AQA

Level 3 Technical Level
ENTERTAINMENT TECHNOLOGY
Unit 2 Digital asset management

Friday 15 June 2018   Morning   Time allowed: 2 hours

Materials
For this paper you must have:
- pens
- pencils
- simple drawing instruments
- scientific calculator (non-programmable).

Instructions
- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information
- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80. There are 50 marks for **Section A** and 30 marks for **Section B**.
- There are two sections to this paper.
- Both sections should be attempted.
- Candidates should spend approximately 60 minutes on **Section A** and 60 minutes on **Section B**.

Advice
Please read each question carefully before starting.

For Examiner's Use	
Question	Mark
1–8	
9	
10	
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15	
16	
17	
TOTAL	

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Section A

Answer **all** questions.

0 1 Which of these is **not** an image or video compression technique?

Tick (✓) **one** box.

[1 mark]

A   VP8

B   H.264

C   Metadata

D   JPG

0 2 Which of these is a cabled method for transferring data between devices?

Tick (✓) **one** box.

[1 mark]

A   Thunderbolt

B   Bluetooth

C   SATP

D   MTBF

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0 3 Which of the following would **not** have been stored in a library before 1990?

Tick (✓) **one** box.

[1 mark]

A Photographs

B Videos

C Books

D DVDs

0 4 Which of the following would be most suitable for storing audio files?

Tick (✓) **one** box.

[1 mark]

A 3GP

B TeX

C SVG

D AIFF

0 5 Which of these is the main consideration when selecting backup storage media?

Tick (✓) **one** box.

[1 mark]

A Duration

B Frames per second

C Capacity

D Colour

Turn over ▶

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0 6   Which of the data types below is **not** usually known as a time-based media?

Tick (✓) **one** box.

[1 mark]

A   ASCII ☐

B   MIDI ☐

C   Video ☐

D   Animation ☐

0 7   Which **one** of the following best describes a Codec's function?

Tick (✓) **one** box.

[1 mark]

A   A Codec extracts individual tracks of time-based media from a multiplexed media stream. ☐

B   A Codec is a push protocol used for streaming media. ☐

C   A Codec performs data compression and decompression. ☐

D   A Codec merges a single multiplexed media stream. ☐

0 8   Which **one** of the following is the binary representation of the number of characters in the following phrase?

Digital Asset Management

Tick (✓) **one** box.

[1 mark]

A   24 ☐

B   11011 ☐

C   10001 ☐

D   11000 ☐

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0 9 Angel Games develops games and uses audio files as backing tracks on their games. Noel creates audio files for Angel Games, who in turn have requested that the audio files are compressed when sent electronically to them.

0 9 . 1 Explain why Angel Games would request audio files to be compressed when sent electronically.

[2 marks]

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0 9 . 2 Provide **two** compression methods that Noel could use and explain the characteristics of each method.

[4 marks]

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Turn over for the next question

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1 0 Noel likes to keep copies of the work he created. He has always stored his files on CDs. He now wants to use flash memory.

Explain the benefits of using flash storage and why it might now be a better option for audio data storage than CDs.

[6 marks]

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1 1 Prior to digital technology, plans and drawings were stored in paper form, songs and music on vinyl and movies on VHS or Betamax magnetic tape in cassette form.

For each method mentioned describe a problem with the storage and the effect this would have had on the content of the media.

[6 marks]

Storage Method	Problem as storage media	Effects on content of the media
Plans and Drawing		
Songs and Music		
VHS or Betamax		

Turn over for the next question

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1 2 Identify **three** data types that could be used in the creation of a dynamic webpage and suggest a file format for each data type.

[6 marks]

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1 3 Interoperability is one of the aims of standard bodies.

Explain the term interoperability and describe the role of **one** standard body.

[6 marks]

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1 4 A revision version control system will record details when a document or program is changed.

Identify **three** details that are recorded and explain why they are useful.

[6 marks]

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1 5 In order to contribute to existing projects it is possible to make a push request, a pull request and to fork.

Give **two** reasons why each item is important in terms of version control.

[6 marks]

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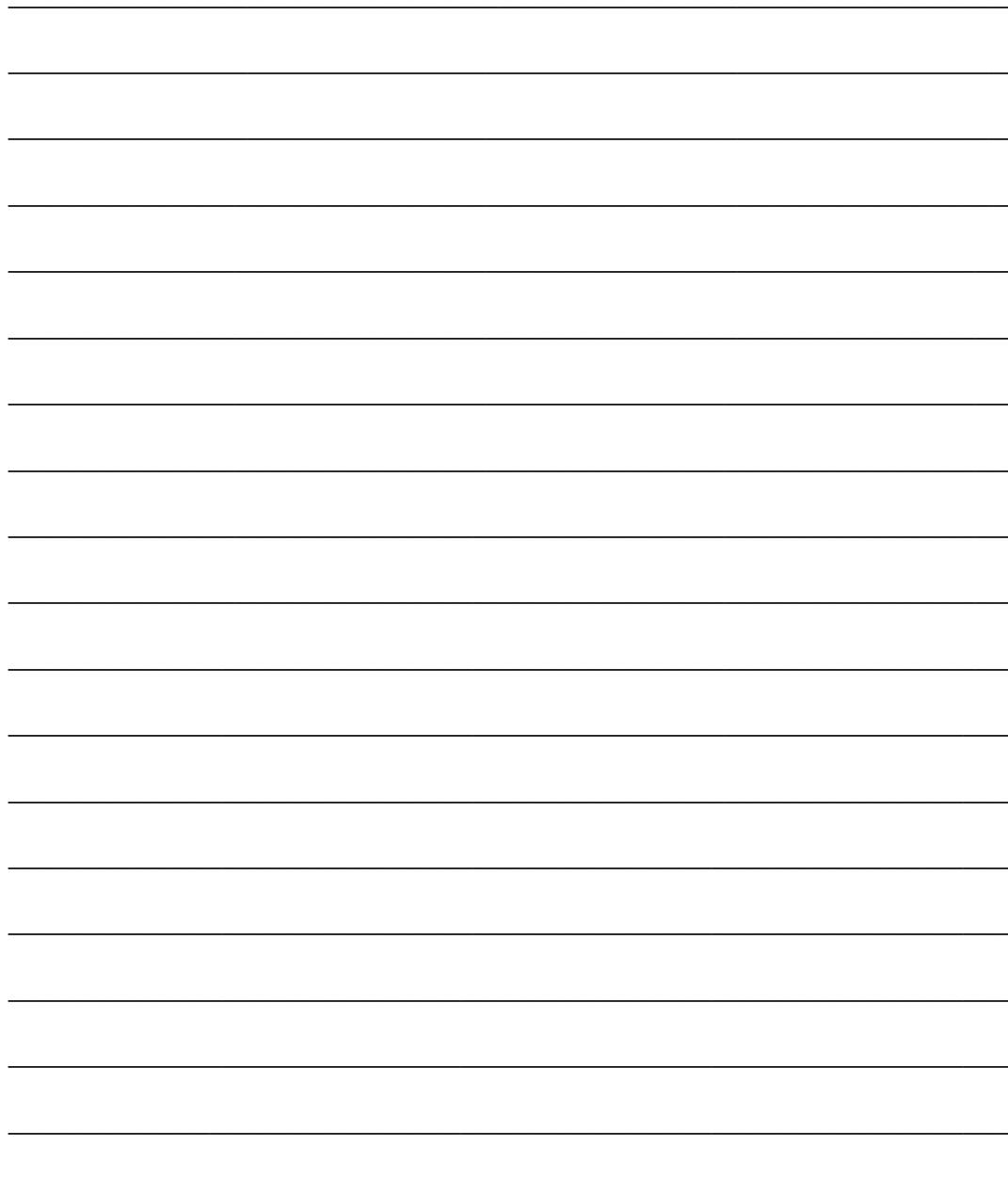## Section B

Answer **all** questions.

1 6 Emma owns and runs Angel Games. She employs twenty staff who create and animate characters for the latest games designed to be played on popular games consoles.

1 6 . **1** Explain why it is important for Angel Games to back up their data and clearly describe **two** potential threats to her data.

[9 marks]

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1 6 . 2 Emma is considering using remote backup to keep her data safe.

State the advantages and disadvantages of this option to Emma.
Give a recommendation to Emma.

[6 marks]

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1 7 . 1 State **two** intellectual property right infringements that should be of concern to Angel Games.

Explain why they are a concern.

[4 marks]

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1 7 . 2 Explain the role of Digital Rights Management and describe at least **one** digital rights management technique Emma could use on her games.

[5 marks]

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1 7 . 3   Angel Games sell all of their games with a software licence.

Explain **two** purposes of such a licence and suggest **four** reasons why Emma might object to using GNU General Public Licence.

[6 marks]

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END OF QUESTIONS

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