



Mark Scheme (Results)

January 2016

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

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

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Question Number	Answer	Mark
1	<p>Award one mark for each example of a pre-production task up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Planning • Scriptwriting • Researching • Location research • Recce • Casting • Budgeting • Storyboard • Schematics • Thumbnails/mock-ups • Moodboards • Shot lists • Production schedule • Asset list • Risk assessment • Cue sheet • Creating characters • Designing <p>Accept any other appropriate answer.</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 device up to a maximum of two marks.</p> <ul style="list-style-type: none"> • MP3 player (iPod) • Smartphone, tablet (iPad) • Television • DVD/Blu-Ray player • Games console (Xbox, PlayStation) • Handheld gaming devices (Nintendo DS) • E-reader (Kindle) • DAB Radio • Laptop • PC <p>Accept any other appropriate answer including branded devices. Do not accept formats, e.g. MP3/DVD, BluRay</p>	(2)

Question Number	Answer	Mark
4	D - A gamer's walkthrough video posted on YouTube	(1)

Question Number	Answer	Mark
5	B Making a playlist on a music streaming website	(1)

Question Number	Answer	Mark
6	<p>Award one mark for each example of a camera angle up to a maximum of two marks.</p> <ul style="list-style-type: none"> • High angle • Low angle • Canter angle/Dutch tilt • Overhead • Crane shot • Straight on/Eye line • Over the shoulder • Point of View <p>The specification is structured in a way that groups camera angles with examples of camera framing (e.g. close-up). For this reason, examples of camera framing are acceptable answers to this question.</p> <ul style="list-style-type: none"> • Long shot • Medium long shot • Medium shot • Extreme close-up • Medium close-up • Close-up • Wide angle <p>Accept any other appropriate answer.</p> <p>Do not accept examples of movement, e.g. panning</p>	(2)

Question Number	Answer	Mark
7(a)	<p>Award one mark for each interactive feature up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Include hyperlinks to websites or files that are related to articles • Include background audio • Include animations and games • Allow message boards and comments from readers • Include slideshows of images related to content, however, do not include images themselves • Include quizzes and surveys • Include voting/polling • Include set personal profiles • Include action buttons to play sound and video <p>Accept any other appropriate answer.</p> <p>Do not accept include video clips related to the content.</p>	(2)

Question Number	Answer	Mark
7(b)	<p>Award one mark for the following.</p> <ul style="list-style-type: none"> • Include a separate section with information for parents • Include a section on finance and accommodation for students studying away from home • Include links to education/careers websites • Include links to university websites • Include other ways that parents could interact, e.g. apps, alternative websites, blogs • Adopt a more formal mode of address <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
7(c)	<p>Award one mark for each reason and a further one mark for expansion up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Members of the audience might post photos of their experiences (1) making the product attractive to the same age groups (1) • Members of the audience might create their own articles (1) ensuring the content is in line with what the wider audience find interesting (1) • The audience might produce content in a style that the audience finds more authentic (1) making the product more likely to be shared among the target group, increasing sales (1) • The audience might produce content for free (1) reducing the cost of production of the e-magazine (1) • Comments on audience generated content (1) provides feedback to publisher (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
8	<p>Award one mark for each rule up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Adverts must be truthful • Adverts must be honest • Adverts must be legal • Adverts must be decent • Not using harmful or offensive material • Not creating misleading adverts • Not infringing people's privacy • Not making false claims of celebrity endorsement • Not leading to unfair competition <p>Accept any other appropriate answer or wording.</p> <p>Can accept 'no subliminal messaging'. Only award one mark for two references to the same rule.</p>	(2)

Question Number	Answer	Mark
9	Award one mark for the following. <ul style="list-style-type: none"> • Distribution • Advertising • Promotion • Exhibition • Publishing Accept any other appropriate answer.	(1)

Question Number	Answer	Mark
10(a)	Award one mark for the following. <ul style="list-style-type: none"> • 15/15%/15 per cent/fifteen per cent • Accept from 21% to 36% 	(1)

Question Number	Answer	Mark
10(b)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • Mobile devices allow listeners to access other services related to the content whilst listening, such as websites or images related to the audio content • Mobile devices allow listeners to interact with the audience and programme makers through social media • Mobile devices allow listeners to access the radio programme whilst on the move or engaging with other activities, making it more convenient to listen and increasing the proportion of time that radio is available to them • Mobile device portability encourages young people to listen to radio together, encouraging social interaction • Most radio broadcasters allow catch up services on mobile devices as podcasts, allowing audience to access additional content that is directly targeted to them • Digital broadcasting of radio on mobile devices encourages a wider range of channels than on analogue platforms • Wider range of channels leads to greater audience segmentation <p>Accept any other appropriate answer.</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, such as portability and ease of access, however, it is unlikely that responses in this mark band would go further. A few key points may be 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 an example of a secondary research method.</p> <ul style="list-style-type: none"> • Internet research • Library research • Archive research • Reading books, articles, journals • Data analysis <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
11(b)	<p>Award one mark for a reason and a further one mark for expansion up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • The producer can use existing data (1) that will make the show reflect the preferences of a specific group of listeners (1) • The producer can predict the income of the listeners (1) to attract specific advertisers or sponsors who wish to reach this demographic through radio advertising (1) • The producer can predict the audience demographic (1) enabling him or her to attract contributors interested in reaching this audience (1) • The producer can choose specific content for the show (1) that reflects the preferences stated in the research (1) • The producer can tailor the mode of address and/or language used in the show (1) to reflect that of the existing product preferences of the audience (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
12	<p>Award one mark for identifying a stylistic feature and a further one mark for expansion up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Unable to see the actor's face (1) connoting a lack of identity (1) • Actor is facing the camera (1) creating a confrontational mode of address (1) • Embossed/capitalised font creates impact (1) reinforcing the seriousness of the message (1) • Most of the photograph is in shadow creating a certain mood (1) leading the audience to understand the seriousness of the subject (1) • Actor is wearing a hooded top (1) allowing the target audience to identify with the message (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
13	<p>Any one mark for each way up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Watching films/television on a smartphone/tablet/games console • Accessing emails on a smart TV • Browsing the web on a games console • Listening to radio through a PC/laptop/tablet • Using an MP3 player to connect to social media • Playing video games on a smartphone/tablet • Online shopping on a tablet/smartphone/games console <p>Accept any other appropriate answer.</p> <p>Do not accept responses that only mention devices (e.g. smartphones) not the way they enable technological convergence.</p>	(2)

Question Number	Answer	Mark
14	<p>Award one mark for each type of lighting up to a maximum of three marks.</p> <p>Any one from:</p> <ul style="list-style-type: none">• Low key• High key• Shadows• Overhead• Side lighting• Under• Functional• Bright lighting• Dark lighting• Spotlighting/follow spot• Practicals• Reflectors• Back lighting• Fill lighting• Strobe light• Two-point lighting• Natural lighting <p>Accept any other appropriate answer. Do not accept colours, e.g. red lighting, Do not accept 'three-point lighting' as it is in the question.</p>	(3)

Question Number	Answer	Mark
15	<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 exaggerate characteristics (1) for comic effect (1)• To make the audience comfortable (1) as it recognises the stereotypical traits (1)• To allow the audience to recognise the characters (1) to make the narrative easier to understand (1)• To develop stock characters (1) to save on time and resources (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
16	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • Atmospherics - wind noises, wild track, thunder, dripping water to create tension in the audience. • Dynamics - sudden loud noises after periods of quiet • Use of silence to establish tension • Foley/Sound effects - creaking doors, footsteps, heartbeats, screams, animal noises to give a sense of realism, tension • Music - appropriately sombre music to reinforce the genre and sense of foreboding • Voice-over - narration to explain what the character is thinking • Dialogue - to progress the narrative and establish the story 	(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. 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 aspect 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. A number of ways of adding audio are considered and the answer is well balanced. The majority of points made will be relevant and there will be a clear link to the situation in the question. Fluent use of technical terminology.	

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