

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

DIGITAL MEDIA

05843–05846, 05875

Unit 2 January 2024 series

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Introduction

Our examiners' reports are produced to offer constructive feedback on candidates' performance in the examinations. They provide useful guidance for future candidates.

The reports will include a general commentary on candidates' performance, identify technical aspects examined in the questions and highlight good performance and where performance could be improved. The reports will also explain aspects which caused difficulty and why the difficulties arose, whether through a lack of knowledge, poor examination technique, or any other identifiable and explainable reason.

Where overall performance on a question/question part was considered good, with no particular areas to highlight, these questions have not been included in the report.

A full copy of the question paper and the mark scheme can be downloaded from [Teach Cambridge](#).

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Unit 2 series overview

The January 2024 series allowed candidates to demonstrate their knowledge and understanding of the pre-production and planning process. Candidates were provided with a client brief which was focused on 'Black Portal' a sci-fi role-playing game produced by Progress Games. Candidates were asked to demonstrate their understanding of revenue streams, marketing strategies, research methods, legal constraints, equipment and prototypes. They were also asked to apply their knowledge in producing and evaluating pre-production documentation.

Candidates who did well on this paper generally:	Candidates who did less well on this paper generally:
<ul style="list-style-type: none"> • clearly identified revenue streams • suggested a valid marketing strategy, with a named platform, to attract the target audience • identified named online project management software for storing documentation • were able to identify and explain how Li could meet with Cony Executives without travelling to America, by including other methods such as screen sharing and online collaboration • identified and clearly explained legal constraints which could impact on the launch of 'Black Portal' • were able to clearly apply their knowledge and understanding to create impressive site structure diagrams and production schedules • referred to the brief when evaluating the SWOT analysis. 	<ul style="list-style-type: none"> • misread Question 2 and offered opportunities for personalisation, when the question did not require this • did not understand what online storage methods were • were unclear on the relevant legal constraints before the launch of a product • did not understand the use of specific pre-production documents, such as the site structure diagram • did not fully understand the use of a SWOT analysis.

Section A overview

'Black Portal' provided an engaging scenario which candidates appeared to respond well to. This was shown in the way candidates included elements of the brief in their responses, which allowed them to achieve higher marks. It does seem that some candidates are not taking the time to read the questions thoroughly before responding, which results in a loss of marks. Centres should make sure candidates are encouraged to spend time reading questions, to prevent this happening.

Question 1 (a)

1
(a) Identify **three** revenue streams that the Progress Games team could access to support the marketing campaign.

- 1
- 2
- 3

[3]

This question was generally answered well by candidates. Most candidates understood that this question was testing the revenue streams Progress Games could use to support the marketing of the game. They were able to identify at least three plausible examples drawn from the brief or their own understanding of this area. Sponsorship, corporate funding and franchising were the most frequent responses.

Some candidates listed various social media platforms as methods of revenue, which were not applicable in this instance.

Misconception



The most common misconception was suggesting advertising as a revenue stream, which is after the production of the media product and so could not be credited.

Candidates are advised to read questions carefully to fully make sure they understand how to answer and provide relevant responses.

Question 1 (b)

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

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..... [3]

Some candidates handled this question effectively and were able to identify and explain a plausible marketing strategy. The most common examples included social media posts or advertisements, which were clearly explained and exemplified through platforms such as TikTok or Snapchat.

Many candidates did not achieve the second expansion mark as they did not fully explain how their identified marketing strategy would attract the target audience, or provided explanations that were too generic and so applied to any media product and not sci-fi RPG games.

The most successful responses included contemporary marketing techniques, such as guerilla, viral and pop-up methods.

Question 3 (a)

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

- 1
- 2
- 3

[3]

There was a mixed response to this question; candidates often misread the question and identified methods of physical storage, not online methods. Some candidates did not understand what online storage methods were and instead discussed word processing, DTP and Excel software.

The most successful responses identified project management software such as Trello, Asana, and Apollo, which were valid methods; Teams was given the benefit of doubt in recognition of the fact that files can be stored, but it may not be the most appropriate method.

Question 3 (b)

(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.

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-
-
-
-
-
-

[3]

Most candidates achieved the first identification mark for naming a valid method of communication; the most popular responses were Zoom, Skype and Teams. Some candidates explained their chosen method and then expanded upon why it may be useful for Li to share his marketing strategy, such as screen sharing and collaborative documentation.

Where responses were not correct, candidates had not read the question thoroughly and gave responses such as meeting in a cafe for a drink and travelling to New York by aeroplane. Centres should make sure candidates are encouraged to spend time reading questions, to prevent a loss of marks.

Question 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

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2

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[6]

This question was exceptionally well answered. Most candidates identified two relevant pieces of equipment and expanded on how they could be used and why they would make the game successful. The most common answer was a microphone, but candidates identified a range of other relevant hardware such as headphones, voice recorders, and sound mixers.

As the question did not state hardware or software, answers that included appropriate editing software were accepted.

Question 7

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

1

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2

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[4]

Most candidates answered this question well. They were able to identify a relevant disadvantage and explain its impact on the target audience. The most common answer was that if the prototype is incomplete, bugs and issues may discourage the target audience from buying the game when it gets released.

Some candidates misread the question and discussed the impact on Progress Games or Cony, but, since this was a plausible way of approaching the question, credit was awarded for relevant points and explanations.

Some candidates discussed the advantages of releasing a prototype or phrased a disadvantage as an advantage, which made it difficult to award any credit.

Section B overview

Some candidates did not appear to have a secure understanding of site structure diagrams for Question 8 and a variety of responses were offered mixing site structure and flow chart diagrams together. Others produced visualisation diagrams. The remaining Questions 9 and 10 in this section were in the main approached well.

Question 8

- 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]

It was evident that some candidates did not fully understand the question and the conventions of a site structure diagram, and so were unable to produce this pre-production document to fully address the task.

Some candidates designed a visualisation diagram, and where relevant information was provided, some credit was awarded for content and justifications of decisions. However no marks for fitness for purpose could be given.

The most successful responses clearly considered all elements of the question, designing a site structure diagram that showed interactivity for both the avatar and survival pack.

Assessment for learning



Centres are encouraged to teach their candidates the importance of annotation, using phrases such as 'I chose this because...' or 'This is relevant to the brief because...' to signpost and guide the examiner through the decisions made by the candidate.

Question 9

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]

This question was asking for a production schedule for the first four weeks of planning the video game; candidates were not penalised if they designed a work plan or a Gantt chart, which were some of the most common responses to this question. The most successful responses used the content from the brief to ensure that their document was relevant and contextualised within the task.

Like Question 8, there were varied interpretations of the conventions of a production schedule. Essentially, a production schedule is a comprehensive plan or timeline that delineates the various tasks that must be accomplished. It is crucial for candidates to incorporate relevant details from the provided brief, including tasks that can feasibly be completed by the production team, names of production personnel, start and end dates, dependencies, resource allocation, contingencies, etc. This is necessary to thoroughly demonstrate an understanding of how this specific pre-production document can be applied to the given brief.

Assessment for learning



The range of pre-production documents which candidates are expected to be able to have knowledge and understanding of are detailed in the Unit 2 specification. The same range of documents is included in the OCR endorsed textbook. Candidates should be using this documentation in practical activities, which would further embed understanding of their layout characteristics and use in a vocational context.

Question 10*

10* Evaluate the **effectiveness of creating a SWOT analysis** as part of the pre-production and planning process for the game.

You should refer to the content from the set brief to support your answer.

[20]

There was a wide range of responses from candidates to Question 10. It asked about the effectiveness of SWOT analysis in the pre-production and planning phases of the video game. The question presented candidates with numerous opportunities to apply the brief to the game. Those candidates who effectively integrated relevant details from the brief into their responses often achieved the highest marks.

Successful responses often used the brief as a framework for evaluating SWOT analysis. It is crucial to emphasise that the command word in this question is 'evaluate.' Candidates are expected to discuss both the advantages and disadvantages of this pre-production document, as well as its application to the brief.

Less successful responses often only explained what SWOT analysis is and how it could be applied to a media product but lacked specific examples from the brief to illustrate its application to the video game. Some candidates only connected their responses to the brief by mentioning the names of production personnel but did not thoroughly address the strengths, weaknesses, opportunities, and threats of this specific project or how this would apply to Progress Games.

Several responses briefly discussed SWOT analysis and then primarily focused on suggesting alternative pre-production documents. While this approach is a useful way to evaluate the usefulness and effectiveness of a pre-production document, candidates should exercise this approach in moderation and ensure that their suggestions do not overshadow the evaluation of the pre-production document stated in the question.

Interestingly, in this session, some candidates did not consistently focus on the planning and pre-production stages of the video game. Instead, they drifted into a discussion of how the game could be evaluated after its launch and the opportunities this might present. These candidates should be encouraged to carefully read the question to ensure they are addressing what is explicitly asked of them.

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