

Cambridge TECHNICALS LEVEL 3



# DIGITAL MEDIA

Combined feedback on the January 2017  
Exam Paper  
(Including selected exemplar candidate  
answers and commentary)

Unit 2 – Pre-production and planning

Version 1

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## INSERT

'Euro Go Tours' are a travel company that specialise in package holidays to popular European resorts. The company has asked Interactive Solutions, an independent graphics and web design company, to design and build a new holiday planning website.

Interactive Solutions are a small team:

- Jason is the tech wizard and web coder. He creates all the interactive functions on the website using JavaScript. He knows how to build web sites so that they can be viewed on different platforms and devices.
- Cerys is a graphic design and PR graduate who has brought new ideas to the company. She designs all print products and layout of websites and apps. Cerys also writes promotional content.
- Kamran is the sales and marketing officer. He also deals with the project management of commissions to the company.

Interactive Solutions have taken you on temporarily to help plan, design and build the 'Euro Go Tours' website and supporting content.

## PRODUCT BRIEF

The planning website is to be called [myholidayplanner.com](http://myholidayplanner.com) and will allow groups of friends to plan their holiday via an interactive, personalised hub. 'Euro Go Tours' have suggested that users of the website are able to create an account that has multiple admin users, with the information being stored in the Cloud. This will allow users to access the website from a variety of devices and contribute to planning the holiday whenever and wherever they are.

'Euro Go Tours' have requested that the website be divided into different sections, including clothing, transport, travel documentation, accommodation, clubbing and nightlife, daytrips and food and drink. Each section will allow users to post images, videos, music and upload documents together with embedded material from social media sites, such as Pinterest and Instagram.

There will also be a diary and forum section where users can update their daily progress to chart their role in the planning process.

The target audience age demographic of myholidayplanner.com is 18 – 30 years of age, and it is hoped that the social aspect, multimedia functions and cross media access will appeal to this group. Whilst 'Euro Go Tours' intend the website to appeal to all genders, preliminary market research has suggested that women enjoy planning holidays most.

'Euro Go Tours' wants to launch myholidayplanner.com at the end of September.

'Euro Go Tours' also require the production of a promotional online video that will advertise the website and this will be launched two months earlier via social media at the end of July. This will be one-minute long. They also require supporting print based newspaper and magazine adverts to promote the launch.

## Questions 1a and b

Refer to the Insert provided when answering all questions

Answer **all** the questions.

- 1 (a)** Identify **two** client requirements that Interactive Solutions must take into consideration when planning the [myholidayplanner.com](http://myholidayplanner.com) website.
- 1.** ... *Website needs different sections (1 mark)* .....
- 2.** ... *Users can upload their own content (1 mark)* .....
- or
- ... *Users must be able to access the website on mobiles and tablets (1 mark)* ..... **[2]**
- (b)** Identify **one** type of revenue stream that Kamran could consider to make the website profitable and explain why this might be an effective method.
- ... *Sponsorship (1 mark) from airlines (1 mark) which will be of interest to audiences flying on* .....
- ... *holiday (1 mark)* .....
- or
- ... *Pop-up adverts (1 mark) from nightclubs or hotels (1 mark) which relate to the destination* .....
- ... *holiday (1 mark)* ..... **[3]**

### Mark scheme guidance

1a) Candidates may use other examples from the specific brief.

1b) One mark for each revenue stream identified, two marks for each suitable explanation.

Candidates' answers will demonstrate understanding about cross promotion as part of synoptic learning from Unit 1.

Credit should be given for a variety of creative revenue opportunities.

## Question 2

2 Jason is a web coder and Cerys is a graphic design and PR graduate. Discuss how their different skills might be used by Interactive Solutions when creating the [myholidayplanner.com](http://myholidayplanner.com) website.

[8]

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.....

### Mark scheme guidance

Read answer as a whole and then award marks.

Points that may be covered:

Jason

- JavaScript skills are useful for interactivity needed.
- Understands how to structure a website.

Cerys

- Graphics background that links to layout of content.
- Understands writing copy and content.

#### Level 3 (6-8 marks)

There is an **excellent** discussion that covers both Jason and Cerys' different skills in relation to website development and specific brief. The links will be explained fully.

#### Level 2 (3-5 marks)

There is a **good** discussion that covers both Jason and Cerys' different skills in relation to website development and specific brief. The links may not always be explained fully.

#### Level 1 (1-2 marks)

The answer may only be a **basic** description of Jason and Cerys' skills in relation to the brief. The answer will feature few, if any, links being identified.

## Question 3

- 3 (a) Identify **two** legal or ethical issues that Kamran needs to consider before the team develop ideas for the [myholidayplanner.com](http://myholidayplanner.com) website. Explain how these will impact on the project.

1 ... *The need to use image assets such as beaches are likely (1 mark) so Interactive Solutions* .....

.. *need to seek permission to use any they source (1 mark) so that there is no infringement of* .....

.. *copyright law (1 mark)* .....

2 ... *Models and actors of different cultures and ethnicities will be needed (1 mark) so that a* .....

.. *wide audience is catered for (1 mark) and that there is no racial discrimination (1 mark).* .....

[6]

- (b) Identify **one** regulatory body which could provide guidance for Cerys about the type of content that could be included on the website.

.. *One mark from e.g. IPSO (1 mark) or ASA (1 mark)* .....

[1]

**Mark scheme guidance**

- 3a) One mark for each legal or ethical issue identified, two marks for each suitable explanation.  
Maximum three marks per legal or ethical issue identified.
- 3b) Candidates do not have to explain the acronym.

## Question 4

4 Using visualisation diagrams, Interactive Solutions plan to use a mixture of online and face to face research methods to gain audience feedback about the website layout and house style.

(a)(i) Identify **one** online research method that could be used and explain why this would be suitable.

... *Online questionnaires, such as SurveyMonkey (1 mark) means images could be easily sent to ...  
... a large amount of users across to different platforms (1 mark) and allow for ease of feedback ..  
... and instant data analysis (1 mark).* .....

or

... *Online focus group using services such as Skype (1 mark) that you can easily show designs to ...  
... a wide range of people across a wide location (1 mark) to ensure a variety of audience .....  
... viewpoints from different areas (1 mark).* .....

[3]

(ii) Identify **one** face to face method that could be used and explain why this would be suitable.

... *Focus groups, (1 mark) means people could be shown the visualisation diagrams in the face ....  
...to face session (1 mark) to gather qualitative viewpoints (1 mark).* .....

or

... *Individual interviews (1 mark) to targeted individuals (1 mark) allows for an in-depth .....  
... discussion without others present to sway answers (1 mark).* .....

[3]

(iii) Explain **one** problem that might arise from using one of the methods you have identified above.

... *Focus groups might not be attended by all people invited (1 mark) so there may be limited .....  
... feedback (1 mark) as sample will be too small (1 mark).* .....

or

... *Online questionnaire emails might be ignored (1 mark) which limits sample size and answers ...  
... (1 mark) and allows for limited feedback (1 mark).* .....

[3]

### Mark scheme guidance

4ai) One mark for the method identified, two marks for suitable explanation.

This question is synoptic content link to Unit 1 (LO5).

4aii) One mark for the method identified, two marks for suitable explanation.

This question is synoptic content link to Unit 1 (LO5).

4aiii) One mark for the method identified, two marks for suitable explanation.

This question is synoptic content link to Unit 1 (LO5).

## Question 4

- (b) Explain **one** reason why the full target age range should be sampled when gaining feedback about the design and content of the [myholidayplanner.com](http://myholidayplanner.com) website.

... *The full age range gap is quite large; 12 years (1 mark) so there needs to be a wide range of ...*  
 ... *material that can be accessed by 18 and 30 year olds using a variety of devices (1 mark) and ...*  
 ... *content that the full age gap will find interesting (1 mark).* .....

[3]

- (c) Explain how the mainstream nature of the [myholidayplanner.com](http://myholidayplanner.com) website might influence the selection of participants for the feedback sample.

... *The mainstream nature means that a wide sample of respondents needs to be accessed* .....  
 ... *(1 mark) so that the content of the website has mass appeal (1 mark) and proposed content* .....  
 ... *be understood and accessed by a wide range of people (1 mark).* .....

[3]

**Mark scheme guidance**

4b) One mark for the method identified, two marks for suitable explanation.

Candidates may also reference the fact that social media such as Snapchat is more popular with 18 year olds and Facebook with young professionals.

4c) One mark for the effect identified, two marks for suitable explanation.

Proposed content for things like food and nightlife will have mass appeal and examples of music etc. may be referenced by the candidates.

## Question 5

- 5 A number of activities will need to be completed throughout the design and development of the promotional video.
- (a) Identify **two** of the activities, other than storyboarding, that would be carried out as part of the development process and explain the importance of each.
1. ... *Creation of script or screenplay (1 mark) so that the actors/voiceover for advert are* .....  
 ... *briefed on scenario and lines of dialogue (1 mark) and key location and editing techniques* .....  
 ... *are noted (1 mark).* .....
2. ... *Creation of a call sheet (1 mark) so that the production team is clear about key* .....  
 ... *equipment needed (1 mark) and all production roles are identified (1 mark).* .....
- [6]
- (b) Identify a contingency plan for **one** of the activities above and explain why it would be a suitable alternative.
- ... *Actors have not shown up to casting call so understudies are arranged as part of planning* .....  
 ... *(1 mark) so that deadlines are met (1 mark) and filming can go ahead as planned with* .....  
 ... *suitable actors (1 mark).* .....
- [3]

## Mark scheme guidance

5a) One mark for the activity, two marks for the suitable explanation of the importance and expansion.

Three marks maximum for each answer.

Candidate may reference visualisation diagrams with reference to creating a title card and this should be accepted.

5b) One mark for the contingency plan, two marks for suitable explanation and expansion.

There will be a range of responses based on the variety of planning for a promo video.

The contingency identified should be based on the answers above. If it does not the credit awarded should be limited to maximum 1 mark.

## Exemplar candidate work

## Question 5 (a &amp; b) – low level answer

5 A number of activities will need to be completed throughout the design and development of the promotional video.

(a) Identify **two** of the activities, other than storyboarding, that would be carried out as part of the development process and explain the importance of each.

1. Filming, ~~Camera~~ filming needs to be done. Camera operators must be available with the correct instructions on where and what to film as part of the production of the video content. These are important because most of the film is visual, so it must be filmed and recorded.
2. Graphics, e.g. introduction + credits - The advertisements must show branding, or logos, as well as any special effects and things of the product. The audience must know what the product is that is being advertised. So this production stage is highly ~~very~~ necessary. ✓
- (2)  
|
- [6]

(b) Identify a contingency plan for **one** of the activities above and explain why it would be a suitable alternative.

Graphics need to be included in the video to make it recognizable towards the audience. It would be suitable, especially at this stage when the company is not well known, to show full graphics and branding in the practical content to give the company a reputation and be well-known. X

(1)  
0

[3]

## Commentary

5a) This is a low level answer because the candidate was incorrect when they identified 'filming' as an activity that would be part of the development process.

This would be a medium level answer if they identify a correct activity (e.g. scripting, equipment hire, budgeting). The answer could also be a medium level if the second answer (planning of title graphics) had been explained to greater extent.

5b) This is a low level answer because the contingency identified was incorrect against the example given. The contingency would need to be appropriate based on the above example and explained in relation to the context of video production.

## Question 5 (a &amp; b) – medium level answer

5 A number of activities will need to be completed throughout the design and development of the promotional video.

(a) Identify **two** of the activities, other than storyboarding, that would be carried out as part of the development process and explain the importance of each.

1 .....

One activity that would need to be done is creating a script. This is important as it allows the actors to know where what they need to say as well as this being used to help create the story board as it states the order of what is happening. (2)

2 .....

Another activity that needs to be carried out is staging and actors would need to be hired as camera operators. People are required to operate the cameras as well as actors are required to act out the script and without either of these the video wouldn't be able to be made. (2)

[6] 4

(b) Identify a contingency plan for **one** of the activities above and explain why it would be a suitable alternative.

.....

One contingency plan would be to have an online copy of the script. This is necessary as paper is easily lost or damaged and by having a digital copy ensures it can be replaced if anything were to happen to it meaning no work would be lost. (2)

[3] 2

(6)

**Commentary**

5a) This is a medium level answer because the candidate was correct in identifying two activities (scripting and organisation of crew).

This would be a high level answer if both answers had been explained to greater extent in terms of why they are important to the video production process.

5b) This is a medium level answer because the contingency identified was fully correct against the example of scripting given.

The contingency is appropriate but would need greater explanation in relation to the context of video production and give a thorough explanation of saving or distributing scripts digitally (e.g. collaborative work spaces) to make it into a higher level answer.

Question 5 (a & b) – high level answer

5 A number of activities will need to be completed throughout the design and development of the promotional video.

(a) Identify two of the activities, other than storyboarding, that would be carried out as part of the development process and explain the importance of each.

1 The activity of script writing would have to be carried out as part of the development process as the script is needed by a large number of people including writers, directors and camera operators. The script is also needed to store key information of the scene in addition to the directions, narration and dialogue.

2 During the development process other documents such as a call sheet would have to be created. This is important because it informs all the personnel what is required of them and at what time and where, therefore it is a crucial document in organising the production.

6  
6  
[6]

(b) Identify a contingency plan for one of the activities above and explain why it would be a suitable alternative.

For a script, if an actor is required to speak the dialogue or convey the message. However, if an actor was unable to attend or anything else would be to have a <sup>reserve</sup> back up actor or possibly a second deal for the filming in which the actor and script is required.

{

0  
0  
6  
[3]

## Commentary

5a) This is a high level answer because the candidate was correct in identifying two activities (scripting and production of a call sheet).

Full marks for 5a) have been awarded because the two activities have been fully explained in terms of why they are important to the video production process.

5b) This would have been awarded marks if a correct contingency in relation to scripting had been provided by the candidate (e.g. such as digital distribution).

## Question 6

6 You have been asked by Cerys to create a sitemap for the [myholidayplanner.com](http://myholidayplanner.com) website.

In the space provided, create the first draft of the sitemap showing the pages and how they will link together.

Marks will be awarded for:

- Content
- Fitness for purpose
- Use of annotations and notes to justify your decisions.

[8]

Content (maximum 2 marks)

e.g.

- *Different functions (e.g. diary and forum) (1 mark).*
- *Different Homepage / About / Accommodation / Travel pages (1 mark).*
- *Sign up / group log in (1 mark).*

Fitness for purpose (maximum 3 marks)

e.g.

- *Logical structure for the website diagram (1 mark).*
- *Navigation clear and achievable (1 mark).*
- *Can be followed and understood by developer (Jason) and designer (Cerys) (1 mark).*

Annotations to justify decisions (maximum 3 marks)

e.g.

- *Justification against audience requirements (1 mark).*
- *Justifications against specific brief (1 mark).*
- *Annotations to clearly demonstrate functionality and understanding of the page navigation (1 mark).*

### Mark scheme guidance

The question is about the creation of the pre-production document.

Main focus is the ability to create a suitable document for the website development team so that it can be created meeting the client brief.

## Question 7

7 An online promotional video needs to be created. Kamran has asked you to produce a storyboard for this.

Using all the space provided, create the first draft of the storyboard for the opening 20 seconds of the online promotional video.

Marks will be awarded for:

- content
- layout
- fitness for purpose

[8]

|                         |                         |                         |
|-------------------------|-------------------------|-------------------------|
|                         |                         |                         |
| -----<br>-----<br>----- | -----<br>-----<br>----- | -----<br>-----<br>----- |
|                         |                         |                         |
| -----<br>-----<br>----- | -----<br>-----<br>----- | -----<br>-----<br>----- |
|                         |                         |                         |
| -----<br>-----<br>----- | -----<br>-----<br>----- | -----<br>-----<br>----- |

Marks are awarded for storyboard in the context of brief, considering the following points:

- number of scenes
- scene content
- scene numbers (technical)
- timings (technical)
- camera shots (e.g. close up, mid, long) (technical) (*can be inferred from the drawing*)
- camera angles (e.g. over the shoulder, low angle (technical) aerial) (*can be inferred from the drawing*)
- camera movement (e.g. pan, tilt, zoom or using a track and dolly) (technical)
- lighting (e.g. types, direction) (technical)
- sound (e.g. dialogue, sound effects, ambient sound, music) (technical)
- locations (e.g. indoor studio or other room, outdoor)
- camera type (technical).

The diagram should be viewed as a whole and then graded appropriately.

**Mark scheme guidance****Level 3 (6-8 marks)**

Clear structure with logical progression which can be easily followed.

Content is relevant to the context of promoting a holiday planning website.

4 or more of technical aspects covered.

Detail is clear and understandable.

**Level 2 (3-5 marks)**

Structure of storyboard is clear but may not be totally logical.

Content is not always fully relevant to the context of promoting a holiday planning website.

Maximum 3 technical aspects covered.

Some required detail is missing.

**Level 1 (1-2 marks)**

Storyboard has basic structure (may not be clear).

Content is not relevant to the context of promoting a holiday planning website.

Maximum 1 technical aspect covered.

There is no detail in the information provided.

## Question 8

- 8 The website and supporting promotional material will need to demonstrate a consistent house style. Visualisation diagrams have been created throughout the process.

Evaluate the effectiveness of using visualisation diagrams as part of the planning process for the [myholidayplanner.com](http://myholidayplanner.com) website and the supporting promotional material.

[20]

.....  
 .....

The following points may be covered:

- Visualisation diagrams provide key layout information for website and logos.
- Visualisation diagrams provide key information about house-style (e.g. colours and fonts) so the website is consistent throughout.
- Visualisation diagrams are a good way of demonstrating ideas to get feedback and they are adaptable and can be developed.
- Annotations are used on visualisation diagrams to support illustrations for target audience requirements and to show understanding of client brief.
- May not be always useful for development process of website owing to lack of interactivity and if annotations brief then this might not be clear.
- May not always be clear in terms of website structure so used in conjunction with a site map.

### Mark scheme guidance

#### Level 4 - 16-20 marks

An **excellent** evaluation about the effective use of visualisation diagrams to aid the start of the development of the website and supporting materials. A wide range of **wholly appropriate** visualisation diagram techniques and uses will be covered using context based examples to **fully justify** the points made.

Reference to the aiding of communication within the development team will be made.

Specialist terms will be used correctly and appropriately.

There will be few, if any, errors in grammar, punctuation and spelling.

#### Level 3 - 11-15 marks

A **good** evaluation about the use of visualisation diagrams to aid the start development of the website and supporting materials. Visualisation diagram techniques and uses are **context-based, appropriate and sometimes justified**.

There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.

#### Level 2 - 6-10 marks

A **basic** evaluation about the use of visualisation diagrams to support development of the website or supporting materials. Visualisation diagram techniques and uses are **mostly appropriate and linked to the context**.

There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.

#### Level 1 - 1-5 marks

**Limited** understanding of the use of visualisation diagrams is demonstrated.

The examples used are **sometimes appropriate and may be general and not linked to the context**.



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