

OCR

Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media**05843/05844/05845/05846/05875****Unit 2: Pre-production and planning****Tuesday 23 May 2017 – Afternoon****Time allowed: 2 hours****You must have:**

- the Insert (C363)

First Name						Last Name					
Centre Number						Candidate Number					
Date of Birth	D	D	M	M	Y	Y	Y	Y			

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.
- If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- Refer to the insert provided when answering all the 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 **16** pages.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/5
2	/8
3	/7
4	/6
5	/6
6	/3
7	/9
8	/10
9	/10
10	/16
Total	/80

Answer **all** the questions.

- 1 (a) Identify **two** personal skills that the marketing department personnel have that will be beneficial when planning the promotional video.

1

2

[2]

- (b) Identify **one** client requirement from the insert and explain how this might impact on the pre-production process.

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[3]

3 (a) Identify and explain **two** health and safety issues that need to be considered when creating the promotional video.

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[6]

(b) Identify **one** legal issue which might be relevant when planning the use of assets for the promotional brochure.

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[1]

4 Michelle has been thinking about how Raven could use the promotional video and/or brochure to generate further revenue for the company.

Identify **two** potential revenue streams that could be explored and explain why these would be suitable.

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[6]

5 Identify and explain **two** reasons why the wide target age range might cause problems when planning promotional materials.

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[6]

7 The marketing department will need to complete a number of separate activities during the design and development of the brochure.

(a) Identify **one** activity that David will need to carry out and **one** activity that Michelle will need to carry out and explain the importance of each.

David

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Michelle

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[6]

(b) Explain how during your placement, you could help David or Michelle carry out **one** of the activities above.

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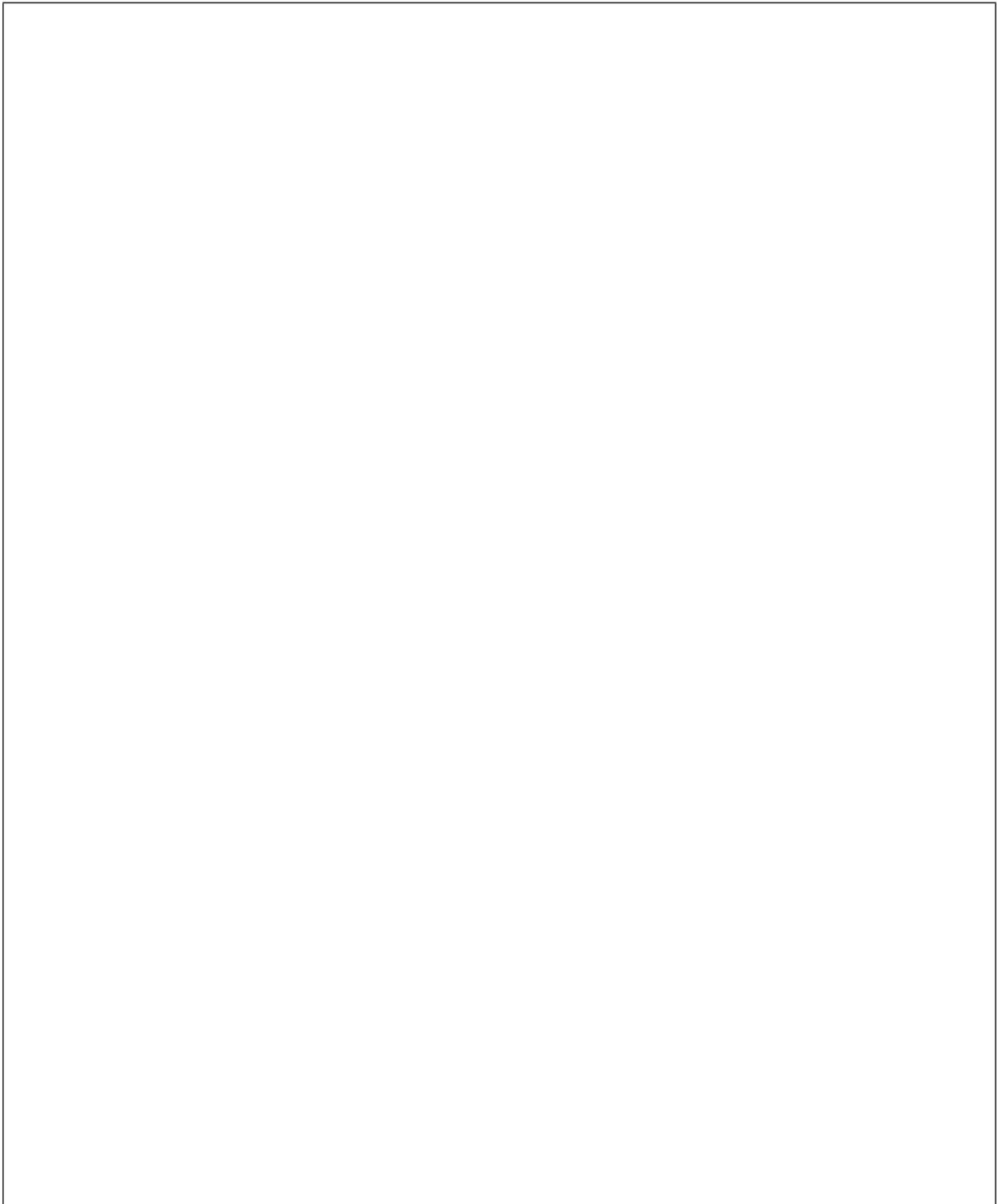
[3]

- 8 You have been asked by David to create a visualisation diagram for one of the new services that will be in the brochure.

In the space provided, create the first draft of one of the brochure pages providing information about one of the new services on offer.

Marks will be awarded for:

- content
- fitness for purpose
- use of annotations and notes to justify your decisions.



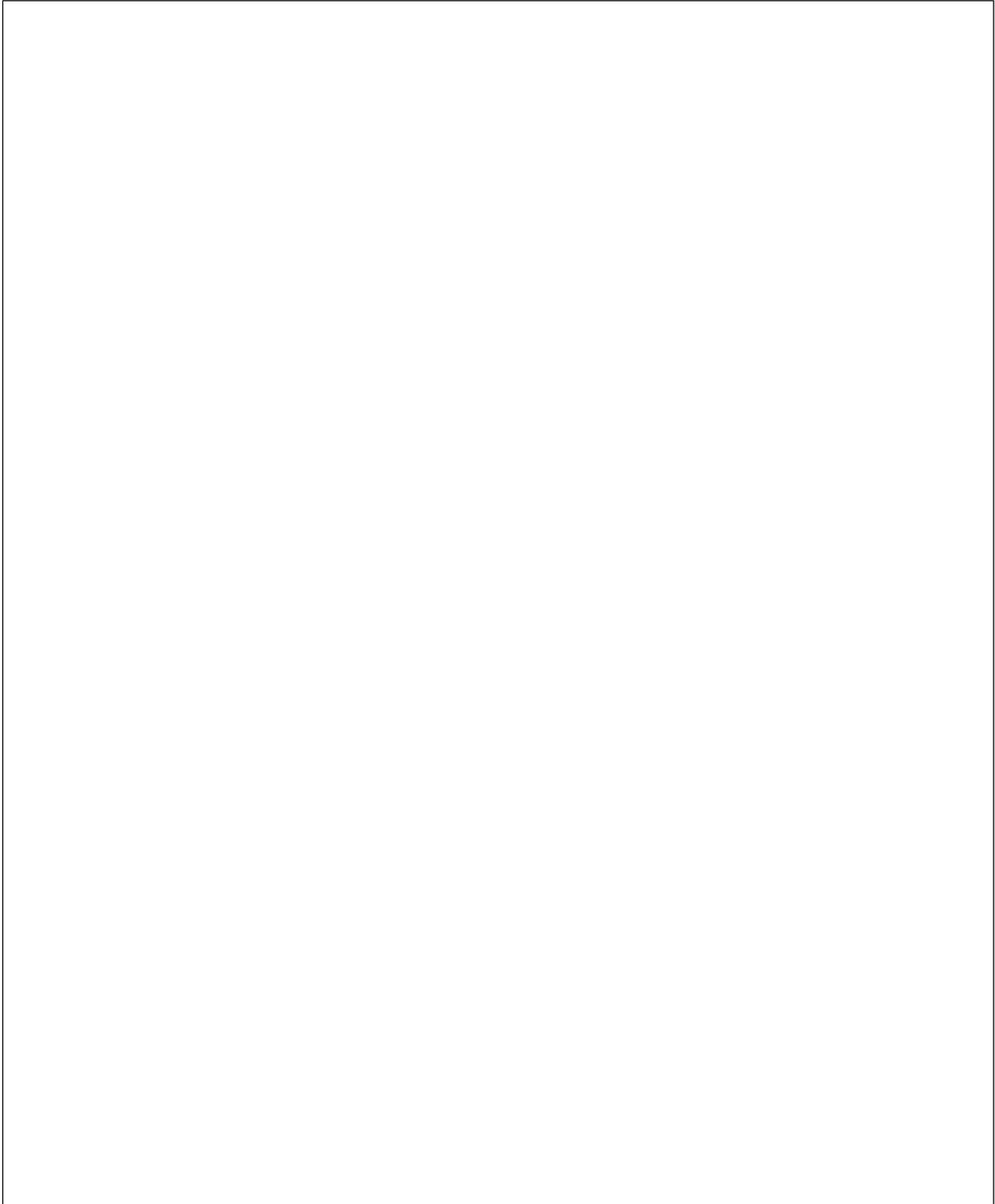
[10]

- 9 The promotional video needs to be created. David and Michelle have asked you to help them write the script for this.

In the space provided, create a draft script for the first 20 seconds of the video, taking the client requirements into consideration.

Marks will be awarded for:

- content
- layout
- fitness for purpose



[10]

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

A large rectangular area with a solid vertical line on the left side and horizontal dotted lines across the page, providing space for writing answers.

A vertical solid line runs down the left side of the page. To its right, there are 25 horizontal dotted lines spaced evenly down the page, providing a template for writing.

A series of horizontal dotted lines for writing, spanning the width of the page.



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