

Mark Scheme

January 2015

BTEC Level 1/Level 2 First in
Creative Digital Media Production

Unit 1: Digital Media Sectors and
Audiences (21526E)

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1	<p>Award one mark for each of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Film / video / moving image • TV • Audio / Radio • Publishing • Digital games • Websites / Internet • Photography <p>Accept any appropriate answer which refers to a valid media sector.</p> <p>Do not accept products or devices unless specifically given above.</p>	(2)

Question Number	Answer	Mark
2	D – e-Magazine	(1)

Question Number	Answer	Mark
3	<p>Award one mark for each example of a production task when producing a digital game up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Constructing levels • Constructing environments • Constructing characters • Combining elements • Creating audio • Programming / Coding <p>Accept any appropriate answer that refers to a valid production process when producing a digital game.</p>	(2)

Question Number	Answer	Mark
4	A – Editing shot footage	(1)

Question Number	Answer	Mark
5	C – Recording sound effects	(1)

Question Number	Answer	Mark
6	<p>Award one mark for each example of a camera movement up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Tilting • Panning • Tracking • Crane • Hand held • Zoom in/out <p>Accept any other relevant phrasing/wording. Do not accept camera positions.</p>	(2)

Question Number	Answer	Mark
7 (a)	<p>Award one mark for each of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Mobile phones • Tablets • Laptops • PCs • Cable or satellite broadcast • Create a You/Tube channel • Through a website • Through social media (twitter feed, Facebook page) • TV Broadcast • Digital download <p>Accept any appropriate answer that refers to a valid distribution platform.</p>	(2)

	Answer	Mark
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Question Number		
7 (b)	<p>Award one mark for each of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Amateur / guerrilla media-making • Photographs using a mobile phone camera • Sending in video from a mobile phone • Recording their own music • Using digital editing (mash-ups) • Music mash-ups • Web mash-ups • App / website <p>Accept any appropriate answer which refers to the way young people can produce content for LooksSimple.</p> <p>Do not accept methods of delivery, such as email or text message unless the content itself is mentioned.</p>	(2)

Question Number	Answer	Mark
7 (c)	<p>Award one mark for identification of a reason and a further one mark for expansion up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Physical interaction with the product (1) makes the audience more closely focussed on the content (1) • Audience interactions become part of the programme (1) and promotes audience discussion about the content and interactions (1) • The audience feel they have an element of control (1) as they can see the impact of their interaction (1) <p>Accept any other relevant phrasing/wording.</p>	(2)

Question Number	Answer	Mark
8	<p>Award one mark for each responsibility up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Classification of films • Advising the film industry • Classification of DVDs/Videos • Consult with the Department of Media Culture and Sport • Publishes advice on film posters • Publishes advice on DVD covers • Reviewing for offensive content <p>Accept any other relevant answer phrasing/wording.</p>	(2)

Question Number	Answer	Mark
9	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • TV / television programme • Radio broadcast • Film on a computer / laptop / tablet / smartphone • Poster • Billboard / hoarding • Flyer / pamphlet • Music products <p>Accept any other relevant phrasing/wording.</p>	(1)

Question Number	Answer	Mark
10 (a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • 100,000 • By 25% • By a quarter 	(1)

Question Number	Answer	Mark
10 (b)	<p>A discussion on the advantages and disadvantages of digital news platforms over traditional print.</p> <p>Advantages:</p> <ul style="list-style-type: none"> • Interactivity • Ease of access / immediacy • Lower cost to user for many titles • Lower cost of distribution • More easily stored • Less impact upon the environment (paper and carbon footprint associated with delivery) • News stories can be updated more quickly as they develop • Lower cost for new online titles to enter the market – broadening the market <p>Disadvantages:</p> <ul style="list-style-type: none"> • Less tactile • Reliance on technology / network access • Cost of hardware • Less control of standards / content • Loss of jobs in the traditional print sector • More intrusive advertising to pay for the content • Confusing subscription / pay wall models that restrict consumer choice • Broadening market leads to less authority among traditional titles • Less collective discussion amongst audience <p>Accept any other appropriate response.</p>	(8)

Level	Descriptor
0 0 marks	No rewardable material
1 1-3 marks	A few key points identified, or one point described in some detail. The answer is likely to be in the form of a list. Only one viewpoint considered. Points made will be superficial/generic and not applied/directly linked to the situation in the question.
2 4-6 marks	Some points identified, or a few key points described. Consideration of more than one viewpoint but there will be more emphasis on one of them. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.
3 7-8 marks	Range of points described, or a few key points explained in depth. All sides of the case are considered and the answer is well-balanced, giving weight to all viewpoints. The majority of points made will be relevant and there will be a clear link to the situation in the question.

Question Number	Answer	Mark
11	Pan European Game Information / PEGI	(1)

Question Number	Answer	Mark
12	<p>Award one mark for identifying a stylistic code as it is used in the poster and a further one mark for expansion on its purpose up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Use and placement of plants around the eye level (1) to reinforce the theme of luxury and exclusive style of the shopping centre (1) • Use of extreme angle (1) to demonstrate the large space in the environment (1) • Use of text within frame (1) to emphasise availability to potential customers (1) • Use of bold font (1) to attract the attention of the viewer/convey key message (1) • Use of brightness/contrast (1) to convey positive feelings (1). <p>Accept any other relevant phrasing/wording.</p>	(4)

Question Number	Answer	Mark
13	<p>Award one mark for identifying an advantage/disadvantage and a further one mark for expansion up to a maximum of two marks each.</p> <p>Advantages</p> <ul style="list-style-type: none"> • There is a wide range of existing research available about the audiences of documentaries (1) <p>Meaning the researcher is likely to find pertinent information for the documentary (1)</p> <ul style="list-style-type: none"> • Secondary research is easy to obtain (1) reducing the costs and time spent on research (1) • Secondary research may be from a much wider pool of data than the producer would have been able to access themselves (1) increasing the validity of the research (1) • Secondary research may be from sources that are inaccessible for the producer (1) widening the data available to support the documentary <p>Disadvantages</p> <ul style="list-style-type: none"> • You may not get a true understanding of the audience's opinion (1) because you cannot ask follow up questions (1) • The research may have been carried out in a different context to the focus of the documentary (1) leading to it being unreliable and invalid (1) • The producer has no control over the way the research has been carried out (1) meaning that it may not be relevant to the documentary (1) • The secondary research may now be out of date (1) meaning that it is invalid for the purposes of the documentary producer (1) • The secondary research may have been influenced by the particular needs or agenda of its author (1) making it unreliable for the documentary producer (1). <p>Accept any other relevant phrasing/wording.</p>	(4)

Question Number	Answer	Mark
14	<p>Award one mark for identifying a reason and a further one mark for expansion up to a maximum of two marks.</p> <ul style="list-style-type: none"> • To gauge how an audience will react to a particular scenario (1) to inform refinements of format or content (1) • To demonstrate popularity and viability of ideas (1) to secure funding for further production (1) • Audience research data can be presented in charts (1) allowing it to be easily and quickly interpreted (1) • To see how an audience reacts to a pilot product (1) to see if making more shows is viable (1) <p>Accept any other relevant explanation.</p>	(2)

Question Number	Answer	Mark
15(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Arranges a meeting with a cross sample of the target audience (in person, over the phone or across the internet) • Prepares a questionnaire or survey • Holds a focus group • Conducts Vox Pops • Engages in product analysis <p>Accept any other relevant answer.</p>	(1)

Question Number	Answer	Mark
15(b)	Award one mark for any of the following: <ul style="list-style-type: none"> • Uses the Internet • Visits libraries • Interrogates archives • Reads from literature on the history of education • Looks at photographs Accept any other relevant answer.	(1)

Question Number	Answer	Mark
15(c)	Award one mark for each reason up to a maximum of two marks: <ul style="list-style-type: none"> • A meeting with the cross section of the audience will provide relevant and wide ranging information from a variety of perspectives • A questionnaire can provide easily interpreted data that is up to date • Face to face research provides immediate reactions • The primary research will be tailored to the needs of the researcher providing accurate information • The research is current and up to date as it is being collected at the time of production Accept any other relevant answer.	(2)

Question Number	Answer	Mark
16	<p>An analysis of how narrative can be used to create meaning and engage the audience.</p> <p>Responses include the following:</p> <ul style="list-style-type: none"> • The order of story and how these are presented in sequence • Plot and how it affects the revealing of the story elements • Characterisation and how these are used to develop narrative • Linear structure progressing the narrative in sequence • Non linear structure using flashbacks – retelling the story from different perspectives • Structure – equilibrium – disequilibrium - resolution • Use of narrator to progress the narrative • Cause and effect – motivation, how this is used to progress the narrative • Protagonists and Antagonists, their effects on the narrative 	(8)
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