

Modified Enlarged 18 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**

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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.

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

[6]

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

1

2

3

[3]

5

(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]

5 PostPress UK need to consider their target audience requirements.

Discuss the ADVANTAGES and DISADVANTAGES of using TWO identified primary research methods to collect possible content ideas from their target audience.

[illegible]

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

1

2

[6]

- 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

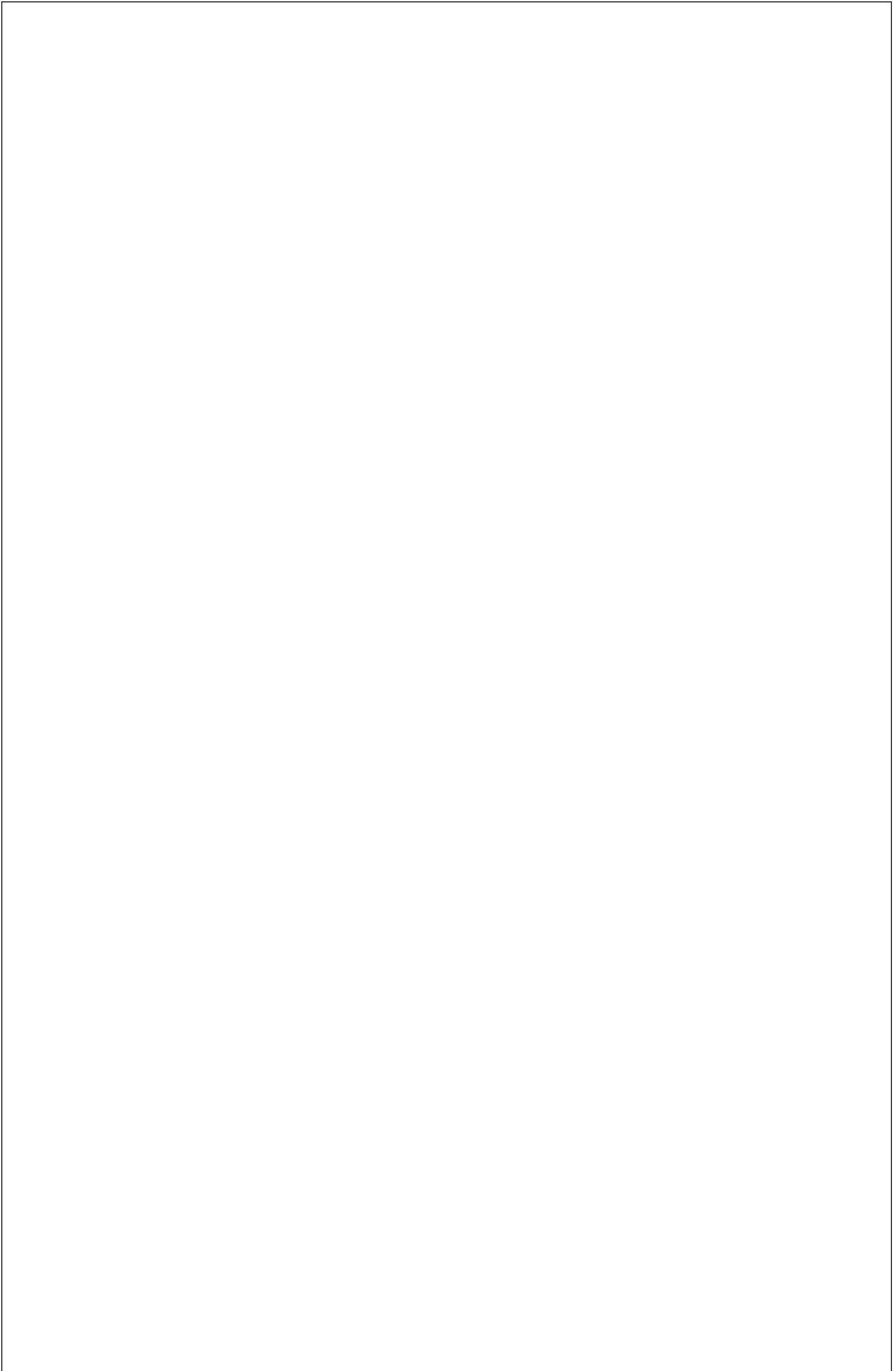
- 8** In the space provided opposite, create a **VISUALISATION DIAGRAM** of a quarter page newspaper advert for Anika's Garments, a local fashion store.

Marks will be awarded for:

content

fitness for purpose

justifications of decisions. [8]



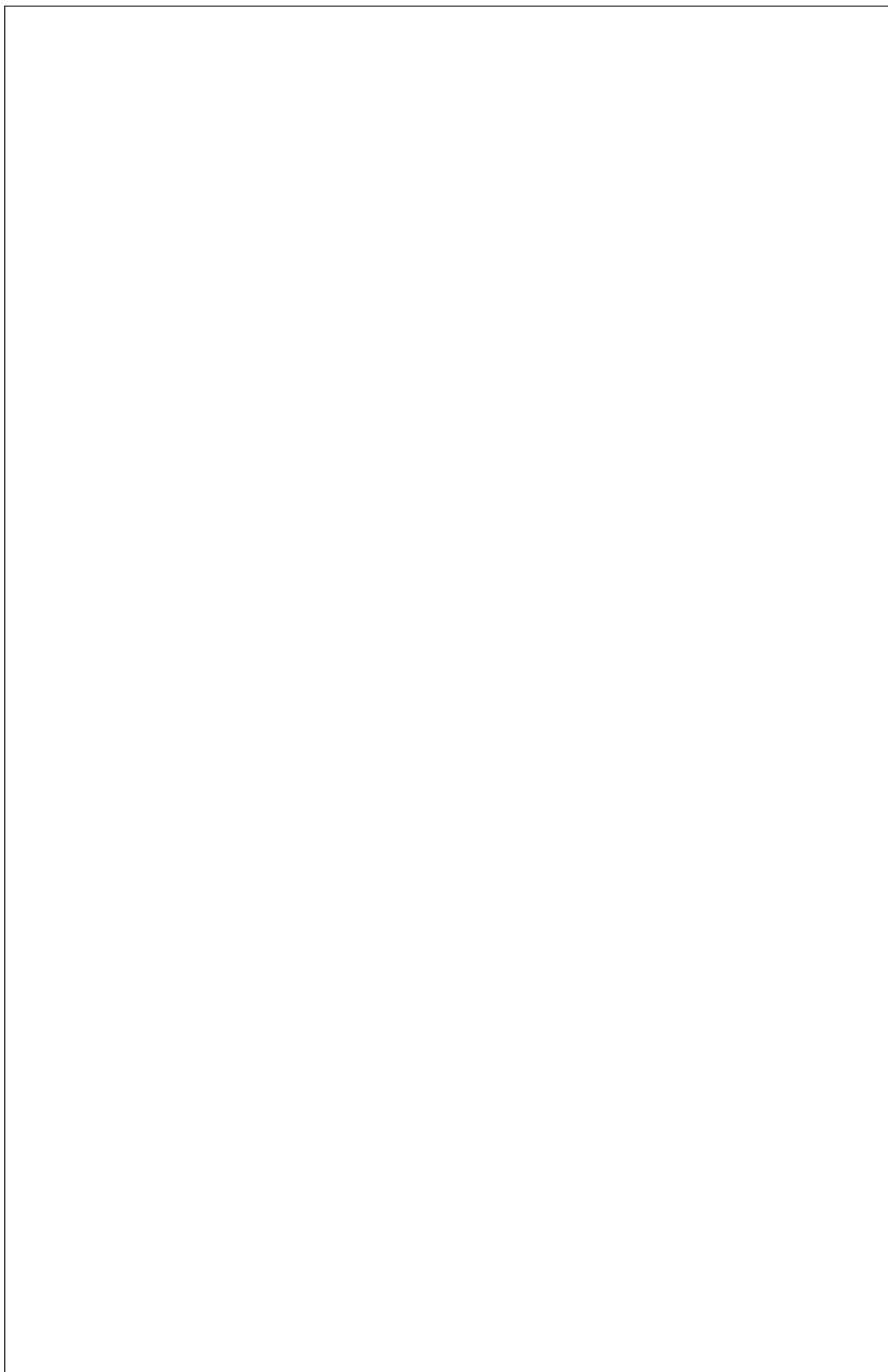
- 9 In the space provided opposite, create a CALL SHEET template that Tom could use. He will need this when he visits the local football team to write a match report and interview a football player for the sports section.**

Marks will be awarded for:

content

layout

fitness for purpose. [10]



10* Evaluate the EFFECTIVENESS OF CREATING A WIREFRAME for the homepage for the newspaper's website as part of the pre-production and planning.

You should refer to 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.

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 margins – for example, 1(b) or 6.

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