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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

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

PostPress UK produce newspapers and magazines for local communities. Gableworth village council have approached PostPress UK to produce a free local newspaper for the community targeted at all readers in the village aged over 16. The newspaper will be called 'The Gableworth Chronicle' and will be distributed in local shops. There will also be a supporting website.

PostPress UK have agreed and have set up an office in the village with three members of staff:

Tom is the editor-in-chief and main journalist. Tom is also responsible for taking photographs for the newspaper and website.

Mia is the graphic and web designer. Mia also creates video adverts and writes copy for advertisements.

Jamal is the project manager and sales executive, overseeing the securing of finance to produce the newspaper and website.

You have been hired by PostPress UK on a freelance basis to help with planning content for the newspaper and website.

PRODUCT BRIEF

‘The Gableworth Chronicle’ is a free printed newspaper and website that provides the local community with news updates. The new, printed newspaper will be published once a week and the website will be updated daily. The articles will be written to be of interest to the diverse community of local people aged over 16.

PostPress UK need to design the logo and house style before they can launch the newspaper and website.

They also need to conduct research about the types of articles and content the local community want to read.

PostPress UK need to ensure that the newspaper and website will be financially stable. The main source of funding will be from advertising and PostPress UK need to carefully consider the advertisers that they can attract.

The village council wants ‘The Gableworth Chronicle’ to be launched at the end of April so it is ready to inform people of events taking place in the village throughout the summer.



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