

Modified Enlarged 24 pt

**OXFORD CAMBRIDGE AND RSA
EXAMINATIONS**

Friday 26 May 2023 – 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

Candidate

--	--	--	--

number

First name(s) _____

Last name _____

Date of

D	D	M	M	Y	Y	Y	Y
---	---	---	---	---	---	---	---

birth

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.

SECTION A

1 (a) Identify THREE financial constraints that the PostPress UK team need to consider before they start planning the newspaper.

1

2

3

[3]

(b) Identify and explain ONE potential contingency that the PostPress UK team can put in place to ensure the newspaper always has a source of finance available.

[3]

2 Identify and explain TWO client requirements that the PostPress UK team will need to take into consideration when planning content for the newspaper and website.

1

2

3 (a) Identify THREE pieces of software that Jamal could use to create a production schedule.

1

2

3

[3]

(b) Identify and explain ONE way that Mia and Tom could share information about their initial ideas for the newspaper.

[3]

4 Identify and explain TWO regulatory constraints that will impact on the content in the newspaper.

1

2

[6]

6 Identify and explain TWO ethical issues that Jamal will need to consider before talking to potential advertisers.

1

2

7 Explain TWO potential advantages to the PostPress UK team of creating a flat plan of the first edition of the newspaper.

1

2

[4]

SECTION B

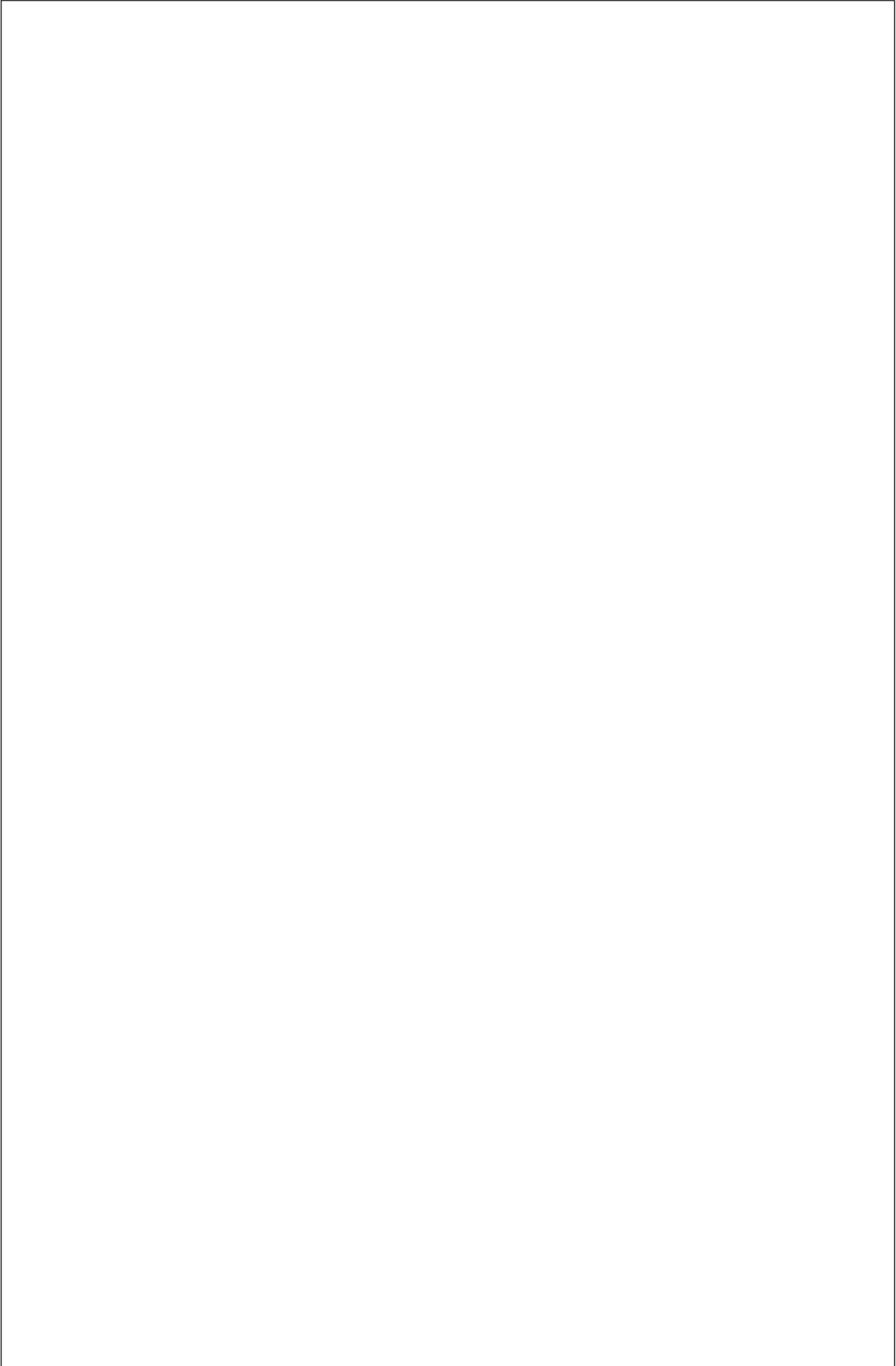
- 8 In the space provided opposite, create a VISUALISATION DIAGRAM of a quarter page newspaper advert for Anika's Garments, a local fashion store.**

Marks will be awarded for:

content

fitness for purpose

justifications of decisions. [8]



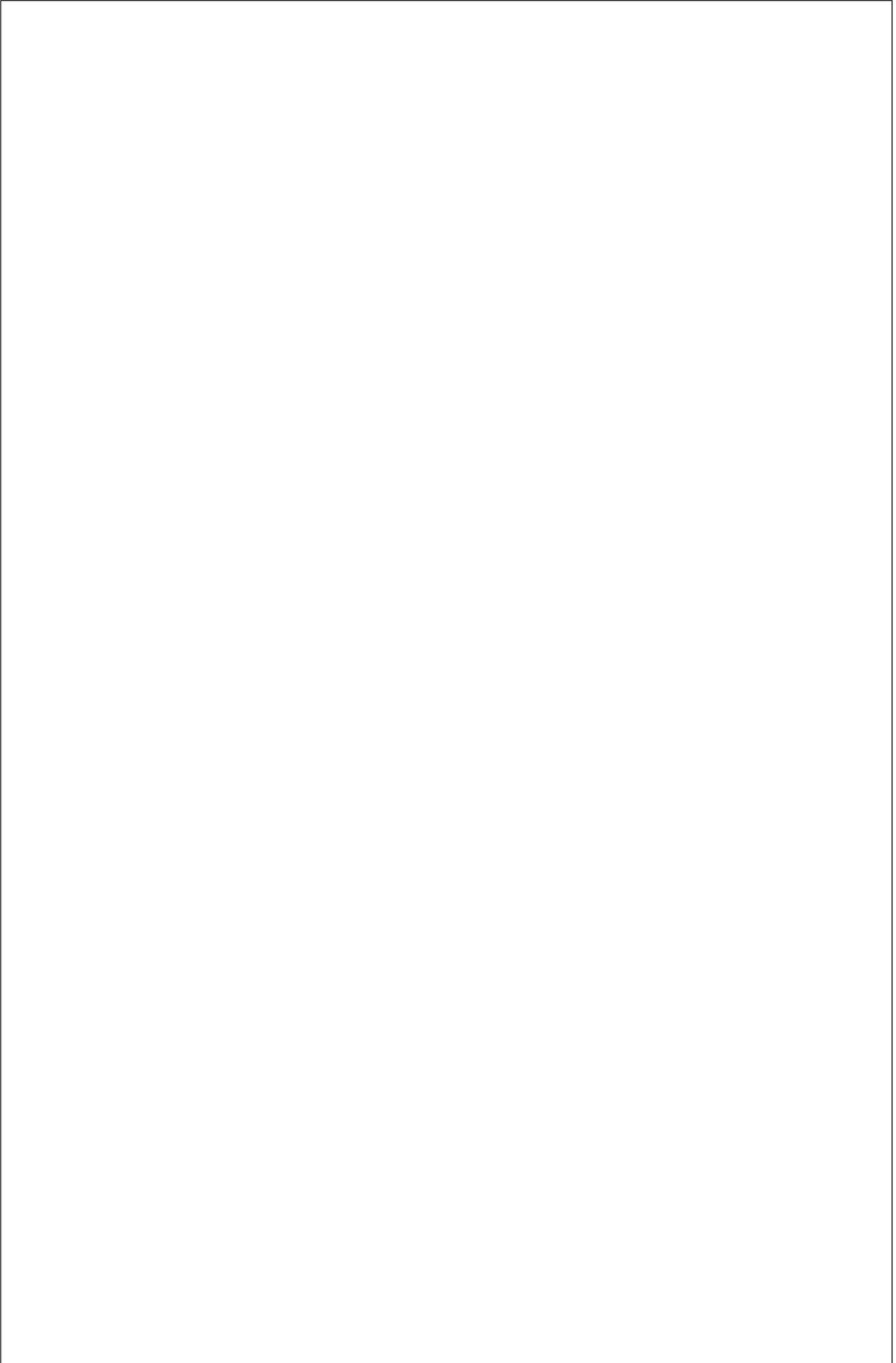
- 9 In the space provided opposite, create a CALL SHEET template that Tom could use. He will need this when he visits the local football team to write a match report and interview a football player for the sports section.**

Marks will be awarded for:

content

layout

fitness for purpose. [10]



END OF QUESTION PAPER



Oxford Cambridge and RSA

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.

© OCR 2023

Version 2