Mark Scheme (Results)

January 2017

NQF BTEC Level 1/Level 2 Firsts in Creative Digital Media Production

Unit 1: Digital Media Sectors and Audiences (21526E)

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Question Number	Answer	Mark
1 a)	Award **one** mark for • Pre-production • Planning	(1)

Question Number	Answer	Mark
1 b)	Award **one** mark for an example of post-production activity for a radio programme. • Editing • Mixing • Panning • Adding Narration • Sound effects • Filters and effects • Compressing and exporting • Equalisation • ADR (automated dialogue replacement) • Dubbing **Accept any other appropriate answer.**	(1)

Question Number	Answer	Mark
2	D – Publishing	(1)

Question Number	Answer	Mark
3 a)	Award **one** mark for each example of a genre: • Sci-Fi • Romance/ rom-com • Chick flick • Documentary • Thriller • Disaster movie • War • Action • Western • Musical • Gangster • Romantic comedy **Do not accept 'horror', 'comedy', 'drama' (or sub-genres of these).** **Only one mark can be given for each genre** **Accept any other appropriate answer.**	(1)

Question Number	Answer	Mark
3 b)	Award **one** mark for each convention for a maximum of **two** marks. • Scary music • Blood/Gore • Low key lighting • Floating camera • Point of view shots • Characters in masks • Teenage characters • Female victims • Weapons • Monsters, e.g. vampires • Scary themes or content • Paranormal activity **Accept any other appropriate answer.**	(2)

Question Number	Answer	Mark
4	C – Control	(1)

Question Number	Answer	Mark
5	B – Website	(1)

Question Number	Answer	Mark
6	Award **one** mark for each example up to a maximum of **three** marks. • use of costume • hair • make-up • props • setting • lighting • acting (figure expression and movement) • camera angles / cinematography • Cast/ characters **Accept any other appropriate answer.**	(3)

Question Number	Answer	Mark
7(a)	Award **one** mark for each example of personalisation up to a maximum of **two** marks. • logging in / signing in/ usernames/ passwords • customisation of avatars • choosing colour schemes and imagery • digital TV menus (electronic programme guide (EPGs), hard disc video recorders) • adapting interfaces • font features • music playlists • using RSS (really simple syndication) to tailor content **Accept any other appropriate answer.**	(2)

Question Number	Answer	Mark
7(b)	Award **one** mark for each reason and a further **one** mark for expansion up to a maximum of **four** marks. • Better bandwidth and faster download times (1) allows users to stream or access media instantly (1) • Convergence of technology within the online platform (1) allows audiences to respond to media through text and commentary (1) • Portability of media devices and content (1) makes it easier and more convenient for audiences to access products (1) • Lower threshold to entry into media production (1) allows audiences to create their own content (1) • Users can easily share products with friends (1) enabling a sense of belonging (1) **Do not accept references to personalisation.** **Accept any other appropriate answer.**	(4)

Question Number	Answer	Mark
8	Award **one** mark for each regulator up to a maximum of **two** marks. • OFCOM - Office for Communication • ASA - Advertising Standards Authority • PRS – Performing Rights Society • MCPS – Mechanical Copyright Protection Society	(2)

Question Number	Answer	Mark
9	Award **one** mark for each device up to a maximum of **three** marks. • Tablet • Games console / Handheld gaming device • PC / Laptop • Digital camera • MP3 player / MP4 player • Smart TV/ TV **Accept any other appropriate answer. Accept proprietary device names such as iPad or PlayStation.** **Do not accept "Mobile phone" or "Smart Phone"**	(3)

Question Number	Answer	Mark
10(a)	Award **one** mark for the following. • BBC Radio 4 / R4	(1)

Question Number	Answer	Mark
10(b)	Responses may include the following: • Podcasts are convenient as they enable users to listen when they are ready to (rather than when a programme is broadcast). • Podcasts are typically long and tend to target specialist audiences. The form lends itself to in-depth specialist discussion on particular topics. • Audio can be listened to while the audience members engage with other activities so it fits around their life. • Audio is a very intimate medium. It can feel as if the presenter is addressing each individual audience member. • Podcasts enable some level of interactivity (writing in or engaging through social media) although this is less interactive than with live radio broadcast. • There is less of a sense of collective enjoyment with podcasts as audiences tend to consume them individually. • Lower barriers to participation allowing users to become podcast producers. • Less control over content due to less regulation, although this does lead to greater creative freedom. • Can address niche audiences giving greater choice to the user. • Most podcasts are free.	(8)

Level	Descriptor
0 0 marks	No rewardable material.
1 1-3 marks	A few points identified, or one point described in some detail. The answer is likely to be in the form of a list. Only one viewpoint considered. Points made will be superficial / generic and not applied / directly linked to the situation in the question.
2 4-6 marks	Some points identified, or a few points described. Consideration of more than one viewpoint but there will be more emphasis on one of them. Most points made will be relevant to the situation in the question, but the link will not always be clear.
3 7-8 marks	Range of points described, or a few points explained in depth. There will be breadth to the answer with many aspects of the

	subject considered. The majority of points made will be relevant and there will be a clear link to the situation in the question.

Question Number	Answer	Mark
11(a)	Award **one** mark for: • Audience profiling / Profiling	(1)

Question Number	Answer	Mark
11(b)	Award **one** mark for: • Audience demographics / Demographics	(1)

Question Number	Answer	Mark
12	Award **one** mark for explanation and a further **one** mark for expansion up to a maximum of **four** marks. • Audiences consume a media product passively (1) and this influences their beliefs or actions (1) • Audiences are easily affected by media products (1) influencing their consumer behaviour (1) • The media messages are injected into the audience like a drug (1) to produce pre-determined responses (1) • The media use the audience (1) to obtain intentional effects (1) • A violent video game displays negative behaviour (1) and this is copied by the audience (1) • An advert gives messages about a product (1) and these are believed by the audience (1) • Newspapers produce emotive articles (1) to change people's attitudes to issues (1) **Accept any other appropriate answer.**	(4)

Question Number	Answer	Mark
13 (a)	Award **one** mark for each advantage up to a maximum of **one** mark. • Available wherever the audience has a connection • Content is continuously updatable • Audience can engage and interact with the content through leaving comments • Audience can find links to information related to the content • Audience can easily share content with friends • Target audience are likely to be conformable with the distribution model **Accept any other appropriate answer.**	(1)

Question Number	Answer	Mark
13 (b)	Award **one** mark for explanation and a further **one** mark for expansion up to a maximum of **four** marks. • Audience members can interact socially through a comments page (1) leading to a sense of belonging (1) • Producers can include ways to share content (1) encouraging users to discuss articles (1) • Producers could link to social media channels (1) enabling interaction amongst the audience (1) • Producers could encourage user reviews (1) leading to a sense of empowerment (1) • Competitions could be included (1) enhancing audience participation and competitiveness(1) **Accept any other appropriate answer.**	(4)

Question Number	Answer	Mark
14	Stylistic codes that can be discussed: • Cracked degraded font to connote excitement / danger of the activity • Wide angle photography, which makes the environment appear intimidating • Pose of the model reaching up, which engages the audience • Costume of the model suggesting that good quality equipment is associated with the product • Cracks in the font reflects the rugged terrain • The close up of the hand clinging to the rock signifies danger • Use of sunglasses signifies sunshine, holidays • The vast landscape behind the subject signifies the extent of adventure • The photo is black and white signifying how serious this activity is • The camera angle emphasises the stretching upwards to reach new heights • Spelling of the title uses slang having an impact on the visual composition of the poster	(8)

Level	Descriptor
0 0 marks	No rewardable material.
1 1-3 marks	A few points identified, or one point described in some detail. The answer is likely to be in the form of a list. Only one or very few stylistic codes considered. Points made will be superficial / generic and not applied / directly linked to the situation in the question.
2 4-6 marks	Some points identified, or a few points described. Consideration of a range of stylistic codes but there is likely to be more emphasis on one of them. Most points made will be relevant to the situation in the question, but the link will not always be clear.
3 7-8 marks	Range of points described, or a few stylistic codes explained in depth. The majority of points made will be relevant and there will be a clear link to the situation in the question. The meaning of the stylistic choices will be considered.

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