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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Friday 15 January 2021 – Afternoon

Level 3 Cambridge Technical in Digital Media

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Unit 2: Pre-production and planning

INSERT

INSTRUCTIONS

Use this Insert to answer all the questions.

Do NOT send this Insert for marking. Keep it in the centre or recycle it.

ADVICE

Read this Insert carefully before you start your answers.

CONTEXT

Treat TV is a new commercial television station that broadcasts reality TV cookery programmes, user-generated recipe vlogs and magazine talk shows with famous chefs.

Treat TV have contacted visual effects company Advancing Visions to help develop their brand identity, including a new logo. Treat TV also want a new 30-second title sequence to their flagship reality programme 'Make Me a Baker'.

Advancing Visions will take on the contract from Treat TV.

The three main staff are:

ANDREW – the main video editor and visual effects artist. Andrew creates the storyboards for all the video work the company do.

ORIANA – the marketing and PR officer. Oriana has a lot of experience working with TV clients and she is excellent at networking and project management.

KRISHNER – the graphic designer. Krishner works closely with Andrew when working on branding and visual logos and leads on gathering audience feedback.

Advancing Visions have picked you as their intern to provide support in the research and planning stages.

PRODUCT BRIEF

Treat TV would like Advancing Visions to create a modern logo for their TV station. The logo should communicate their brand ethos and identity of being the home of fun, upbeat and lively educational cookery programmes.

Treat TV want their brand identity to reflect their commitment to airing user-generated content and vlogs. The logo should be simple enough so that it can be used across different social media platforms to promote this aspect of their programming service.

Treat TV are keen that their flagship programme, 'Make Me a Baker' has an exciting and unique title sequence. The sequence should feature content from the show of contestants making interesting creations, information from sponsors and locations across the UK that feature in the show.

The target audience demographic of Treat TV is adults aged 18-50 years old. Treat TV are committed to celebrating the cooking and dining habits of a range of cultures and ethnicities across the UK. To be as inclusive as possible, 'Make Me a Baker' will be broadcast at 7.30 pm.

The planning, testing and production window is 6 months.



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