OCR
Oxford Cambridge and RSA

Cambridge Technicals
Digital Media

Unit 25**:** Research for product development

Level 3 Cambridge Technical in Digital Media
05875

Mark Scheme for June 2018

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

Annotations

Annotation	Meaning of annotation
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
R	Rubric
Diagonal line/line through	Blank page

Question			Answer	Marks	Guidance
1	(a)	(i)	FOUR conventions in youth magazine shows e.g.: • Set in a studio (1) • Casual clothing (1) • Use of interviews with celebrities or guests (1) • Young presenters that are lively (1) • Features that take the presenters on an outdoor trek or location (1). • Any other valid response	4	Answer must be linked to context and not general ie costume and location are too vague
		(ii)	TWO marks for explanation of one a convention for a youth magazine e.g.: • Young presenters will be needed the target audience can identify with them (1) and this will build relationships with the audience (1). • A studio setting is needed because it creates part of the brand for a show that audiences familiarise themselves with (1) as a recognisable format (1). • Any other valid response	2	Does not need to link to part a i.
1	(b)		ONE mark for each presentation style and TWO marks for the explanation: e.g. • Teacher to pupil exposition may be used (1) because the programmes ethos is to inform (1) and so the presenters act as teachers to the audience about a particular, perhaps, sensitive subject matter. • Peer to peer mode of address may be used (1) because the presenters are also to be seen as	6	Any form of mode of address, or exposition that may reference types of language used (e.g. why restricted codes may be favoured, or use of sociolects), should be rewarded.

Question			Answer	Marks	Guidance
			trusted individuals (1) who provide the audience with fashion and music tips like a school or college friend would (1). • Informal (1) so the presenters appear to be having a chat (1) as you are all friends (1) • Energetic (1) as though it was a social occasion (1) and everyone was having a great time (1) • Any other valid response		
1	(c)		ONE mark for a correct piece of equipment, ONE mark for expansion ONE mark for research evidence e.g. • A Boom Pole is required (1) owing to the fact that this is the easiest way to record sound from a distance in the studio (1) and this information was from secondary research on How Stuff Works on TV Studio Production equipment (1). • Lapel Microphone (1) as its unobtrusive so the presenter still looks relaxed (1) This can be seen on MTV (1) • Any other valid response	3	Equipment will include: • Windshields • Tripod • Lighting Rig • TV Studio Camera • Slider Candidates must reference a primary or secondary source of research as part of their answer.

Question			Answer	Marks	Guidance
2	(a)*		**7-8 marks** • **Four suggestions** of primary research methods & sharing information with production team linked to target 12-17-year olds are all well explained. • The suggestions are justified based on research findings and audience of the programme. **5-6 marks** • **Three suggestions** of primary research methods & sharing information with production team linked to target 12-17-year olds are explained. • **At least two** are **well explained** and the suggestions are appropriate based on research findings and audience of the programme. **3-4 marks** • **Two suggestions** of primary research methods & sharing information with production team linked to target 12-17-year olds are **described.** • At **least one is explained** based on research findings.	8	Candidates should demonstrate their knowledge of primary research methods. Suitable **methods** that target 12-17- year olds could be e.g. • Pop up street surveys • Social media questionnaires • Meta data from n • Competitions to give opinions via video based social media apps, such as Snapchat and Instagram. • Email shots • Visits to schools by marketing personnel. Findings can be **shared** by e.g. • Online collaboration and editable document tools, such as Google Docs. • Project management tools, such as Zoho and Trello. • Survey Monkey results analysis charts • Any other online project tool that tracks analysis of data and findings. Candidates should reference where they sourced this information for full marks.

Question			Answer	Marks	Guidance
			1-2 marks • Up to **three suggestions** of primary research methods and sharing information with production team linked to target 12-17-year olds are **described.** • Descriptions may be weak/partial.		
	(b)		ONE mark for the potential problem and TWO marks for suitable expansion e.g. • A potential problem of a link to a survey to 12-17 year olds on Twitter is that they might ignore it (1). To minimise this problem Flashbang Productions could get a celebrity to endorse the research, such as Zoella, (1) that appeals to the target market as a trusted source (1). • Target audience focus groups will provide lots of open information (1) which takes time to analyse (1), could minimise this by structuring questions with options. (1) • Any other valid response	3	Any form of problem linking to research methods and collecting data should be rewarded. Does not need to refer to 2 (a)
3	**(a)**		Up to TWO marks for each identified consideration that is suitable to put into a proposal with suitable expansion based on the channels of distribution. e.g. • The pilot/proposed content should be considered (1) so that it caters for a wide variety of ethnicities and religion within the age range based on the PSB ethos (1).	8	There are other elements that may be referenced by the candidates such as proposed sponsorship and format of programme so that it can be viewed on smart devices.

Question			Answer	Marks	Guidance
			• Legal considerations of found/non-original content should be fully considered and copyright laws understood (1) owing to wide distribution of material (1) • Gender and ethnicity of presenters (1) so that audience members are represented (1) • Scheduling of TV broadcast (1) so that the content is suitable against watershed and Ofcom guidance (1). • Budgeting (1) as there will be less advertising to generate the finance (1) • Any other valid response		
	(b)		ONE mark for source and up to TWO marks for suitable explanation e.g. • BARB (1) because this calculates online viewing figures in addition to scheduled broadcasts (1) and provides viewing figures for similar programmes that target 12-17 year olds (1). • Any other valid response.	3	
4	(a)		ONE mark for source, and ONE mark for information provided, e.g. • www.teenhealth.com (1) allows the production team to access statistics on teen eating habits (1). • www.getmedia.com (1) publishes statistics on target audience interests (1) • Any other valid response	2	Marks should be awarded only for real, relevant sources in relation to the content of 'Life in Between'. **Sources should be looked up by the examiner if it is doubted they are real.**

Question			Answer	Marks	Guidance

	(b)		ONE mark for how this is checked and TWO marks for suitable explanation about why checking validity is required e.g.
			
			• Data can be cross referenced with other sources/example (1)
			
			   o so any data or expert opinions can be confirmed as true (1) so that information put out by presenters on the show is not false or misleading (1)
			
			   o so that the producers of the show do not end up in trouble or can be accused of endangering teenagers by giving inaccurate advice (1).
			
			• Any other valid response
				3	

5			Up to THREE marks for each identified source of research with suitable explanation about why it was useful e.g. • www.bigleaguefilmschool.com provides information on lighting and outdoor filming (1). This was useful because it stated that guests being interviewed will need to be lit correctly to avoid shine on the camera (1) and suggested that to do this that a blackout such as a building or tree should be used to one side of framing (1). • BBC academy podcast (1) provide hints on how to ask questions (1) to get precise answers in interviews (1) • Any other valid response	6	Any suitable source that provides information on filming outdoors should be credited. **Examiners should look up sources if necessary if doubt over authenticity.**

Question			Answer	Marks	Guidance
6	(a)		ONE mark for a correct way that the production team could source music Up to TWO marks for the expansion of the problem identified. e.g. • Music could be sourced from Youtube (1). A problem with this is that the music may be licenced to an artist under copyright (1) but the licence holder may not be identified at the source (1). • Copyright frees music website (1) however the music may not be that good (1) so it may not appeal to the target audience (1) • Any other valid response	3	Answers should consider a way that music can be sourced and potential problems of this.
6	(b)		ONE mark for a correct way that the production team could avoid problems. TWO marks for explanation that references research. e.g. • Flashbang Productions could hire a Production Music Writer to compose original tracks (1). This way any music the writer creates for 'Life in Between' will be owned by the production company (1) because the writer has signed a clause that all music produced for the show is owned by the company. This information found on www.careersinmusic.com (1) • Flashbang could source music from exclusive TV production library, such as www.audionetwork.com (1). The songs in the library are easy to listen to and access and all royalties are paid to the original artist through the library website (1). This means that all	6	Answers should show the candidate understands how music can be sourced for use in television without breaking copyright law. Answers must reference research for the third mark.

Question			Answer	Marks	Guidance
			there is no possibility of the production company breaking copyright law. This information was found in www.recordingconnection.com. • Having a PRS licence (1) that will allow them to use the music without breaching copyright (1) as the fees are paid with the licence (1) • Any other valid response		
7	(a)		One mark for each secondary source that identifies how to market the programme to 12-17 year olds: e.g. • www.getmemedia.com (1) • www.culturehive.co.uk (1). • Company marketing report (1) • Any other valid response	2	Candidates may reference specific sources or websites that give information about how to successfully market a TV programme or brand to teen audiences.
7	(b)		ONE mark for a correct source and ONE mark for expansion e.g. • www.campaignlive.co.uk (1st) This is because it discussed how experiential events with sample content can be used to target youth markets (1). • Any other valid response	2	Source must be provided for any marks to be awarded
7	(c)		ONE mark for each original way social media could be used to market 'Life in Between'. e.g. • Instagram competition to be a presenter (1)	2	Any creative method of marketing / gaining interest in the show via social media should be credited.

Question			Answer	Marks	Guidance
			• Twitter hashtag to get interest (1) • Any other valid response		
8			THREE marks for reason model release forms are used and suitable expansion. e.g. • Model release forms are used so that those who appear in a programme give their consent to be broadcast (1) so that Flashbang Productions cannot be accused of filming someone and their opinions without their permission (1). • Some presenters/guests may be under the age of 18 (1) so permission will be needed from an appropriate adult (1) • Any other valid response	**2**	
9*			**Level 4** **12-15 marks** An **excellent** discussion of **four** methods to gain feedback is on the pilot episode is demonstrated. The methods suggested to ensure the feedback shows the content is suitable for the audience are **wholly appropriate and justified** and research has been **fully considered.** Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.	**15**	A candidate can only gain a level 4 if **four** methods have been assessed in relation to target audience of the programme. Equally a candidate <u>cannot get level 3</u> even with good examples of gaining feedback on the pilot <u>if only two areas have been assessed.</u> However, a **best fit approach should be applied to level 1 and level 2 answers** with credit to candidates given based on the quality of their ideas for methods of gaining feedback.

Question	Answer	Marks	Guidance
	Level 3 **8-11 marks** A **good** understanding of **at least three** methods of gaining feedback is demonstrated. The methods suggested to ensure the feedback shows the content is suitable for the audience are **appropriate** and **sometimes justified** and research has been **considered.** There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning. **Level 2** **4-7 marks** A **basic** understanding of **at least two** methods of gaining feedback is demonstrated. The methods suggested to ensure the feedback shows the content is suitable for the audience are only partly **appropriate.** There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive. **Level 1** **1-3 marks** A **limited** understanding of methods is demonstrated is demonstrated. Few, if any, of the methods suggested **may not be appropriate.** There will be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.		All answers must reference the research they have undertaken. Some answers may reference methods of gaining feedback on real launches to expand and explain ideas. Answers may include methods such as: • Social media test videos • Focus groups/screen tests at a local cinema at the weekend • Online polls based short YouTube videos

Question			Answer	Marks	Guidance
			0 – no response or no response worthy of credit.		

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