

Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Friday 27 May 2022 – Morning

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 types of media products that MPP Publishing will produce for the magazine or website.**

1 _____

2 _____

3 _____

[3]

- (b) Explain ONE way that ONE of the types of media identified in 1(a) will affect the planning process.**

[3]

2 Identify and explain TWO costs and/or constraints that Alex will need to consider in relation to the brief.

1

2

[6]

3 Identify FOUR regulatory bodies that the team will need to consider when planning the content.

1

2

3

4

[4]

- 4 (a) Identify and explain TWO resources that Mia will need to carry out her job role.

1

2

[6]

- (b) Explain ONE potential consequence if MPP Publishing do NOT consider all the resources that they need to complete the project.

[3]

- 5 (a) Identify TWO audience requirements that the team need to consider.**

1 _____

2 _____

[2]

- (b) Explain how ONE of the audience requirements in 5(a) will impact on Kareem's job role.**

[3]

- 6 MPP Publishing need to produce pre-production documents to plan initial ideas for the magazine and website content.**

Discuss the ADVANTAGES and DISADVANTAGES of TWO appropriate pre-production documents that MPP Publishing could use. [8]

Pre-production documents

1 _____

2 _____

7 Explain TWO reasons why Kareem will need to use a consent form to fulfil his job role.

1

2

[4]

BLANK PAGE

SECTION B

8 You are planning the front cover of the magazine.

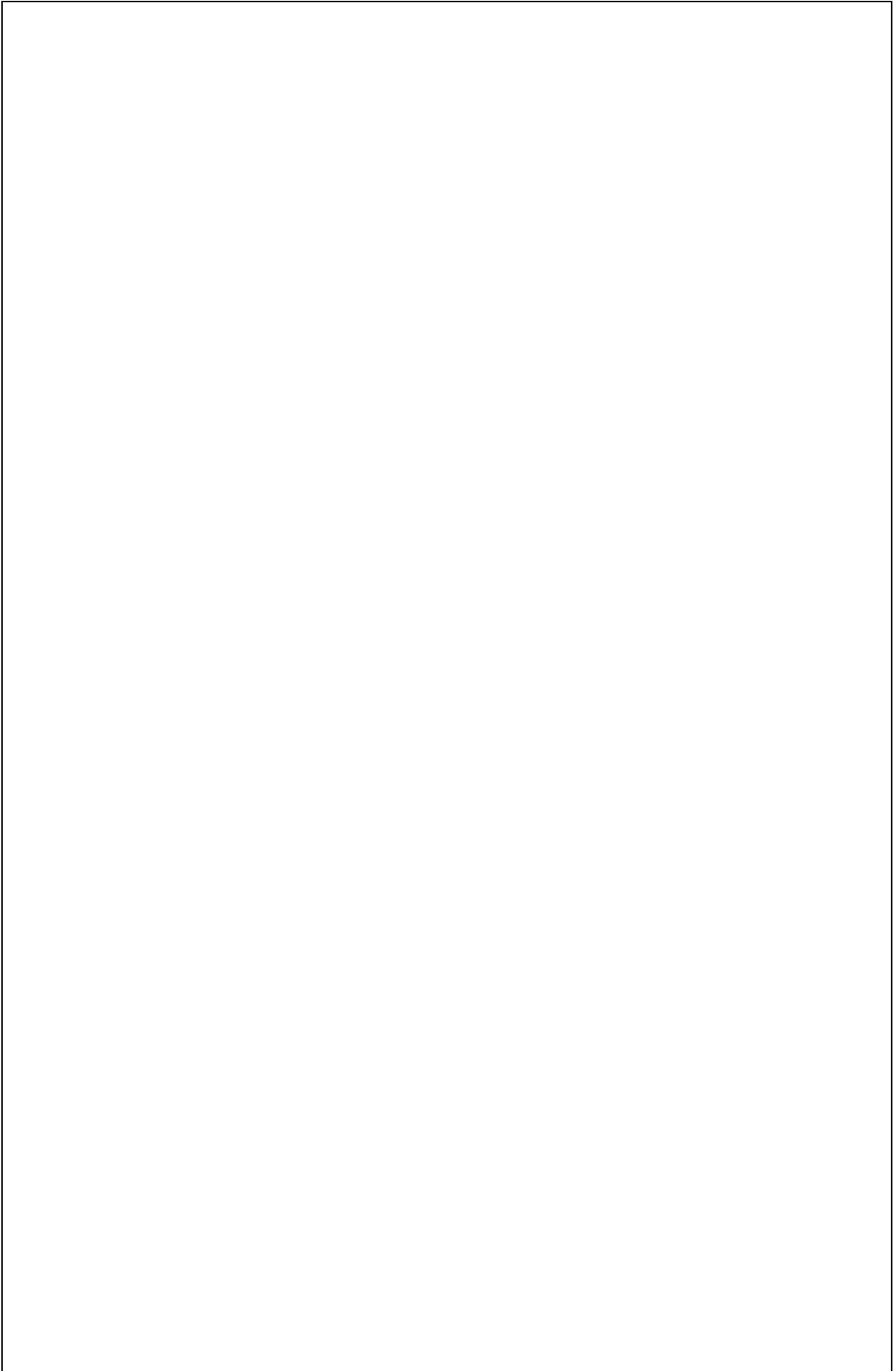
In the space opposite, draw a FLAT-PLAN of the front cover for the first edition of 'Car Treasures' magazine.

Marks will be awarded for: [8]

content

fitness for purpose

justifications of decisions.



- 9 You are creating a risk assessment document to help Kareem follow all health and safety procedures when filming interviews for the website.

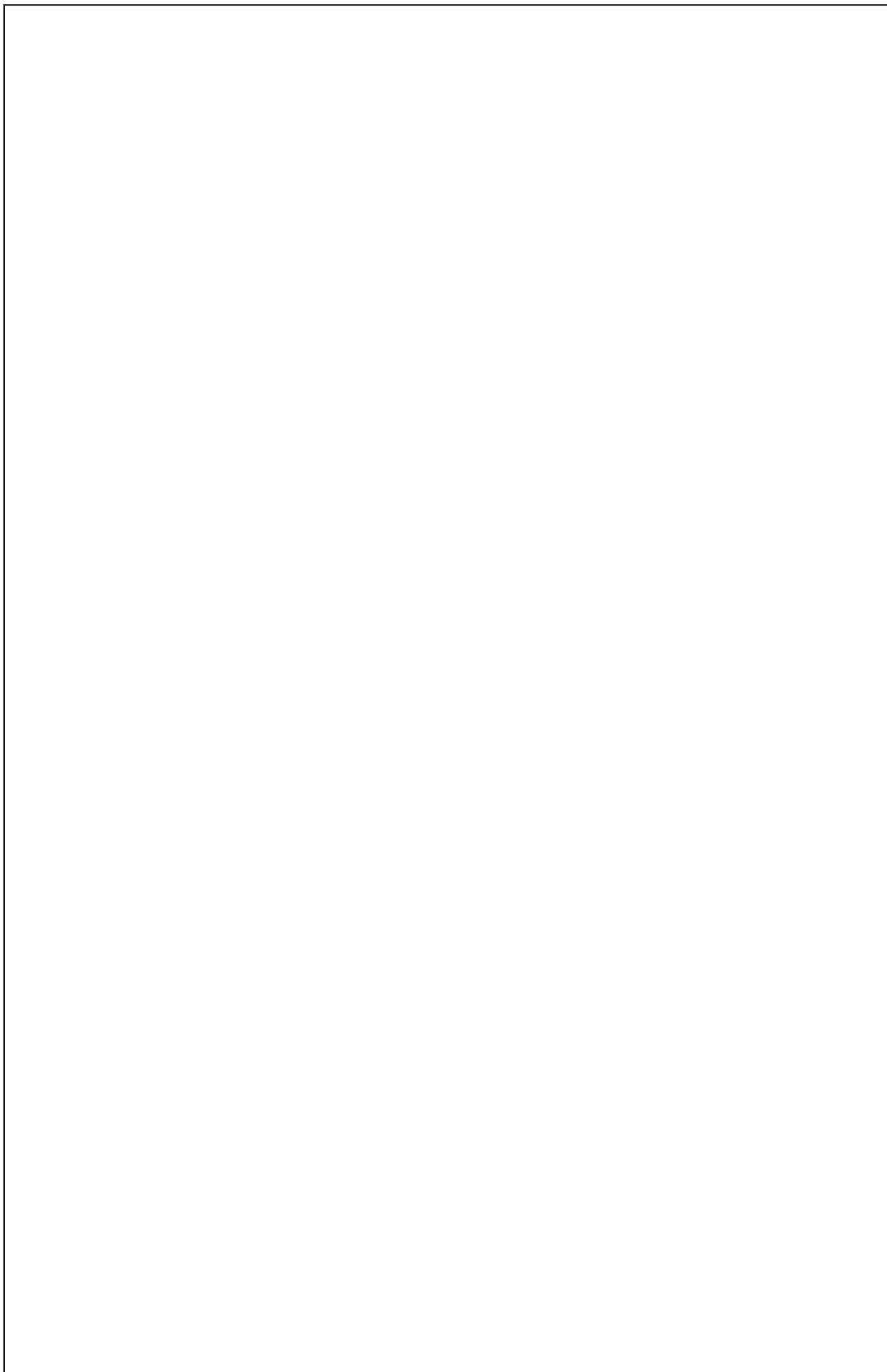
In the space opposite, create a **RISK ASSESSMENT** that outlines the areas that Kareem must consider before filming.

Marks will be awarded for: [10]

content

layout

fitness for purpose.



10* Kareem is planning the layout of the ‘Car Treasures’ website. He is creating a wireframe document to plan the website.

Evaluate the effectiveness of creating a WIREFRAME as part of the pre-production and planning process for the website.

Use the content from the set 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 margin – for example, 5(a) or 6.

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.



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