



**BTEC
FIRST**

edexcel 



BTEC

Award • Certificate

Sample Assessment Materials (SAMs)

CREATIVE DIGITAL
MEDIA PRODUCTION

From January 2013

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

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

Contents

Introduction	1
Unit 1: Digital Media Sectors and Audiences – sample assessment test and mark scheme	3
Unit 8: Media Industry in Context – sample assessment test and mark scheme	27

Introduction

Sample Assessment Materials (SAMs) provide learners and centres with specimen questions and mark schemes. These are used as the benchmark to develop the external assessments learners will take.

Unit 1: Digital Media Sectors and Audiences

The SAMs for this external unit have been provided for the following qualifications:

- BTEC Level 1/Level 2 First Award in Creative Digital Media Production
- BTEC Level 1/Level 2 First Certificate in Creative Digital Media Production

Unit 8: Media Industry in Context

The SAMs for this external unit have been provided for the following qualifications:

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

Unit 1: Digital Media Sectors and Audiences

– sample assessment test and mark scheme

The sample assessment test and mark scheme is for the following qualifications:

- BTEC Level 1/Level 2 First Award in Creative Digital Media Production
- BTEC Level 1/Level 2 First Certificate in Creative Digital Media Production

Write your name here			
Surname		Other names	
Edexcel BTEC Level 1/ Level 2 First Award		Centre Number	Candidate Number
		<div style="display: inline-block; width: 30px; height: 30px; border: 1px solid black; margin: 2px;"></div> <div style="display: inline-block; width: 30px; height: 30px; border: 1px solid black; margin: 2px;"></div> <div style="display: inline-block; width: 30px; height: 30px; border: 1px solid black; margin: 2px;"></div> <div style="display: inline-block; width: 30px; height: 30px; border: 1px solid black; margin: 2px;"></div> <div style="display: inline-block; width: 30px; height: 30px; border: 1px solid black; margin: 2px;"></div>	<div style="display: inline-block; width: 30px; height: 30px; border: 1px solid black; margin: 2px;"></div> <div style="display: inline-block; width: 30px; height: 30px; border: 1px solid black; margin: 2px;"></div> <div style="display: inline-block; width: 30px; height: 30px; border: 1px solid black; margin: 2px;"></div> <div style="display: inline-block; width: 30px; height: 30px; border: 1px solid black; margin: 2px;"></div>
<h2 style="margin: 0;">Creative Digital Media Production</h2> <h3 style="margin: 0;">Unit 1: Digital Media Sectors and Audiences</h3>			
Sample Assessment Material Time: 1 hour		Paper Reference 2152/6E	
You do not need any other materials.			Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

P43907A

©2012 Pearson Education Ltd.



PEARSON

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

Answer ALL questions

- 1 Give **one** example of an analogue media product.

.....

(Total for Question 1 = 1 mark)

- 2 Which **one** of the following is an example of a digital audio product?

- ☐ **A** E-magazine
- ☐ **B** Podcast
- ☐ **C** Television commercial
- ☐ **D** Company website

(Total for Question 2 = 1 mark)

- 3 Give **one** example of a pre-production task when producing a website.

.....

(Total for Question 3 = 1 mark)

- 4 Which **one** of the following would be considered part of the production process when making a video?

- ☐ **A** Shooting footage
- ☐ **B** Designing costumes and sets
- ☐ **C** Drawing a storyboard
- ☐ **D** Casting

(Total for Question 4 = 1 mark)

5 Which **one** of the following would be considered a post-production activity?

- ☐ **A** Interviewing people for a documentary
- ☐ **B** Writing a radio script
- ☐ **C** Taking photographs for a magazine
- ☐ **D** Mixing sound for a digital game

(Total for Question 5 = 1 mark)

6 Use this scenario to answer questions 6(a), 6(b) and 6(c).

Vision One, a film production company, has produced a high-budget movie that they intend to distribute in the cinema and on DVD. The company wants to work with other digital media sectors to create products for a campaign to promote the film.

(a) The cinema and DVD are two platforms through which the film is being distributed.

Give **two** other **platforms** which could be used to **distribute** the film.

(2)

1

2

(b) Give **one** way in which the **publishing** industry might work with *Vision One* on the promotional campaign for the film.

(1)

.....

.....

(c) *Vision One's* promotional campaign is an example of cross-media synergy.

Explain **one** advantage to media producers of using cross-media synergy.

(2)

.....

.....

(Total for Question 6 = 5 marks)

7 How is the smartphone an example of 'technological convergence'?

(Total for Question 7 = 1 mark)

8 Explain **two** disadvantages of the 'hypodermic' model of audience theory.

1

.....

2

.....

(Total for Question 8 = 4 marks)

9 Online gaming is an example of media where the audience can be both individual and collective at the same time.

Give **two** other examples of media which can be consumed in this way.

1

.....

2

.....

(Total for Question 9 = 2 marks)

10 Name the regulatory body responsible for awarding U, PG, 12, 15 and 18 certificates for DVDs.

.....

(Total for Question 10 = 1 mark)

11 Name the regulatory body responsible for upholding standards in newspapers.

.....

(Total for Question 11 = 1 mark)

12 Producers use consumer-generated content because it is cheaper than professional material.

Explain **one** other advantage for media producers of using consumer-generated content.

(Total for Question 12 = 2 marks)

13 Give **one** example of a secondary audience.

(Total for Question 13 = 1 mark)

14 Explain **one** way in which demographics are used by media producers.

(Total for Question 14 = 2 marks)

15

Kai is undertaking some audience research on behalf of a local newspaper which is launching a digital edition called *E-News*. He starts by using the internet to investigate the circulation figures of other digitally-published newspapers. His manager then asks him to go out on to the high street to conduct a survey to find out who reads the newspaper most: men or women. Happy with his findings, Kai organises a focus group where he shows people the digital edition of the newspaper and asks what they think.

(a) Identify the secondary research Kai undertakes.

(1)

(b) Identify the qualitative research Kai undertakes.

(1)

(c) Which **two** methods of primary research does Kai undertake?

(2)

1

2

(d) One of the questions Kai used in the focus group was rejected by his manager for being **subjective**.

Which one of the following questions would have been rejected for being **subjective**?

(1)

- ☐ **A** Do you read other e-newspapers?
- ☐ **B** Do you pay for any other online news subscriptions?
- ☐ **C** Did you like the interesting graphics on the title page?
- ☐ **D** Do you have a digital device on which to read *E-News*?

(Total for Question 15 = 5 marks)

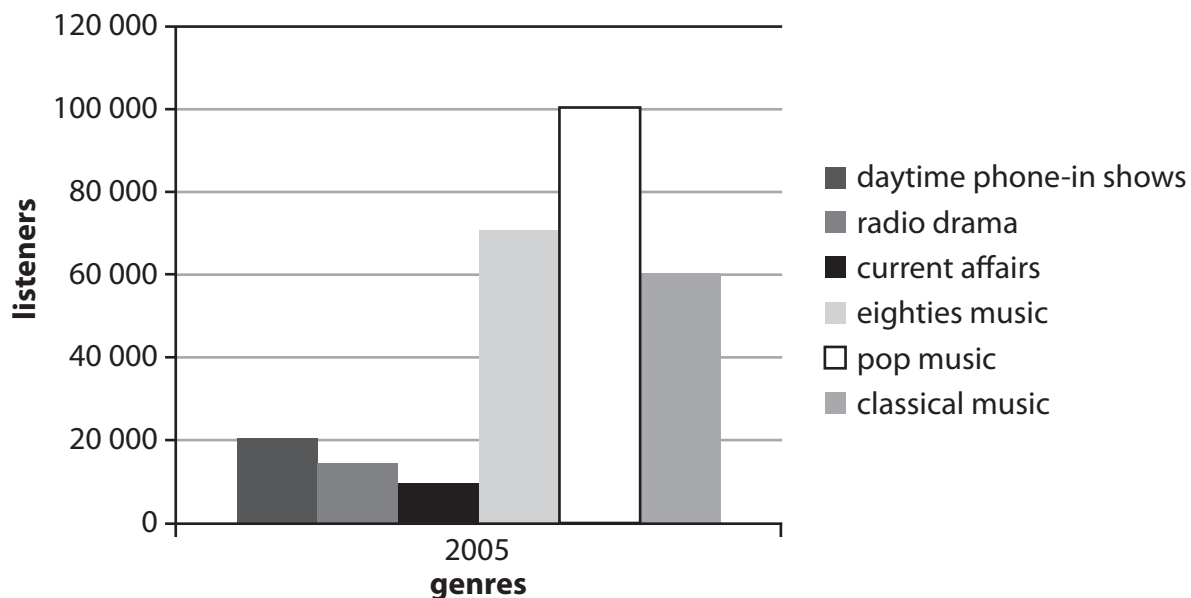
BLANK PAGE

Turn over for Question 16.

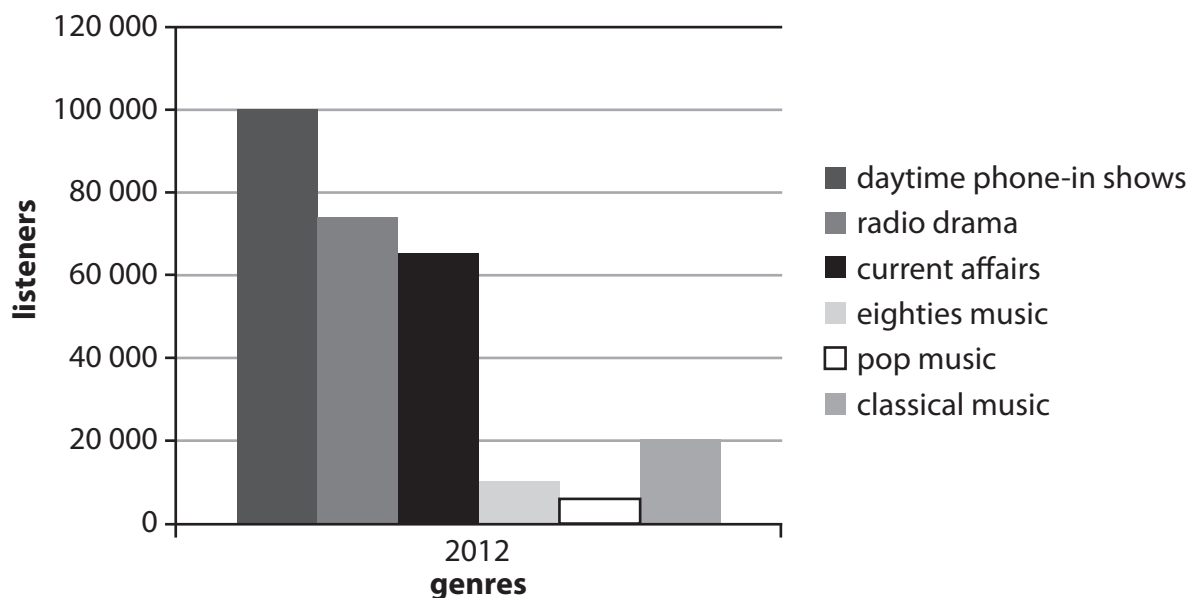
16 Graph **A** and Graph **B** below represent the breakdown of radio audience listening figures by programme type in 2005 and 2012.

Use the information in the graphs to answer questions 16(a) and 16(b).

Graph A: radio audience listening figures by programme type in 2005



Graph B: radio audience listening figures by programme type in 2012



(a) By how much have classical music audiences declined since 2005?

(1)

(b) Explain **two** ways in which digital media technology may have had an impact on the growth of **non-music** radio audiences since 2005.

(4)

1

.....

2

.....

(Total for Question 16 = 5 marks)

Discuss how the producers of this magazine might use **mise en scene** to create meaning for the target audience on the cover of the digital magazine *RockOn*.

[illegible]

14

TOTAL FOR PAPER = 50 MARKS

BLANK PAGE

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.
- All marks on the mark scheme should be used appropriately.
- All 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 a 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 about applying 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>1 mark for an example of an analogue media product.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • vinyl records • magnetic tape/cassettes (audio, VHS) • 8-track tapes • tape-to-tape systems (linear editing systems) • film (projected – 8mm/16mm/35mm) • terrestrial TV broadcast (TV set/receiver) • analogue radio broadcast (receiver) • SLR (single lens reflex) photography. <p>Accept any other appropriate answer which is a non-digital, electronic media form or technology.</p>	(1)

Question number	Answer	Mark
2	B – Podcast	(1)

Question number	Answer	Mark
3	<p>1 mark for an example of a website pre-production task.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • production meetings • pitching • budgets • gathering assets (copy, photos, graphics, videos) • writing copy • page mock-ups • selecting fonts and colour schemes • mood-boards • sourcing images • organising file management • clearances/permissions. <p>Accept any other appropriate answer which refers to a valid process which occurs before website construction (production).</p>	(1)

Question number	Answer	Mark
4	A – Shooting footage	(1)

Question number	Answer	Mark
5	D – Mixing sound for a digital game	(1)

Question number	Answer	Mark
6(a)	<p>1 mark for each distribution platform to a total of 2 marks.</p> <p>Any two from:</p> <ul style="list-style-type: none"> • digital download • Blu-ray Disc • TV broadcast • pay-per-view TV (films on demand) 	(2)

Question number	Answer	Mark
6(b)	<p>1 mark for giving a way of the publishing industry working with <i>Vision One</i> on the promotional campaign.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • The publishing industry may work with <i>Vision One</i> to produce a poster/print/advertising campaign to promote the film. • <i>Vision One</i> may allow the publishing industry to produce a book (or e-book) of the screenplay/film. • The publishing industry may work with <i>Vision One</i> to produce a magazine (or e-magazine) on the making of film (or the stars of the film). • The press (newspapers) may publish 'behind the scenes' articles on the making of/stars of the film. • The publishing industry could design the cover for the DVD being released by <i>Vision One</i>. 	(1)

Question number	Answer	Mark
6(c)	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Cross-media synergy raises/creates (national and/or global) awareness of the product to a wider audience/demographic (1) /to create revenue/to maximise profit. (1) • Cross-media synergy allows companies to utilise each other's skills (1) /allowing wider distribution by using all media platforms available. (1) <p>Accept any other appropriate answer, including answers where the points above are applied specifically to the <i>Vision One</i> scenario.</p>	(2)

Question number	Answer	Mark
7	<p>1 mark for how a smartphone is an example of technological convergence.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • a smartphone is not only a phone but also a web browser/MP3 player etc • a smartphone is a device which has other functions beyond its primary technological function • a smartphone has several functions/technologies converged within one device. 	(1)

Question number	Answer	Mark
8	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for each explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> • it tends to view the individual as a passive/sponge-like member of a large audience (1) with no will or opinions of their own except those gained from the media (1) • it supports the notion that media consumers 'copy' behaviour seen in the media (1) but the behaviour copied is always negative when positive behaviour would be copied equally (1) • it tends to support the idea that all audiences will respond to media messages in the same way (1) and does not account for individual responses or polysemic meanings (1). 	(4)

Question number	Answer	Mark
9	<p>1 mark for each example other than online gaming to a total of 2 marks.</p> <p>Any two from:</p> <ul style="list-style-type: none"> • website forums • social networking • instant phone messaging • live broadcasts (TV and radio). <p>Accept any other appropriate answer, including brand names e.g. Twitter®.</p>	(2)

Question number	Answer	Mark
10	British Board of Film Classification	(1)

Question number	Answer	Mark
11	Press Complaints Commission	(1)

Question number	Answer	Mark
12	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Consumers/members of the public freely submit the material (1) so it is easy for the media producer to acquire/find/source (1). • Material is often in the public domain on, for example, social networking sites (1) so it is easy for the media producer to get clearance/access (1). • The consumer acts as 'researcher' for the media producer (1) so access to up-to-the-minute information on events/news/incidents is widened (1). • The producer can gain access to dramatic/secret footage (1) where camera crews are not allowed to go or are not stationed, i.e. during natural disasters, civil unrest, accidents (1). • By allowing the audience to be contributors, the producer is able to keep abreast of their interests (1) and this acts as ongoing audience research for the product/show (1). <p>Accept other appropriate answers.</p>	(2)

Question number	Answer	Mark
13	<p>1 mark for an example where a target and secondary audience are linked.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • adults who accompany their children to the cinema to see a children's film • spouses who read their partner's lifestyle magazines (males and females). <p>Accept other appropriate answer.</p>	(1)

Question number	Answer	Mark
14	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> To categorise and break down the audience by age/gender/social class/occupation (1)/to target audiences more precisely/accurately with marketing programmes/material/products (1). To identify trends/patterns in consumer behaviour or audience consumption (where/when profiles change) (1)/to understand the current audience or typical consumer of a media product (1). <p>Accept any other appropriate answer.</p>	(2)

Question number	Answer	Mark
15(a)	Gathering information from the internet about recent circulation figures.	(1)

Question number	Answer	Mark
15(b)	Conducting a focus group with target audience members about their views on the digital edition.	(1)

Question number	Answer	Mark
15(c)	<p>1 mark for each method to a total of 2 marks.</p> <ul style="list-style-type: none"> Conducting a survey in the street. (1) Focus group. (1) 	(2)

Question number	Answer	Mark
15(d)	C – Did you like the interesting graphics on the title page?	(1)

Question number	Answer	Mark
16(a)	40,000 (forty thousand).	(1)

Question number	Answer	Mark
16(b)	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for each explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> • The portability of digital technology means that listeners are able to phone/text/email on the move (1) allowing them to participate, wherever they are in conversation-based programmes such as current affairs or phone-in shows (1). • The accessibility of digital technology has made non-music radio content free and 'on demand' (whereas music radio is not free) (1), allowing audiences to download free, non-music radio podcasts of their favourite radio shows (for example radio drama) (1). • The accessibility of radio on the internet has increased radio audiences (especially internationally) for speech-based radio (1) and now account for a proportion of listeners which did not exist previously. (1) • The convergent technology of internet radio allows multi-media content (live videostreaming) to be viewed simultaneously (1) so interviews/stars/personalities can be seen and not just heard (1). • Inexpensive digital wireless technology in all new media devices is more widely available (1), making it simple for audiences to connect to talk-based radio so that participation has widened (1). <p>Accept any other appropriate answer.</p> <p>Answers must focus on speech-based/non-music radio.</p>	(4)

Question number	Indicative content	Mark
17	<p>The cover is likely to include a male band (target audience) and the scene will be set in a way which appeals to the target audience and conveys the key themes and mood. Stereotyping will be evident as a means of shorthand communication.</p> <p>Mise en scene ('setting the scene' using visual communication to convey messages or values).</p> <ul style="list-style-type: none"> • Setting: studio backdrop or location photo. The choice of setting may show the theme of 'freedom' as literal by setting the cover-shot in the open air or in a studio with a background which suggests freedom like the sky or space <i>or</i> freedom may be conveyed by an abstract or surreal setting. The setting may be juxtaposed, with props that are not usually found in that setting this will help to convey rebellion. The colours of the setting will be significant. • Props: guitars/drumkits/microphones which are of significant colours (usually dark) to convey masculinity (target audience). Some props may be used to show rebellion, for example a vicious-looking dog or a motorbike. • Figure expression: the non-verbal communication of the people on the cover is likely to show either a serious expression looking into camera (rebellion) or a wide-eyed 'crazy' expression to convey 'freedom' and the youthfulness of the target audience. • Costume (including hair and make-up): will be indicative of the target audience and the music genre. Jeans (ripped), T-shirts, trainers and a 'dressed-down' look to convey 'cool'. Hair may be dyed, long (rock genre) and there may be tattoos or piercings. 	(8)
Level	Mark	Descriptor
	0	No rewardable material.
1	1–3	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	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	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	Indicative content	Mark
18	<p>Access to digital media technology refers to the ability of the consumer to gain control over media production.</p> <p>Responses include the following:</p> <ul style="list-style-type: none"> • Relationship between consumer/producer: when media was passive (non-interactive), the relationship between consumer and producer was one way but with digital, interactive media the modes of production can be accessed by the consumer (audience) who can now produce their own media. • Access to the means of production: digital media is more accessible than ever to a wider section of society because low costs make it relatively inexpensive to own semi-professional equipment (video cameras, editing software, image manipulation packages). • Consumers as producers: the ability to acquire equipment has made production less exclusive and more egalitarian (fair) giving wider participation to those under-represented by mainstream institutions/those without a 'voice' (the consumer), this has led to 'guerilla filmmaking' and other amateur productions. • Examples of where consumers previously relied on professional filmmakers/audio producers/photographers/graphic designers/journalists but have now become producers of 'WeMedia' (do-it-yourself), include: <ul style="list-style-type: none"> ○ filming and editing/ 'bedroom' filmmakers (for example Final Cut Pro/Premier) ○ photo manipulation (for example Photoshop, After Effects) ○ music mixing/'bedroom' DJs, (for example Garage Band, Cubase, Audacity) ○ website design (off-the-shelf, free web-space) ○ blogging and vlogging (for example Word Press) which has been adopted by established, professional media organisations. • Access is not confined to the 'production' stage. Consumers now have access to the means of distribution and exhibition. Media consumers can not only produce (make) media but can also complete production by distributing and exhibiting via new online media technologies, for example YouTube (videos), Flickr (photos), MP3 file sharing (music). 	(8)

Level	Mark	Descriptor
	0	No rewardable material.
1	1–3	A few key factors identified or one factor described in some detail. The answer is likely to be in the form of a list. Factors identified will be superficial/generic and will not be linked to the causes or consequences of the given context. Examples are not always relevant and contribute little to the analysis.
2	4–6	Some factors identified or a few key factors described. Most of the factors will be relevant to the given context but the link will not always be clear. Most of the examples will be relevant to the given context but will not always support the analysis.
3	7–8	Range of factors described or a few factors explained in depth. The answer will be coherent and will have broken down some of the complex issue into intelligible parts. The majority of factors will be relevant and presented in a logical order. The examples will be relevant to the given context and will fully support the analysis.

Unit 8: Media Industry in Context – sample assessment test and mark scheme

The sample assessment test and mark scheme is for the following qualification:

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

Write your name here	
Surname	Other names
Edexcel BTEC Level 1/ Level 2 First Certificate	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">Centre Number</div> <div style="text-align: center;">Candidate Number</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; width: 40px; height: 30px;"></div> <div style="border: 1px solid black; width: 40px; height: 30px;"></div> <div style="border: 1px solid black; width: 40px; height: 30px;"></div> <div style="border: 1px solid black; width: 40px; height: 30px;"></div> <div style="border: 1px solid black; width: 40px; height: 30px;"></div> <div style="border: 1px solid black; width: 40px; height: 30px;"></div> <div style="border: 1px solid black; width: 40px; height: 30px;"></div> <div style="border: 1px solid black; width: 40px; height: 30px;"></div> </div>
<h2 style="margin: 0;">Creative Digital Media Production</h2> <h3 style="margin: 0;">Unit 8: Media Industry in Context</h3>	
Sample Assessment Material Time: 1 hour	Paper Reference 2164/7E
<div style="border: 1px solid black; border-radius: 10px; padding: 10px; min-height: 50px;"> You do not need any other materials. </div>	<div style="border: 1px solid black; border-radius: 10px; padding: 10px; min-height: 50px;"> Total Marks </div>

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

W43948A

©2012 Pearson Education Ltd.



PEARSON

- 1** (a) Newspapers need to be careful when printing stories about people.

What is meant by the term 'libel'?

(1)

- (b) A filmmaker carries out a risk assessment in order to comply with a legal consideration.

Which legal consideration is the filmmaker complying with?

(1)

(Total for Question 1 = 2 marks)

- 2** (a) Outline what is meant by a media conglomerate.

(1)

- (b) Outline what is meant by a media co-operative.

(1)

(Total for Question 2 = 2 marks)

3 *Aerial* is a community radio station that broadcasts from Lincoln to serve the needs of the local community.

(a) Give **one** other characteristic of a community radio station.

(1)

(b) *Aerial* uses advertising to fund its radio service and is looking to attract sponsorship.

Give **one** benefit to *Aerial* of gaining funding through sponsorship.

(1)

(Total for Question 3 = 2 marks)

4 The BBC is a public service broadcaster.

(a) Name **one** other broadcaster with a public service remit.

(1)

(b) One responsibility of a public service broadcaster is to provide diverse content.

Give **two** other responsibilities of a public service broadcaster.

(2)

1

2

(c) Explain how a public service broadcaster provides diverse content to meet its public service remit.

(2)

(Total for Question 4 = 5 marks)

5 A broadcaster provides additional channels to maximise its revenue.

Give **one** other reason why a broadcaster produces additional channels.

(Total for Question 5 = 1 mark)

- 6** A large social networking company has bought a photo-sharing network. This is an example of horizontal integration.

Explain **two** disadvantages of horizontal integration to the consumer.

1

.....

.....

2

.....

.....

.....

(Total for Question 6 = 4 marks)

- 7** Give **one** reason why media industries have codes of practice.

.....

.....

(Total for Question 7 = 1 mark)

8 (a) Outline **two** roles of the BBC Trust.

(2)

The BBC is funded through the licence fee paid by viewers.

(b) Evaluate whether the BBC should continue to be funded through the licence fee.

(8)

(Total for Question 8 = 10 marks)

9 *Demolition Media* is a national web-design agency. They have a vacancy for a new designer. *Demolition Media* have decided to advertise using interactive media.

(a) Give **one** other way *Demolition Media* could recruit a new designer.

(1)

(b) Explain **one** advantage to *Demolition Media* of recruiting using digital media.

(2)

(Total for Question 9 = 3 marks)

10 (a) Give **one** advantage to a media producer of employing someone on a fixed-term contract.

(1)

(b) Explain **one** advantage of working on a freelance basis in the media industry.

(2)

(Total for Question 10 = 3 marks)

11 Give **two** ways in which working with a client may constrain a media producer.

.....

.....

.....

.....

(Total for Question 11 = 2 marks)

12 It is important for individuals looking for employment in media to maintain examples of their work in a portfolio.

Explain **one** advantage of an *online* portfolio.

.....

.....

.....

.....

(Total for Question 12 = 2 marks)

13 A small group of music fans have produced a 'fanzine' that has gained popularity by taking readership from mainstream publications.

Independent media products have distinctive characteristics.

Explain **two** problems that the fanzine will face in retaining its independent characteristics.

1

.....

.....

.....

2

.....

.....

.....

(Total for Question 13 = 4 marks)

14 Illegal downloading of music, films and games is estimated to cost the media industry millions of pounds each year.

- (a) Give **one** way that media industries are responding to unlawful practices such as illegal downloading and streaming of music, films and games.

(1)

Tim, a small-scale media producer, feels that copyright law is outdated.

- (b) Discuss the effects of copyright law for small-scale media producers like Tim.

(8)

(Total for Question 14 = 9 marks)

TOTAL FOR PAPER = 50 MARKS

BLANK PAGE

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.
- All marks on the mark scheme should be used appropriately.
- All 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 a 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 about applying 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(a)	Writing/publishing an untrue story that is damaging to a person's reputation. Accept any other appropriate answer which includes reference to story being untrue.	(1)

Question number	Answer	Mark
1(b)	Health and safety legislation/law. Accept any other appropriate answer.	(1)

Question number	Answer	Mark
2(a)	Subsidiary/smaller companies tied to a parent/larger company. Accept any other appropriate answer.	(1)

Question number	Answer	Mark
2(b)	1 mark for meaning of media co-operative. Any one of: <ul style="list-style-type: none"> • collection of media producers working together • shared ownership of products • collaborative working between media producers Accept any other appropriate answer.	(1)

Question number	Answer	Mark
3(a)	1 mark for a characteristic of a community radio station. Any one of: <ul style="list-style-type: none"> • community participation • audience defined by a small geographical area/shared interest • role for volunteers • not-for-profit • diverse content • training opportunities for volunteers • increases media plurality (ensuring a diverse range of views and opinions that is presented through the media). 	(1)

Question number	Answer	Mark
3(b)	<p>1 mark for a benefit of funding through sponsorship.</p> <p>Any one of:</p> <ul style="list-style-type: none"> • guaranteed/longer-term income • reliable income • add status/prestige • give non-financial support • sources of prizes for competitions. <p>Accept any other appropriate answer.</p>	(1)

Question number	Answer	Mark
4(a)	<p>1 mark for a broadcaster with a public service remit</p> <p>Any one of:</p> <ul style="list-style-type: none"> • ITV • Channel 4 • Channel 5. 	(1)

Question number	Answer	Mark
4(b)	<p>1 mark for each responsibility of a public service broadcaster to a total of 2 marks.</p> <p>Any two from:</p> <ul style="list-style-type: none"> • to provide universal access • to stimulate creativity • to promote education and literacy • to represent minority interests • to promote multiculturalism • to promote awareness of different cultures and viewpoints • to support technological advance. <p>Accept other appropriate answers.</p>	(2)

Question number	Answer	Mark
4(c)	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • by providing regional news or programming (1) that addresses the news, issues and current affairs specific to all of the individual regions in the UK (1) • by providing children's programming (1) that offers entertainment, news and educational programming for children and young adults (1) • by providing a range of services through narrowcasting and niche broadcasting (1) that serves minority groups and minority interests (1). <p>Answers must link to public service remit.</p> <p>Accept any other appropriate answer.</p>	(2)

Question number	Answer	Mark
5	<p>1 mark for a reason to produce additional channels.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • to appeal to a wider audience/diverse audience • to increase audience share • to encourage brand loyalty • to provide greater choice and diversity • to compete with other digital broadcasters • to target more specific audiences to sell targeted advertising slots for those audiences • to experiment with new programming on a smaller audience before launching on a mainstream channel • to allow spin-off shows from mainstream programmes. <p>Accept any other appropriate answer.</p>	(1)

Question number	Answer	Mark
6	<p>A linked response that makes reference to any two of the following points. Up to 2 marks for each explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> • prices may rise (1) because there is reduced competition between companies to provide a low priced service (1) • reduced choice of service (1) because there are fewer suppliers so monopolies/oligopolies are created • there is less media plurality, which may lead to greater bias and/or control over information (1) because integration gives greater control and influence over public opinion (1) • consumer finds it harder to access alternative services (1) because greater synergies lead to dominant cross-marketing (1). <p>Accept any other appropriate answers</p>	(4)

Question number	Answer	Mark
7	<p>1 mark for a reason why media industries have codes of practice.</p> <ul style="list-style-type: none"> • to establish and maintain standards • to encourage professionalism/professional conduct • to set personal and professional values. <p>Accept any other appropriate answer.</p>	(1)

Question number	Answer	Mark
8(a)	<p>1 mark for each role of the BBC trust to a total of 2 marks.</p> <p>Any two from:</p> <ul style="list-style-type: none"> • to monitor how it is fulfilling its public service remit • setting the strategic objectives for the BBC • to increase the distinctiveness and quality of output • to improve the value for money provided to licence-fee payers • to set standards of openness and transparency. <p>Accept other appropriate answers</p>	(2)

Question number	Indicative content	Mark
8(b)	<p>Responses may include the following:</p> <p>For funding with a licence fee</p> <ul style="list-style-type: none"> • The licence fee represents better value for money than having to pay money to various providers for subscriptions and broadband services. • The licence fee guarantees the BBC an income so that they can plan to provide a wide range of services across TV, radio, print and the internet. • It allows all licence-fee payers to have influence over the output of the BBC so that a range of services can be requested. • The quality of programming which can be provided because it does not have to compete for audience share. • The BBC does not have to generate a profit for shareholders and can re-invest in programming and services. • The BBC does not have to meet the needs of advertisers, meaning they can be innovative in ways that commercial channels cannot. • Consumers can choose to watch programming without interruptions from advertising. • Consumers can be confident that information is not distorted by commercial considerations. • There is insufficient private funding to sustain all the current broadcast organisations. <p>Against funding with a licence fee:</p> <ul style="list-style-type: none"> • The BBC would have to compete on a level playing field, reducing prices across the industry. • The BBC is given income from the licence fee, which means it is placed in a privileged position within the marketplace and competes unfairly with commercial organisations that rely on audience share/advertising revenue. • The UK population does not have to pay the licence fee which is fairer, because not everyone consumes the BBC's content. • The BBC is already a commercial organisation which sells content, so it is proven that it can survive in a commercial world. • The government feels it can seek to influence the BBC because it is a public sector organisation. • The UK population is subsidising BBC services which are consumed through the internet for free by the rest of the world. 	(8)

Level	Marks	Descriptor
	0	No rewardable material.
1	1-3	Basic arguments on both sides identified, or only one side considered. 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. No conclusion produced or the conclusion is a consequence of only one side of the argument being considered.
2	4-6	Arguments for and against are described, but there will be more emphasis on one side than the other. The answer will be unbalanced. A conclusion is present, but this is either implicit or as a result of unbalanced consideration of the arguments. There is little or unfocused justification of the conclusion. Most points made will be relevant to the situation in the question, but the link will not always be clear.
3	7-8	Balanced explanation of both sides for and against. A conclusion is produced which is justified and clearly linked to the consideration of arguments for and against, and their relative importance to the situation. 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
9(a)	<p>1 mark for a way to recruit a new designer.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • national press/trade press/local press • word of mouth / networking • personal/professional contacts • internal promotion. <p>Accept any other appropriate answer.</p>	(1)

Question number	Answer	Mark
9(b)	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Digital media services offer dedicated recruitment pages (1) so people who are interested in recruitment will go to those sites to find opportunities (1). • Digital media services offer interactive features (1) that means that they have search options/are user-friendly, offering greater user-engagement/ offer digital audio and visual content/offer feedback through forums (1). • The cost of using digital recruitment services is free to the applicants (1) which means that more people are going to use them (1). • Digital media services have global exposure (1) and can reach a wider range of applicants (1). • Digital media services offer a quick turn-around time (1) which means that a vacancy can be filled more quickly (1). <p>Accept any other appropriate answer.</p>	(2)

Question number	Answer	Mark
10 (a)	<p>1 mark for an advantage of using a fixed-term contract</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Not committing to any employment costs beyond the end of a project • Bring skilled people in for specific projects • Flexible • Check the suitability of employees <p>Accept any other appropriate answer</p>	(1)

Question number	Answer	Mark
10 (b)	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Being freelance offers greater flexibility (1) which means that they can choose where, when and for how long they are going to work (1). • Freelance workers have greater control over their careers (1) by dictating the type, range and scope of their work (1). • Freelance workers could earn more than a full-time staff role (1) because they do not have a salary and so their potential earnings have no restrictions (1). • Freelance workers have opportunities to build own reputation/identity (1) so that they can enhance their career opportunities (1). <p>Accept any other appropriate answer.</p>	(2)

Question number	Answer	Mark
11	<p>1 mark for each way working with a client may constrain a media producer, to a total of 2 marks.</p> <p>Any two from:</p> <ul style="list-style-type: none"> • constrains the creative design/execution (1) • constrains the size and scope of the project (1) • can impact on the time or budget available to complete the project (1) • can impact on the type and quality of resources (1). <p>Accept any other appropriate answers.</p>	(2)

Question number	Answer	Mark
12	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • An online portfolio offers interactivity (1) which means it can be updated easily/enables input from others (1). • An online portfolio is easy to access through the internet/so that personal visibility can be improved/capacity to build a personal professional identity (1). • Online portfolios are available as blogs, websites or through social networking sites (1) so that they can be personalised/include multimedia content. • An online portfolio is secure (1) so that important documents can never be lost (1). <p>Accept any other appropriate answer.</p>	(2)

Question number	Answer	Mark
13	<p>A linked response that makes reference to any two of the following points. Up to 2 marks for each explanation.</p> <p>Any two from:</p> <p>Accept any two of the following.</p> <ul style="list-style-type: none"> • Independent products have radical/alternative content (1) if they become too safe/generic/conventional then they will no longer challenge their readers (1). • Independent products are available only through limited distribution channels (1) as becoming widely available through high-street newsagents (mass distribution) would be regarded as 'selling out' (1). • Independent products tend to be underground, relying on word of mouth/viral or guerrilla marketing techniques (1), if they become too well known/renowned, they will alienate their core/original/hardcore fans (1). • Independent products target small, niche audiences (1) and if they start to attract large/mainstream audiences, they can lose sight of their original intentions/independent spirit (1). <p>Accept any other appropriate answer.</p>	(4)

Question number	Answer	Mark
14(a)	<p>1 mark for one way media industries are responding to unlawful practices.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • prosecution/warnings (1) • to create/invest in/promote legal alternatives (1) • innovation and technical advances to improve the quality of legal products and services (1) • audience awareness/education campaigns (1). <p>Accept any other appropriate answer.</p>	(1)

Question number	Indicative content	Mark
14(b)	<p>Responses may include the following:</p> <p>Benefits of copyright law:</p> <ul style="list-style-type: none"> • Protection for copyright holders means that they retain creative control over their own work as without copyright it could be used for any purpose without their permission. • Copyright holders can make money from their creative work/talent. • Revenue from copyright is used to invest in creative industries, stimulating growth. • Because material cannot be freely copied, the quality of products doesn't suffer. • Producers have an incentive to create or produce new material, because others cannot also benefit from the product. <p>Drawbacks of copyright law</p> <ul style="list-style-type: none"> • Existing copyright law is out of date for a digital age and is complex, which means that it is regularly ignored anyway and so doesn't offer protection. • It prevents media producers adopting/building on material from other practitioners within their own work, as copyright restrictions prevent universal access to work. • It prevents innovation and creative enterprise, because there are restrictions on what media producers can do. • There are added costs to producers to use copyright material. • It prevents participation in creative enterprise through the sharing of music, photos, video, layout, coding etc. 	(8)
Level	Marks	Descriptor
	0	No rewardable material.
1	1–3	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	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	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.

CREATIVE DIGITAL MEDIA PRODUCTION

Sample Assessment Materials (SAMs)

For more information on Edexcel and BTEC qualifications
please visit our website: www.edexcel.com

BTEC is a registered trademark of Pearson Education Limited

Pearson Education Limited. Registered in England and Wales No. 872828

Registered Office: Edinburgh Gate, Harlow, Essex CM20 2JE.

VAT Reg No GB 278537121