

OCR

Oxford Cambridge and RSA

Tuesday 15 January 2019 – Afternoon**LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA****05843/05844/05845/05846/05875** Unit 2: Pre-production and planning**Duration: 2 hours****C362/1901****You must have:**

- the Insert (C363)

First Name

Last Name

Centre
NumberCandidate
NumberDate 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

- 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	/7
2	/6
3	/8
4	/9
5	/8
6	/6
7	/9
8	/9
9	/18
Total	/80

Answer **all** the questions.

Section A

1 (a) Identify **four** client requirements of the brief set by BassTime Radio.

- 1
- 2
- 3
- 4

[4]

(b) Explain how **one** of the above requirements might require input from Claude.

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[3]

2 Identify **two** secondary methods of research that you could use to gain information about engaging logo design and explain why each would be useful to help you re-brand the radio station.

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[6]

3 (a) Identify and explain **two** ethical issues that you will need to consider due to BassTime Radio's target audience.

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[6]

(b) Explain **one** way that one of the ethical issues identified above could be resolved.

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[2]

4 (a) Shava is the talent scout and researcher.

Identify **two** ways that Shava could help you research information about a suitable house style for the re-branding. You should explain why each way would be useful, referring to the set brief in your answers.

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[6]

(b) Identify **one** potential drawback of using one of the research methods outlined above to gain information.

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[3]

6 Identify **two** regulatory issues that you will need to be aware of when re-branding the radio station and explain why they could cause potential issues during the pre-production process.

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2

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[6]

Answer **all** the questions.

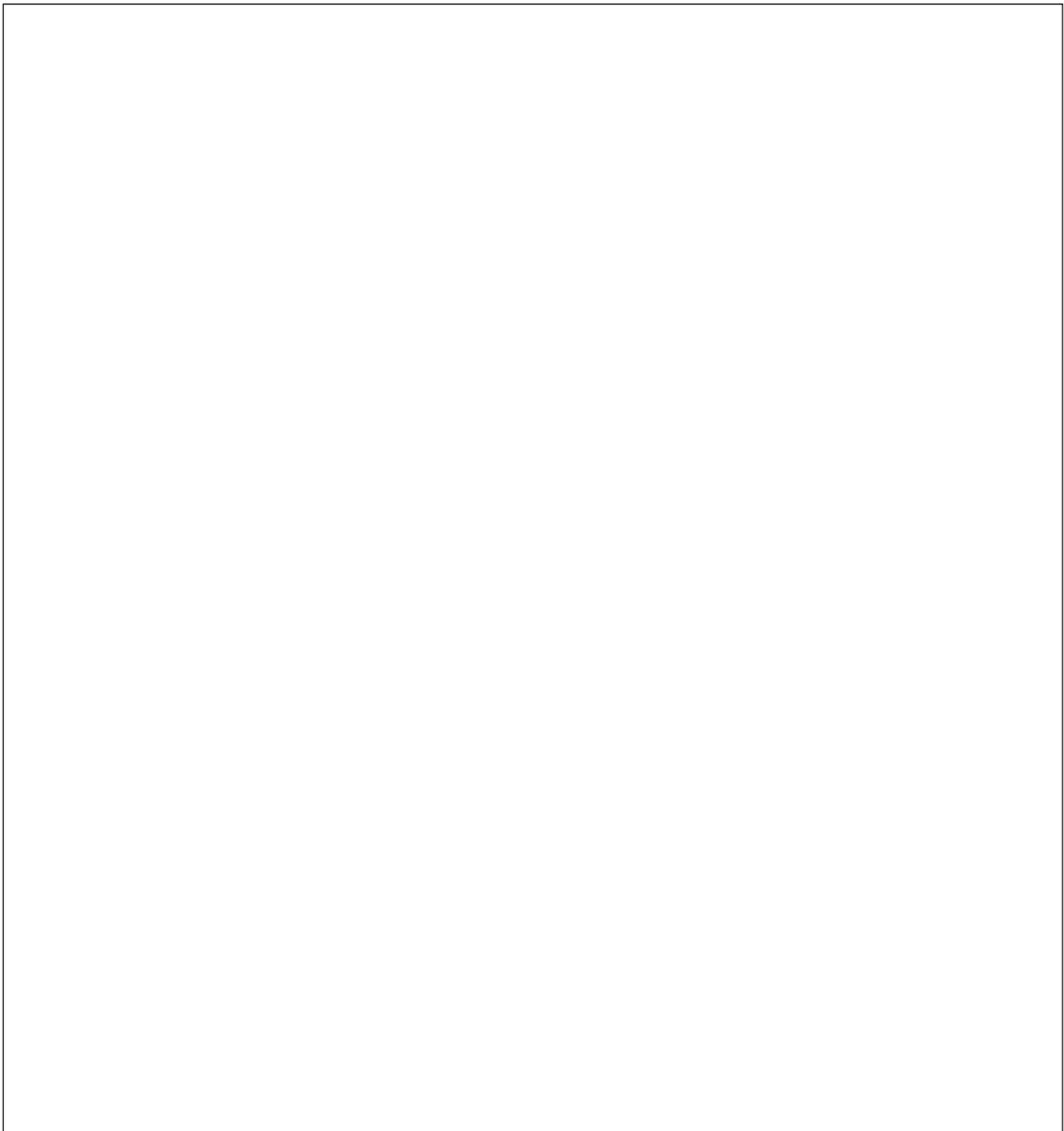
Section B

- 7 You have been asked by Simon to provide a wireframe of the home page for the new website, so he can see if there is any room for him to put video content recorded at gigs.

In the space provided, draw a wireframe of the website homepage, considering Simon's requirements.

Marks will be awarded for:

- Content
- Fitness for purpose
- Use of annotations to justify your decisions.



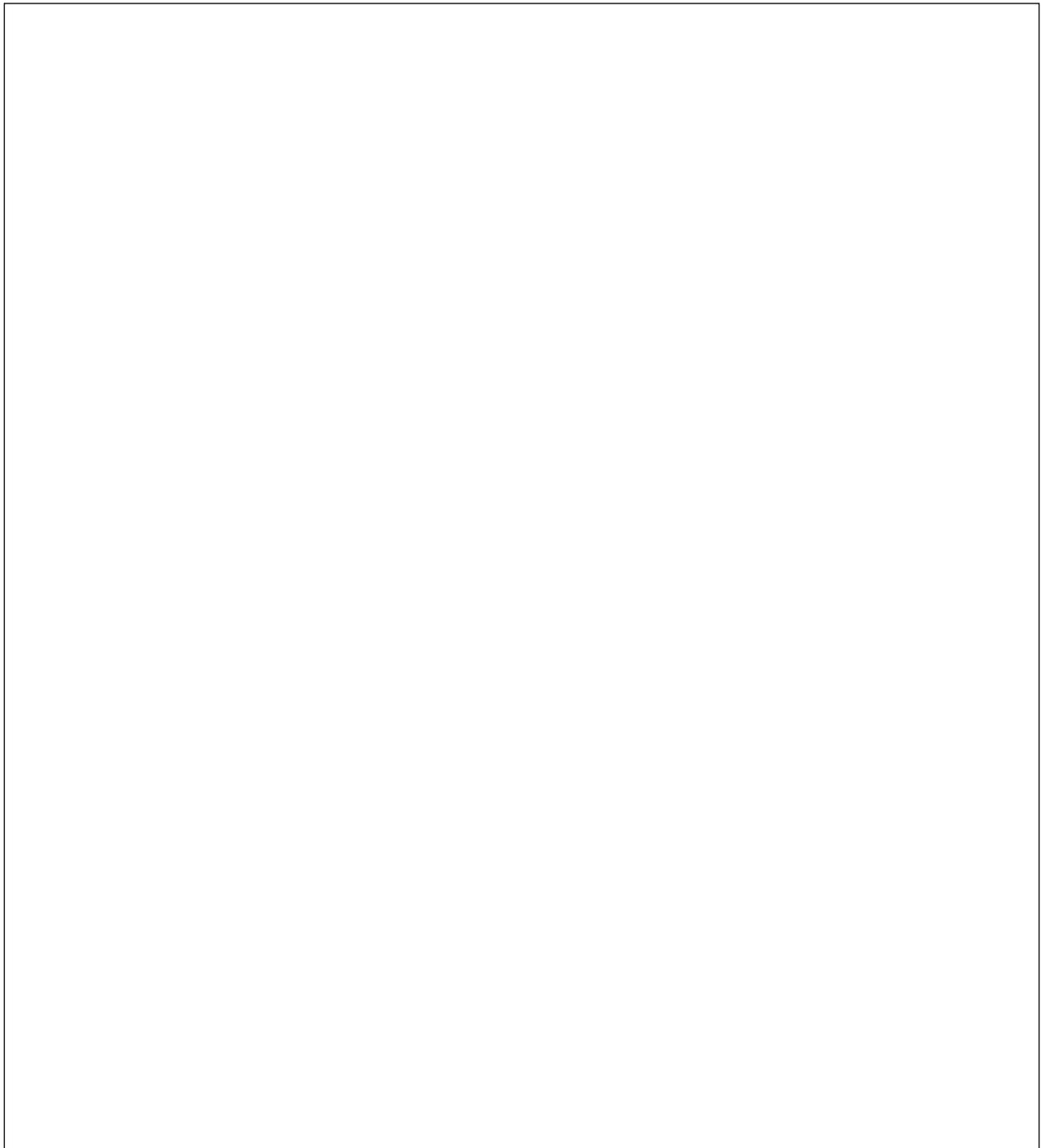
[9]

- 8 At the start of the project you were asked by Claude to give him a step by step production plan, so he could make himself available in the weeks that you had finished the drafting of the re-branding to provide feedback.

In the space provided, create a production schedule outlining the order of the activities you will need to undertake, with timescales and milestone tasks, for the rebranding of the BassTime Radio website.

Marks will be awarded for

- Content
- Layout
- Fitness for purpose.



[9]

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s) – for example 1(a) or 3(b).

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.

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