



Mark Scheme

June 2015

NQF BTEC Level 1/Level 2 Firsts
Creative Digital Media Production

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

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson. Their contact details can be found on this link: www.edexcel.com/teachingservices

You can also use our online Ask the Expert service at www.edexcel.com/ask. You will need an Edexcel username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

June 2015

Publications Code BF040977

All the material in this publication is copyright

© Pearson Education Ltd 2015

General Marking Guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Learners 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 learner's response is not worthy of credit according to the mark scheme.
- Where some judgment 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 learner's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the learner has replaced it with an alternative response.

BTEC Level 1/Level 2 Creative Digital Media Production
Unit 1 Mark Scheme June 2015

Question Number	Answer	Mark
1	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Films • Trailers/advertisements • Documentaries • Animations • Corporate or training videos • Webisode/podcasts • Web upload sites e.g. YouTube • Television shows <p>Do not accept products from sectors other than film and video.</p> <p>Do not accept formats, platforms or devices.</p> <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
2	C –FM Radio	(1)

Question Number	Answer	Mark
3	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • YouTube • Website streaming e.g Netflix • Digital download • DVD • BluRay • Broadcast TV or Digital TV • Pay-per-view • Smart device/games console <p>Accept any other appropriate response. Do not credit Broadcast TV as well as Digital TV</p>	(2)

Question Number	Answer	Mark
4	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • Consumer does not interact physically with the product or its content. • Consumer does not generate content. • Consumer does not influence production • Consumer responds passively to the media messages. <p>Accept any other appropriate response.</p>	(1)

Question Number	Answer	Mark
5	C – Games console	(1)

Question Number	Answer	Mark
6	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Music • Background • Wild track/Buzz track • Foley • Sound effects • Voice over • Dialogue • Diegetic sound / Live footage • Jingle • Bridge <p>Accept any other appropriate response. Accept examples of different types of sound (e.g. a type of sound effect). Do not accept references to volume. Do not accept two examples of the same type of sound e.g. sound effect of a bang or crash.</p>	(2)

Question Number	Answer	Mark
7(a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Gives the audience the ability to access the content on the move. • Ability to connect with other software on the device. • Ability to access content while playing the game on another device. • Gives the audience easier access to the content. <p>Accept any other appropriate response. Do not accept references to the online nature of the website, only the mobile platform.</p>	(2)

Question Number	Answer	Mark
7(b)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Holding competitions on the site. • Having Forums and Message Boards. • Having a comments and review section. • Allowing users to define their own profiles. • Allowing users to share gaming achievements. • Moderating individual's behaviour in the online environment to ensure user safety. • Allowing users to respond to content. <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
7(c)	<p>Award one mark for identifying a way the company could influence the audience and a further one mark for expansion up to a maximum of two marks.</p> <ul style="list-style-type: none"> • The audience believe the content of the reviews of games (1) and are more likely to purchase the company's products (1). • The company only allows positive feedback on its products to be published (1) influencing what the audience thinks of the product (1). • The audience could distrust the reviews (1) which could lead to a boycott of the games (1). • The website only allows their own games to be shown (1) increasing their revenue/limiting the choice to that company's product range (1). <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
8	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • BBFC (British Board of Film Classification) • ASA (Advertising Standards Authority) • PEGI (Pan European Game Information) • PCC (Press Complaints Commission) or IPSO (Independent Press Standards Organisation) • OFCOM (Office of Communications) <p>Accept any other appropriate answer. Do not accept both PCC and IPSO (IPSO has now replaced PCC).</p>	(2)

--	--	--

Question Number	Answer	Mark
9	Award one mark for any of the following. <ul style="list-style-type: none"> • Entertainment • Educational • Fitness/sports • Training • RPG/role play/MMORPG • First and third person shooter game (FPS/TPS) • Strategy/real time and turn-based strategy <p>Accept any other appropriate answer. Do not accept 'simulation'. Do not accept game titles.</p>	(1)

Question Number	Answer	Mark
10(a)	Award one mark for any of the following. <ul style="list-style-type: none"> • 8 • 8 % • 8 per cent • 1/3 • By a third <p>Accept no variation.</p>	(1)

Question Number	Indicative Content	Mark
10(b)	<p>Advantages of there being more television channels</p> <ul style="list-style-type: none"> • Greater consumer choice empowering the viewer. • More democratic approach to broadcasting promoting competition and creativity. • More diversity in viewing habits leading to a greater suitability for a wider audience. • Ability for advertisers to target niche channels. <p>Disadvantages of there being more television channels</p> <ul style="list-style-type: none"> • Less social interaction around broadcasting with divergent viewing habits. • Lower quality productions made by smaller producers. • Fewer viewers benefitting from public service broadcasting. • Increased costs to the audience. 	(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(a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Primary • Secondary • Qualitative • Focus groups/questionnaires/voting polls • Online research <p>Accept any other appropriate answer. Do not accept 'quantitative'.</p>	(1)

Question Number	Answer	Mark
11(b)	<p>Award one mark for identifying a disadvantage of using only quantitative research for a video documentary and a further one mark for expansion up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • May not provide as much detail as qualitative methods (1) which could lead to poor understanding of the content of the documentary (1). • Cannot target questions precisely (1) leading to less nuanced information to give the documentary a human angle (1). • Less likely to use quantitative research subjects in the documentary (1) leading to a narrower range of contributors (1). • Research could be out of date by the time the documentary is released (1) which affects the currency/validity of the documentary (1). • More likely to be secondary research (1) which could provide less reliable information for the documentary (1). <p>Accept any other appropriate response.</p>	(4)

Question Number	Answer	Mark
12	<p>Award one mark for identifying a stylistic code example in the poster and a further one mark for expanding on the meaning up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Use of the ripped paper effect (1) which connotes troubles/broken nature of the world within the programme (1). • Use of broken typewriter font (1) which connotes madness and chaos (1). • Woman’s eyes are obscured (1) which signifies madness, lack of identity or being trapped (1). • Image is desaturated (1) which associates the programme with gothic horror (1). <p>Accept any other appropriate response.</p>	(4)

Question Number	Answer	Mark
13	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Allow for posts and comments about the contents of the article. • To define terms that may be unfamiliar. • To play videos or animations associated with the content. • To play slideshows related to the content. • To access further information about the content. • To invite emails about the article. • To link to e-commerce opportunities. <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
14(a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Pan • Tilt • Tracking • Dolly shot • Steadicam • Handheld • Slow motion (direct from specification) • Zoom (direct from specification) <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
14(b)	<p>Award one mark for identifying a narrative structure of soap operas and a further one mark for expanding on use in soap operas up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Narrative is linear (1) meaning that the story is told in sequence (1). • Narrative is open (1) meaning that new stories are developed when previous ones finish (1). • Narrative is multi strand (1) meaning that many different stories are told at the same time (1). • Plot lines are interrupted before completion (1) to encourage viewers to keep viewing (1). • Use of flashbacks or non-linear narratives (1) to inform and engage the audience (1). <p>Accept any other appropriate answer Do not accept 'cliffhanger'.</p>	(2)

Question Number	Indicative Content	Mark
14(c)	<p>Stereotyping</p> <ul style="list-style-type: none"> • Stereotyping can aid identification. • Stereotyping can lead to negative portrayals (ethnicity, age, class, disability, sexuality, gender, etc.). • Stereotyping is a quick way of introducing new characters. • Stereotyping used initially to introduce characters that become more complex as the audience becomes more familiar with them. <p>Representation</p> <ul style="list-style-type: none"> • Audience needs to be reflected in the social mix of the show to allow identification and attract sponsorship. • Characters can represent positive aspects of youth culture. • Characters should represent a varied and diverse range of society (including those with protected characteristics). • Location and positive/negative connotations <p>Social issues</p> <ul style="list-style-type: none"> • Characters could be used to educate and inform the audience about current social issues. 	(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, 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.	