Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Friday 13 January 2023 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

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

Daylight Education have employed Jem Animation to create an interactive animation to improve the maths skills of primary school aged children. The animation will be called 'Streaming Sums' and distributed on Daylight Education's website.

Jem Animation have three members of staff:

BEN is the chief animator. Ben is also responsible for managing the project and reviewing work completed by the team.

ANIKA is the concept artist, scriptwriter, and storyboard artist. Anika also designs all the main characters and sources the assets.

KOFI is the interactive architect. Kofi also communicates ideas to the client and organises research into educational content.

You are helping with the planning, research and design process.

PRODUCT BRIEF

'Streaming Sums' will be a one-hour interactive animation that children can use to practise their maths skills. The animation will have sound effects and music. There will be a colourful main character called Number Hero, and the children can choose what Number Hero looks like from a choice of four maths symbols.

Each animation will feature several short learning sessions. Each session will be followed by a quiz to check the children's learning. At the end of the animation there should be links to other free educational content.

Daylight Education want to gather feedback from parents and school leaders about 'Streaming Sums'. The animation needs to allow this feedback to be gathered.

Daylight Education want to launch 'Streaming Sums' in six months' time.

Version 2