



Oxford Cambridge and RSA

Cambridge Technicals Digital Media

Unit 25: Research for product development

Level 3 Cambridge Technical in Digital Media
05875

Mark Scheme for January 2024

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

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.

© OCR 2024

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 10 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.
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
1	(a)	(i)	<p>One mark per sport (MAX 4 marks) e.g.</p> <ul style="list-style-type: none"> • Rock/Mountain climbing (1) • Scuba diving (1) • Surfing (1) • Waterfall kayaking (1) • Zorbing (1) • Any other valid response. 	4	<p>Do not accept sky diving as in question</p> <p>Use professional judgement, e.g. tennis isn't an extreme sport.</p>
1	(a)	(ii)	<p>One mark for camerawork, One mark for expansion/use e.g.</p> <ul style="list-style-type: none"> • • 1st person viewpoint (1) showing the view from the person taking part (1) • Aerial shots are often used to show scale (1). This can be seen in the Dare to Soar TV programme about paragliding in the Andes. (1). • Tilt shots are often used (1), as can be seen in when following a famous kayaker in programme chasing Niagara (1). • Tracking camera on a drone (1) following the athlete to show what they are doing/seeing (1) • Any other valid response. 	2	<p>A range of camerawork techniques that are used to show scale/movement should be credited.</p> <p>Question is about camerawork not editing</p>
1	(b)	(i)	<p>One mark for non-diegetic sound, One mark for explanation (MAX 4 marks) e.g.</p> <ul style="list-style-type: none"> • Fast paced title music (1) to show that the programme is going to be exciting or an adrenaline rush (1) • Upbeat incidental music (1) played when the sports people are doing something dangerous to draw attention to it (1). • Voice over (1) commenting on the action/activity taking place (1) • Any other valid response. 	4	<p>Do not credit diegetic sound.</p> <p>Non-diegetic includes:</p> <ul style="list-style-type: none"> - Title/theme music - Stings - Motifs - Incidental music/soundtrack

Question			Answer	Marks	Guidance
1	(b)	(ii)	<p>One mark for presentation style, One mark for explanation, One mark for link to experience/research e.g.</p> <ul style="list-style-type: none"> • Fast paced editing of events (1) to create the feeling of excitement (1) such as Red Bull TV show about skateboarding (1) • Mainly presented by voiceover and professional interviews (1) so that a lead presentation doesn't take away from action (1) such as with F1: Drive to Survive (1). • Presented by an extreme sports professional (1) to give authority to the programme (1) such as extreme adventurer Andy Tourbet on Operation Iceberg (1). • Presenter on location (1) showing the scale of what is taking place (1) such as at the top of the downhill start on Discovery+ (1) • Any other valid response 	3	For full marks candidates must use experience or research.
2	(a)		<p>One mark for each method (MAX 2 marks) e.g.</p> <ul style="list-style-type: none"> • Focus group with extreme sports fans (1) • Online survey/questionnaire posted to a social media site for extreme sports fans (1) • Shares/Likes/clicks on existing content elsewhere (1) • Any other valid response. 	2	Method should be plausible to find out information about content of extreme sports programmes.

Question		Answer	Marks	Guidance
2	(b)	<p>One mark for way of checking, One mark for explanation, One mark for link to experience/research e.g.</p> <ul style="list-style-type: none"> • Ask a primary definer, such as an extreme sports professional (1st) because these have expert / first-hand knowledge (1) as suggested by https://www.smartsurvey.co.uk/articles/primary-research-methods (1). • Cross reference the information between sources (1st) so that accuracy and consistency can be gauged (1) as suggested by http://nsfconsulting.com.au/triangulation (1). • Fact checking (1st) using reliable sources of information to check the gathered information (1) as shown by BBC verify (1) • Any other valid response. 	3	<p>Read whole response</p> <ul style="list-style-type: none"> • Way of checking must be identified for any marks to be awarded <p>For full marks candidates must use experience or research.</p>
2	(c)	<p>One mark for each specific secondary source e.g.</p> <ul style="list-style-type: none"> • The website - 'Filming Action Sports – 8 tips for better shooting' by Cine D Filming Action Sports - 8 Tips for Better Shooting CineD (1) • The book – '<i>Shooting Action Sports: The Ultimate Guide to Extreme Filmmaking</i>' by Todd Grossm (1) • Miops.com • Any other valid response 	2	<p>Answer must provide specific sources. YouTube video =TV</p>

Question	Answer	Marks	Guidance
3	<p>One mark per impact, Two marks for expansion (MAX six marks)</p> <ul style="list-style-type: none"> • Diverse target audience (1) leading to presenters/ athletes being from different ethnic groups (1) so that Extreme Impulse appeals to as many people as possible (1) • The age of the target audience being 24-55 (1) meaning the content will need to be mature (1) so that audiences can relate to the sports (1). • The channel doesn't specifically target one gender over the other (1) so the sports shown should reflect a fair representation (1) so that both men and women can learn from and enjoy the content (1) • Any other valid response 	6	<p>Do not accept</p> <ul style="list-style-type: none"> • Reference to live content as this is Extreme Impulse2 <p>Answers may include references to fair representation of ethnicity/disability/nationality.</p>
4	<p>One mark for sponsor, One mark for explanation, One mark for link to experience/research (MAX 9 marks) e.g.</p> <ul style="list-style-type: none"> • Adidas sports (1st) as they make and sell sporting clothes that are used in extreme sports (1) Adidas sponsor Mikaela Shiffrin the skier (1) • Berghaus clothing (1st) as it is associated with warmth and outdoor pursuits (1) similar to O'Neill that sponsors surfing (1). • Monster energy drink (1st) because this links to the need to have enough energy for extreme sports (1) as evident with Red Bull and their own extreme sports channel (1). • Salomon (1st) because they make a range of extreme sportswear, such as trainers (1) so already have a reputation for sponsoring extreme sports events such as SHAFF (1). • Any other suitable response 	9	<p>Answers might refer to a range of companies that make or are associated with sportswear or energy.</p> <p>For full marks on each point candidates must use experience or research.</p>

Question		Answer	Marks	Guidance
5	(a)	<p>One mark for regulatory body, One mark for effect on content (MAX four marks) e.g.</p> <ul style="list-style-type: none"> • ASA (1) so that so that sponsors and advertising brands feature disclaimers – such as not encouraging drinking of alcohol (1) • BBFC (1) as documentaries/films may need to be rated due to language/graphic content (1) • CAP (1) so that the sponsors/product placements meet the guidelines produced (1) • MCPS/PRS/PPL (1) music used in the content must be licenced for use (1) • Ofcom (1) regulatory guidance needs to be considered so that material is not inappropriate for children due to pre-watershed broadcast (1) • Any other valid response. 	4	
5	(b)	<p>One mark for method to share, Two marks for expansion e.g.</p> <ul style="list-style-type: none"> • You could use a project management system such as Basecamp (1st) as this allows the information to be put into table formats (1) so that it is easy to read unlike the downloaded pdf about the guidelines (1). • You could send direct links to specific folders such as with Microsoft Teams (1st) meaning the share is targeted (1) so team members do not have to go through folders to find information (1). • Any other valid response. 	3	Any plausible method of how teams and share or collaborate should be credited

Question		Answer	Marks	Guidance
6	(a)	<p>One mark for job role, One mark for explanation (MAX four marks) e.g.</p> <ul style="list-style-type: none"> • Camera operator (1) to film the athletes taking part in the extreme sports (1) • Graphic artist (1) to product the branding/graphics for the channel/programmes (1) • Producer (1) overseeing the production of programmes for the channel (1) • Video content producer (1) to film on location and direct/edit material from a portable device which is useful to capture sports highlights (1) • Any other suitable response 	4	Accept single responsibilities job roles or job roles with multiple responsibilities for creating content on the channel
6	(b)	<p>One mark for activity, One marks for expansion One mark for using experience or research (MAX six marks) e.g.</p> <ul style="list-style-type: none"> • Editing of footage (1st) would possibly need a risk assessment to ensure that the workstation and environment and suitable. (1) So that the chances of RSI/neck problems are reduced (1) • Filming near fast water (1st) because the camera operator needs to stay safe so that they are not swept away (1) as suggested at <u>Water Safety on Location - On Sight Safety Solutions Ltd (tvandfilmsafety.co.uk)</u> (1) • Using a drone for aerial shots (1st) because the drone needs to avoid wind streams so that it does not lose its flight plan (1) <u>https://filmlifestyle.com/filming-with-a-drone</u> (1) • Any other suitable response 	6	<p>Read whole response</p> <ul style="list-style-type: none"> • Production activity must be identified for any marks to be awarded <p>Question asks about production activities- it does not specify the phase of the production – pre, during, post</p>

Question		Answer	Marks	Guidance
7	(a)	<p>One mark for advantage, One mark for expansion (MAX four marks) e.g.</p> <ul style="list-style-type: none"> • Conversion rates can be easily tracked (1) allowing for analysis of the success to be monitored (1) • Extreme impulse will stand out more (1) as it is coming directly to the audience and not swamped by other brands (1) • Lower costs/ value for money (1) as the right people are being sent material directly (1) • Personalised targeting to bespoke audience (1) so developing a relationship directly with audience (1) • Any other suitable response 	4	Question asks for advantages of using
7	(b)	<p>One mark for each technique e.g.</p> <ul style="list-style-type: none"> • Billboards • TV adverts • Newspaper adverts • Web banners • Any other suitable response 	4	

Question	Answer	Marks	Guidance
8*	<p>Level 4 16-20 marks</p> <p>There is an excellent discussion of four types of feedback that 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.</p> <p>Level 3 11-15 marks</p> <p>There is a good discussion of at least three types of feedback that 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.</p> <p>Level 2 6-10 marks</p> <p>There is a basic understanding of at least two types of feedback are appropriate. 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</p> <p>There is a limited understanding of the types of feedback that could be collected. Few, if any, of the methods suggested may not be appropriate. There will be some errors of spelling, punctuation and</p> <p>0 - No response worthy of credit</p>	20	<p>A candidate can only gain a level 4 if four plausible types have been discussed and are appropriate for the brief in relation to what information might be needed before the launch of Extreme Impulse 2.</p> <p>Types of feedback may include:</p> <ul style="list-style-type: none"> - Screen tests - Questionnaires - Focus groups - Surveys - Social media - Analytics/Statistics – viewing figures/ likes/dislikes/shares <p>Content of feedback</p> <ul style="list-style-type: none"> - Reviews and opinions of planned content on Extreme Impulse - Anything that might be missing from current planned content - Marketing material/social media output and how audiences can engage with it - Discussions about sponsors and suitability - Presenters and presentation style

Need to get in touch?

If you ever have any questions about OCR qualifications or services (including administration, logistics and teaching) please feel free to get in touch with our customer support centre.

Call us on

01223 553998

Alternatively, you can email us on

support@ocr.org.uk

For more information visit


 ocr.org.uk/qualifications/resource-finder

 ocr.org.uk

 [Twitter/ocrexams](https://twitter.com/ocrexams)

 [/ocrexams](https://twitter.com/ocrexams)

 [/company/ocr](https://www.linkedin.com/company/ocr)

 [/ocrexams](https://www.youtube.com/ocrexams)



CAMBRIDGE
UNIVERSITY PRESS & ASSESSMENT

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

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored. © OCR 2024 Oxford Cambridge and RSA Examinations is a Company Limited by Guarantee. Registered in England. Registered office The Triangle Building, Shaftesbury Road, Cambridge, CB2 8EA.

Registered company number 3484466. OCR is an exempt charity.

OCR operates academic and vocational qualifications regulated by Ofqual, Qualifications Wales and CCEA as listed in their qualifications registers including A Levels, GCSEs, Cambridge Technicals and Cambridge Nationals.

OCR provides resources to help you deliver our qualifications. These resources do not represent any particular teaching method we expect you to use. We update our resources regularly and aim to make sure content is accurate but please check the OCR website so that you have the most up-to-date version. OCR cannot be held responsible for any errors or omissions in these resources.

Though we make every effort to check our resources, there may be contradictions between published support and the specification, so it is important that you always use information in the latest specification. We indicate any specification changes within the document itself, change the version number and provide a summary of the changes. If you do notice a discrepancy between the specification and a resource, please [contact us](#).

Whether you already offer OCR qualifications, are new to OCR or are thinking about switching, you can request more information using our [Expression of Interest form](#).

Please [get in touch](#) if you want to discuss the accessibility of resources we offer to support you in delivering our qualifications.