

Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Friday 15 January 2021 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

Unit 2: Pre-production and planning

Time allowed: 2 hours plus your additional time allowance

You must have: the Insert

**You can use:
an HB pencil**

Please write clearly in black ink.

**Centre
number**

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**Candidate
number**

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First name(s)

Last name

Date of birth

D	D	M	M	Y	Y	Y	Y
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READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS

Use black ink. You can use an HB pencil, but only for illustrations and diagrams.

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.

Answer ALL the questions.

SECTION A

- 1 (a) Identify THREE client requirements that Treat TV have specified for Advancing Visions in the product brief.**

1 _____

2 _____

3 _____

[3]

- (b) Explain how ONE of the client requirements in the brief could relate to Andrew's job role.**

[3]

- 2 Identify TWO methods that you could use to gather information about the content that is included in the title sequences of cookery programmes.**

Explain why each method would be suitable in relation to the brief.

1

2

- 3 (a) Krishner has asked you to help him research effective logo designs that TV shows use.

Identify TWO secondary research methods, other than looking online, that would allow you to research logo designs. Explain why each is suitable for the brief.

1

2

[6]

- (b) Explain ONE potential drawback of using one of the methods you outlined in part 3(a).**

[3]

- 4 Identify TWO pre-production documents that Andrew and Krishner could use to show Treat TV their initial ideas for the 'Make Me a Baker' title sequence.**

Compare the effectiveness of EACH in relation to the task and brief. [9]

- 5 Oriana is responsible for communicating with the client.**

Identify TWO ways that Oriana can get feedback on the team's ideas from Treat TV. Explain why each is suitable, using the brief to support your answer. [6]

1

2

- 6 Identify TWO potential regulatory issues that Andrew may face when producing the 'Make Me a Baker' title sequence. Explain how each might be resolved. Use the brief to support your answer.**

1

2

SECTION B

- 7 Oriana and Krishner would like to see your original ideas for the Treat TV logo.**

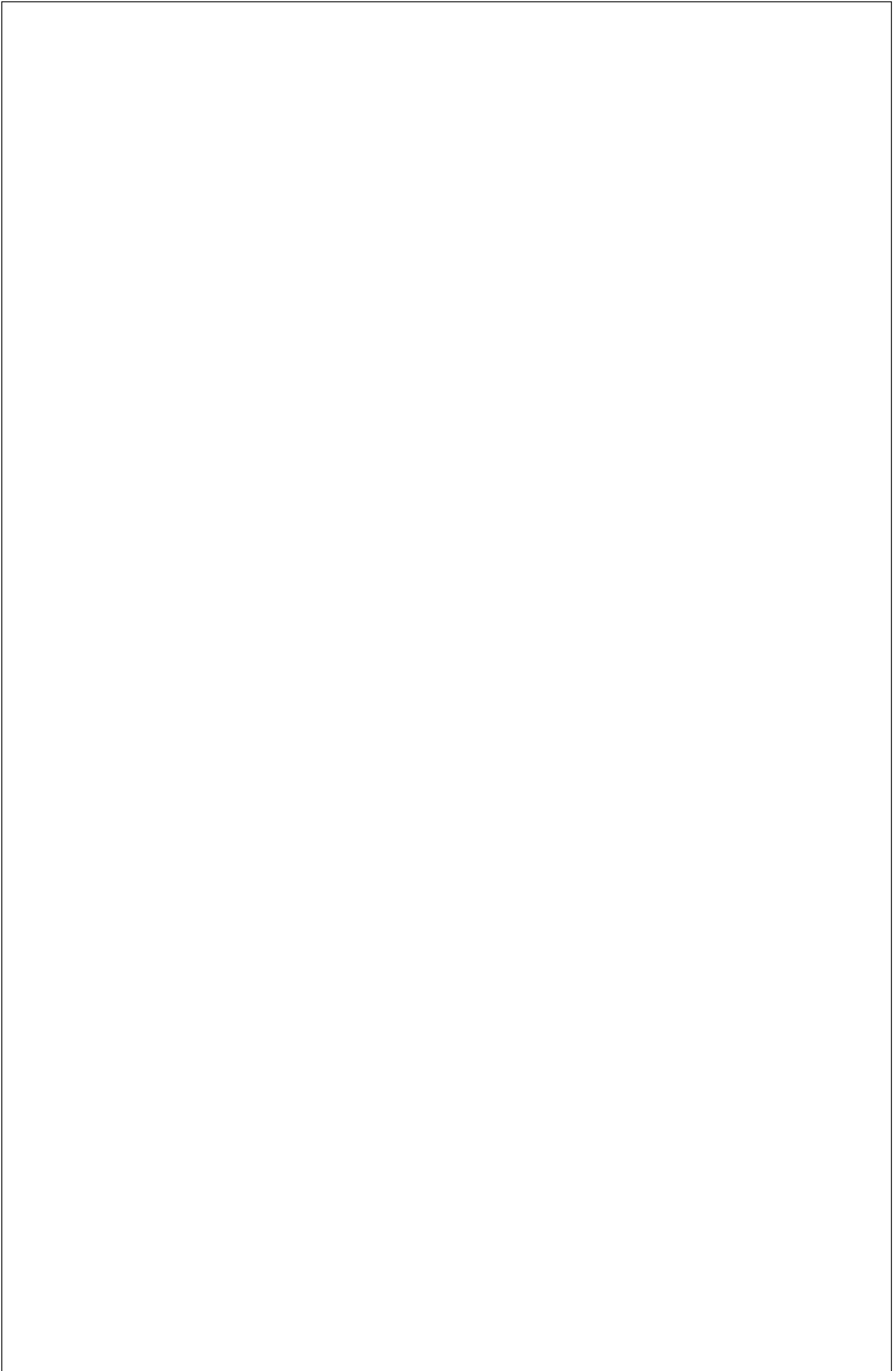
In the space provided opposite, create a VISUALISATION DIAGRAM that shows your ideas for the Treat TV logo.

Marks will be awarded for:

content

fitness for purpose

annotations [9]



- 8 Andrew has asked you to help him complete a STORYBOARD for the ‘Make Me a Baker’ title sequence.**

In the space provided opposite create a STORYBOARD for the title sequence. You should consider what Treat TV have specifically asked for in the brief.

**Marks will be awarded for
content**

fitness for purpose [9]

(Note: the solid lines are for filming and sound information.)

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<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

9* Treat TV think that the best way to show the audience the early designs for the 'Make Me a Baker' set is to use their social media accounts to release a SET DESIGN DOCUMENT.

Discuss the advantages and disadvantages of using a SET DESIGN DOCUMENT to communicate ideas about the studio set layout of the programme. Use the brief to support your answer. [20]

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

END OF QUESTION PAPER

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.

[illegible]



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