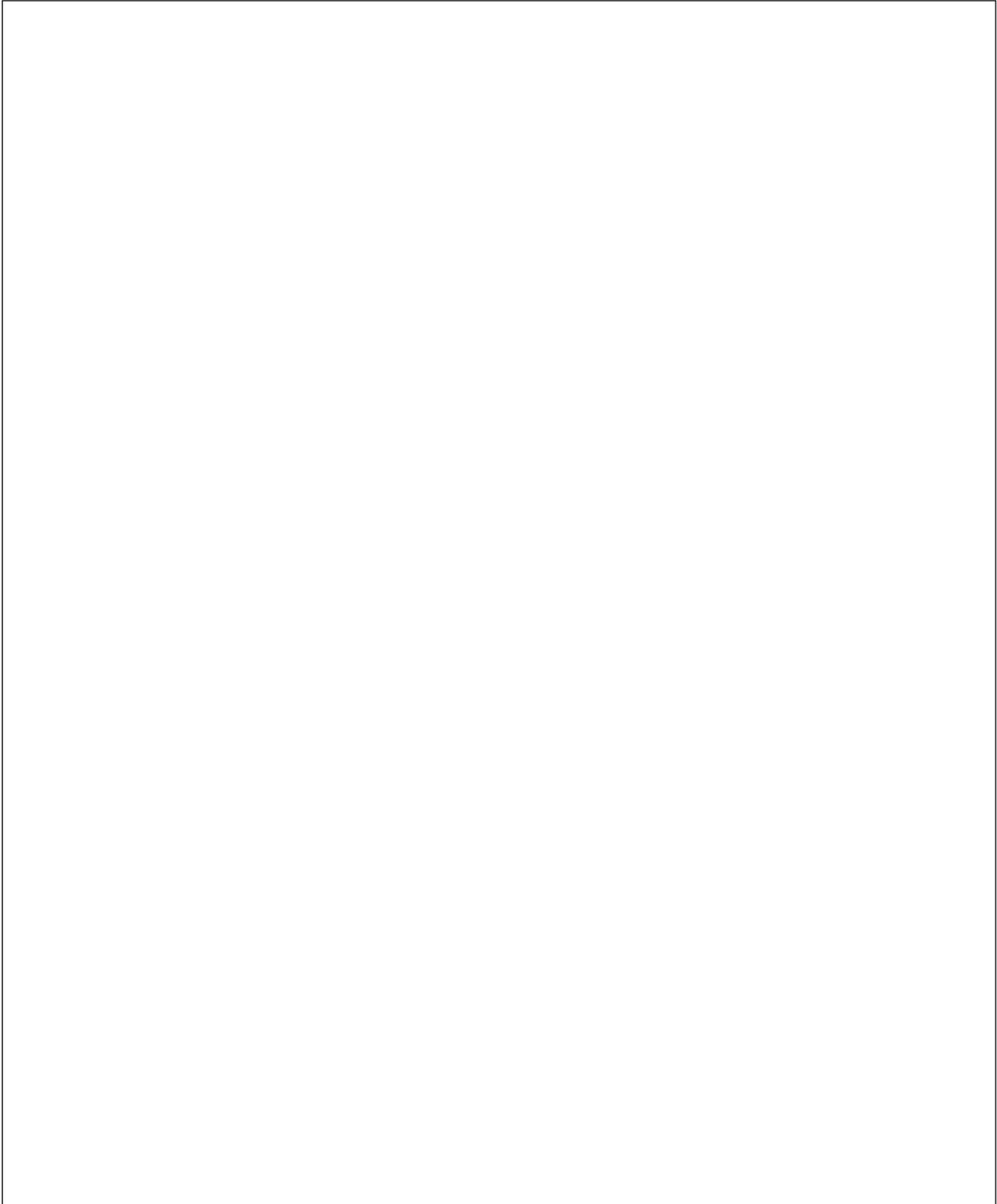


[8]

9 In the space below, create a completed **production schedule** showing the first four weeks of planning of the video game development.

Marks will be awarded for:

- content
- layout
- fitness for purpose.



[10]

EXTRA ANSWER SPACE

If you need extra space use this lined page. You must write the question numbers clearly in the margin.

A vertical line on the left side of the page is followed by 25 horizontal dotted lines, providing a ruled area for writing answers.



Oxford Cambridge and RSA

Copyright Information:

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact The OCR Copyright Team, The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.