

**OCR**

Oxford Cambridge and RSA

**Level 3 Cambridge Technical in Digital Media****05843/05844/05845/05846/05875****Unit 2: Pre-production and planning****Thursday 12 January 2017 – Morning****Time allowed: 2 hours****You must have:**

- the insert

First Name

Last Name

Centre  
NumberCandidate  
NumberDate of  
Birth**INSTRUCTIONS**

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- Additional paper may be used if required but you must clearly show your candidate number, centre number and question number(s).

**INFORMATION**

- Refer to the insert provided when answering all questions.
- The total mark for this paper is **80**.
- The marks for each question are shown in brackets [ ].
- Quality of extended response will be assessed in questions marked with an asterisk (\*).
- This document consists of **12** pages.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/5
2	/8
3	/7
4	/15
5	/9
6	/8
7	/8
8	/20
<b>Total</b>	<b>/80</b>

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 .....

2 .....

[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.

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[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.

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[6]

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

.....[1]





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.

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[6]

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

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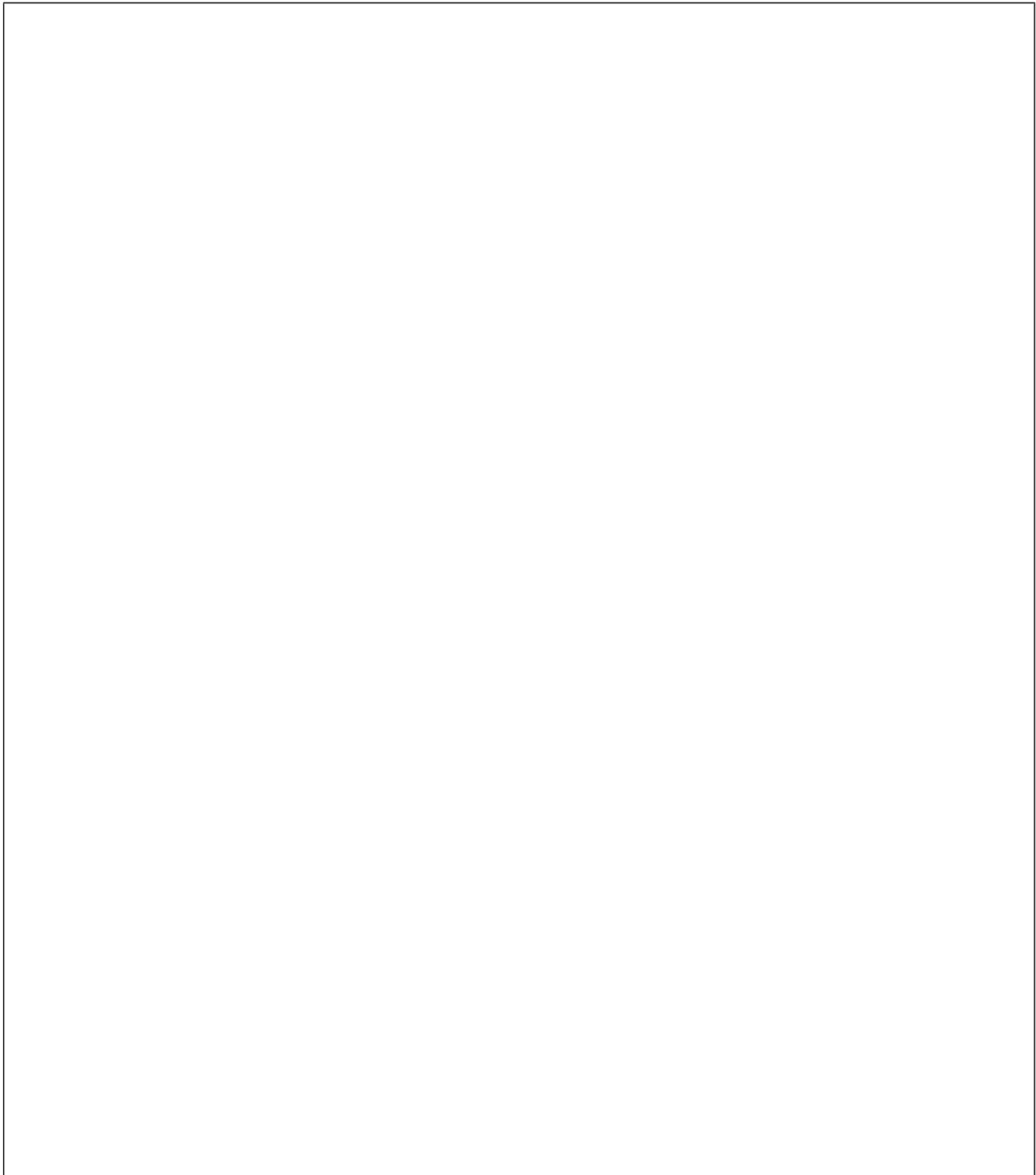
[3]

- 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]



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]

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