OCR
Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media
05875

Unit 25: Research for product development

Friday 19 January 2018 – Afternoon
Time allowed: 2 hours

You must have:
• your copy of the pre-release C366

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 answer 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
• 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	/12
2	/10
3	/11
4	/5
5	/6
6	/9
7	/5
8	/2
9	/20
Total	**/80**

C365/1801/8   OCR is an exempt Charity   **Turn over**

Answer **all** the questions.

1 **(a)** **(i)** From your research, identify **three** programmes that provided you with information about the content and technical conventions of youth magazine shows.

1 ....

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[3]

(ii) Explain **two** reasons why **one** of the above programmes was useful to help you prepare for the development of 'Life in Between'.

Programme: ....

1 ....

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[4]

(b) Identify **two** sources of secondary information that you could use to find out information about the popularity of youth magazine shows.

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[2]

(c) Pick **one** technical convention of youth magazine shows and justify why you would need to plan to use it when producing 'Life in Between'.

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....**[3]**

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2 The target audience requirements of 'Life in Between' need to be clearly researched so that the content is appropriate and engaging.

(a)* Identify **four** ideas for original content for 'Life in Between'. Justify your choices using findings from your research about target audience requirements.

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....**[8]**

(b) Explain how the target audience will have an impact on the choice of distribution channels for 'Life in Between'.

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Turn over

3 **(a)** 'Life in Between' has been commissioned by a public service distribution channel.

Considering the type of company that commissioned the programme, identify **four** elements, other than budget, that a proposal for 'Life in Between' would include. Explain why each is required.

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[8]

(b) Flashbang Productions have been given a set budget to produce 'Life in Between'.

Identify **one** source of information that could guide you on the budgeting of magazine shows and explain why this source would be useful to you.

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....**[3]**

4 The research you have undertaken needs to be securely shared with the rest of the planning and production team. It should be presented in a way that is easy for all team members to understand.

(a) Identify **one** method of sharing the research online and explain why it is useful.

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....**[2]**

You used a quantitative data collection method when researching the target audience of 'Life in Between'.

(b) Identify **one** way that you could present this quantitative data and explain why this is useful.

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Turn over

5 The producer needs to hire specialist equipment for 'Life in Between'. From your research identify **three** pieces of equipment required to produce the magazine programme and explain why each is needed.

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[6]

6 Flashbang Productions will need to create a studio set design before the production of 'Life in Between' can start.

Identify **three** areas that Flashbang Productions need to consider when creating their set design. You should justify your answers based on your research.

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[9]

Turn over

7 Flashbang Productions have been asked to put a production plan together that will inform the team about timescales and deadlines.

(a) Using your research, identify **two** secondary sources of information that might be used by Flashbang Productions to help them identify appropriate timescales for the production activities.

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[2]

(b) Choose **one** of the sources you identified and explain why it is appropriate in supporting the planning of timescales for a magazine show.

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....**[3]**

8 Lighting will be used in the studio where 'Life in Between' is being filmed.

Identify **one** contingency that could be used if the lighting failed. Use your research to support your answer.

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....**[2]**

9

9 * A targeted advertising campaign will need to be created so that the launch of 'Life in Between' is successful and reaches the target audience. The plan will be informed by the research you have undertaken.

Choose four methods of advertising that will encourage 12-17 year olds to watch 'Life in Between'. Justify your answers based on your research.

[20]

Method 1 ....

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Method 2 ....

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Method 4 ....

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END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question number(s) must be clearly shown – for example 2(a) or 7(b).

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