OCR
Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media
05875

Unit 25: Research for product development

January and June 2018

PRE-RELEASE

First Name		Last Name	

Centre Number		Candidate Number	

Date of Birth	

INSTRUCTIONS FOR TUTORS

- This pre-release task must be undertaken by candidates ahead of the external examination. There is no time limit window for undertaking this task but it must be completed in good time for the written examination.

INSTRUCTIONS FOR CANDIDATES

- Complete all parts of the task.
- In the written examination you will be required to draw on your findings from this task in order to answer the questions.
- Be sure to keep a clear record of your findings while you undertake the task.
- In preparation for the written examination, you may summarise your research findings on the 2 lined pages only in this booklet and take this booklet into the examination with you. You will be required to hand in this booklet with your examintion paper at the end of the examination.

INFORMATION

- This document consists of **4** pages.

Pre-release project brief

Unit 25: Research for product development

Flashbang Productions is a television production company specialising in the production of documentary and news programmes. They make programmes that are broadcast primarily on narrowcast channels and video on demand services. Flashbang Productions have been commissioned by a national public service broadcaster to produce a new youth magazine show called 'Life in Between'. 'Life in Between' will have a target audience of 12-17 year olds. The content will provide teenagers with a range of information about health and well-being along with celebrity gossip and film and gaming reviews.

You have been given an internship by Flashbang Productions and your job role requires you to research and plan the content of the new magazine show.

The research that you must carry out has three parts:

1. **Gathering information to plan and develop the production of 'Life in Between'.**

   The key areas that you should research are:

   - Audience requirements
   - Broadcast scheduling and distribution opportunities
   - Budgeting
   - Timescales
   - Studio and presentation
   - Assets required for production
   - Equipment
   - Legal and ethical considerations

2. **The production processes involved in creating the first show of 'Life in Between'.**

   The key areas that you should research are:

   - Production methods
   - Milestones
   - Job roles
   - Production paperwork
   - Content
   - Mode of address and presentation style
   - Contingency plans
   - Conducting screen tests with audience members

3. **Launching the first show of 'Life in Between'.**

   The key areas that you should research are:

   - Above the line advertising methods
   - Below the line advertising methods
   - Marketing materials to the target audience
   - Gaining audience feedback on content
   - How to develop the future content of the show

Record the summary of your research findings here.

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