



Oxford Cambridge and RSA

1 March – 16 May 2025

Level 2 Cambridge Technical in Digital Media

05898/05899 Unit 2C: Principles of concept design and pre-production

PRE-RELEASE

INSTRUCTIONS

- You must undertake research to inform a proposal for the client brief.
- You will complete your proposal under controlled conditions.
- Complete all the parts of the task.
- You can use your own documents and/or you can download the OCR pre-production documents for this task.

INFORMATION

- The total mark for this task is **50**.
- The marks for each question are shown in brackets [].
- This document has **4** pages.

ADVICE

- Read each question carefully before you start your answer.

The Client Brief

Promote a new digital magazine about healthy living.

DigzMagz are introducing a new healthy living digital magazine called '**Ourlivz**' aimed at a target audience of people between the ages of 16 and 21.

The digital magazine will contain articles about diet, fitness and health. It will be promoted at colleges and universities and will be available on a downloadable app for mobile devices.

DigzMagz would like a media product which will inform the target audience about their new magazine.

You are required to submit a proposal for **one** of the following media products to meet the client brief.

An audio product

e.g.

- a podcast
- a radio advert
- a soundscape.

An audio-visual product

e.g.

- a promotional video
- a teaser trailer
- a television advert.

A digital media product

e.g.

- an interactive animation
- an interactive game
- an interactive graphical advertisement
- an interactive website
- an online digital publication.

All content produced must be original and produced by you.

Images, music or audio effects from a copyright-free source may be used but must be referenced.

Scenario

You are a junior marketing assistant at a creative marketing agency. The agency you work for have been commissioned to develop a media product to promote and market **DigzMagz's** new digital magazine.

There are three full-time members of staff in the agency.

If extra skill sets are required freelance workers can be hired on a short-term basis.

The full-time staff are:

- Rosa – Brand designer
- Henry – Content marketing manager
- Kai – Creative copywriter

You have 10 weeks to produce **one** media product.

The media product will be required at least a month before the magazine is launched.

Tasks

1

(a) Create a product proposal for **one** of the media products, that details:

- (i)** Client requirements
- (ii)** Target audience details and requirements
- (iii)** How the needs of the client and target audience will be met
- (iv)** Research of existing products in the market place
- (v)** Required assets
- (vi)** Budgetary considerations.

[15]

(b) Legal, ethical and regulatory issues that will need to be considered.

[6]

(c) Health and safety issues and the mitigation measures to be considered.

[6]

2 Produce a production schedule for the project to deliver a working digital media product within the client's timescales. This should include:

- (a) Workflow
- (b) Tasks
- (c) Activities
- (d) Timescales
- (e) Deadlines
- (f) Milestones
- (g) Contingencies
- (h) Resources.

[9]

3 Select and produce appropriate pre-production documents, designing and setting out what will need to be produced to meet the client's requirements. The relevance and quality of the documents produced will be assessed in this task.

[14]

[50 marks]

END OF PRE-RELEASE

OCR

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 Copyright Team, OCR (Oxford Cambridge and RSA Examinations), 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.