

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

Time allowed: 2 hours plus your additional time allowance

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INSTRUCTIONS

Use black ink.

Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.

Answer ALL the questions.

Use the Insert to answer all the questions.

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 (*).

ADVICE

Read each question carefully before you start your answer.

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Answer ALL the questions.

SECTION A

- 1 (a) Identify FOUR client requirements that Active Apps must consider when planning and testing the MyDesign app.**

1 _____

2 _____

3 _____

4 _____

[4]

- (b) Identify and explain ONE problem that one of the client requirements identified in part 1 (a) might cause.**

_____ **[2]**

- 2 Identify TWO ways that Stephen could get audience feedback on the design ideas for the avatar function.**

Explain why each one would be suitable.

1 _____

2 _____

[4]

- 3 Marcus has asked you to help him research the interactive features of apps.**

Identify THREE primary methods, other than a focus group, that would allow you to research the interactive features of apps.

1 _____

2 _____

3 _____

[3]

- 4 (a) Aurora needs to create visualisation diagrams for the avatar function.**

Identify THREE elements of a visualisation diagram.

Explain why each of these elements would be necessary when planning the app. Use the brief to support your answers.

1

2

3

- (b) Identify TWO pre-production documents, other than a mind map, that Marcus could create to show his ideas for the navigation and interactivity of the avatar function.

Explain why each is needed.

1

2

[6]

- 5 (a) Stephen is researching the legal constraints relating to the avatar function.**

Identify ONE potential legal constraint that the team would need to consider when developing the avatar function of the app.

Explain why this would need to be considered.

[3]

- (b) MyDesign are concerned about problems that might arise when users connect their social media accounts to the app.**

Identify ONE potential problem linking social media accounts to the app and explain how the problem could be resolved.

[3]

- 6 MyDesign want to make the app as inclusive as possible.**

Identify TWO ethical issues that Aurora needs to address in her planning to ensure the app includes appeal to all groups in the target audience.

Explain why each of these issues needs to be considered.

1

2

- 7 MyDesign are willing to use celebrities to model their clothing.**

Identify TWO secondary sources that Stephen could use to find out which celebrities would be suitable to act as models for MyDesign.

Explain why each source is suitable.

1

2

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SECTION B

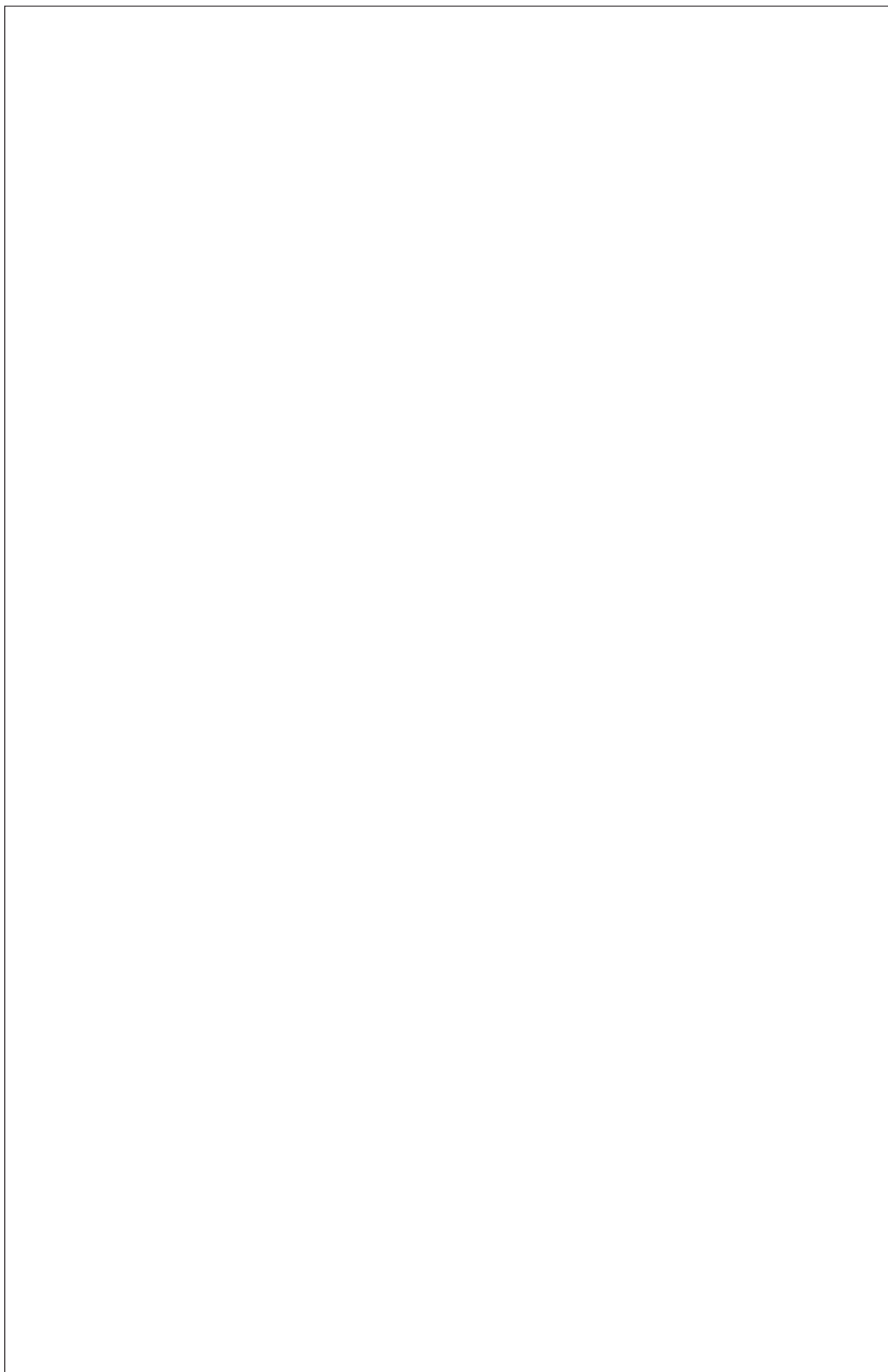
- 8 Aurora and Marcus are planning the interactivity that a user might require when using the app.**

In the space provided, create a MIND MAP, identifying the interactive features required under the key areas of 'Uploading image', 'Dressing avatar image' and 'Completing purchase'.

Marks will be awarded for:

Content

Fitness for purpose [8]



- 9 Stephen has asked you to create a production schedule for the planning / design phase of the production process.**

In the space provided, create a production schedule, considering what activities need to be carried out when planning / designing the app and the key milestones you would need to meet.

Marks will be awarded for:

Content

Layout

Fitness for purpose [9]



10* Active Apps believe the best way to show MyDesign their progress during the pre-production of the project is by using project management tools.

Evaluate the advantages and disadvantages of using project management tools to communicate with MyDesign during the pre-production of the project.

Use the brief to inform your answer. [20]

[illegible]

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins, for example, 1(a) or 6.

This image shows a single page of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There is no text or other markings on the paper.



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