

REGISTRATION NUMBER

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FORM TP 2015169



TEST CODE **02159020**

MAY/JUNE 2015

**C A R I B B E A N   E X A M I N A T I O N S   C O U N C I L**

**C A R I B B E A N   A D V A N C E D   P R O F I C I E N C Y   E X A M I N A T I O N <sup>®</sup>**

**D I G I T A L   M E D I A**

**U N I T   1 – P a p e r   0 2**

*2 hours 45 minutes*

**20 MAY 2015 (a.m.)**

**READ THE FOLLOWING INSTRUCTIONS CAREFULLY.**

1. This paper consists of ONE major task.
2. The task consists of a background, theme, audience and production.
3. You are required to respond to the entire task. Any text-based response should be done using an appropriate text or web editor (for example, word processor or notepad).
4. A digital media kit has been provided to assist you in the production work.
5. All work, including project and asset files used **MUST** be digitally compressed into a **SINGLE ZIP FILE**, included with your final submission at the end of the examination and exported as directed by the invigilator. The zipped file should be given your name followed by ID number (for example, John Doe – 123456789).
6. The use of mobile phones is **NOT** allowed.
7. Internet connectivity is **NOT** allowed.
8. All hard copies must be handed over to the invigilator at the end of the examination.
9. You are strongly advised to save your work **intermittently**.

**DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO.**

**TASK**

**Guidelines:** A farming co-operative has come together to promote a weekly farmers’ market. The co-operative wants to encourage patrons to support the events under the theme “Buy Local”. An underlying sub-theme of the campaign is knowing where the food comes from. This will involve:

- Identifying the target audience
- Creating a digital media product using the creative process
- Selecting ONE of the following digital media formats when creating your digital product
  - Poster (24 × 36 inches and 150 dpi)
  - Video

**Theme:** Buy Local

**Audience:** Adults, Families or Purchasing Managers

1. (a) The following individuals fall into the target audience: mothers, restaurant purchasing managers and young adults. Create a short profile of one member of the identified audience that you want this campaign to target.

Include the following details:

- Gender
- Eating habits
- Why this product is important for such an audience

**[3 marks]**

- (b) Using mind maps and thumbnails, show the development of your product concept. (*You MUST create your solution as a separate document, label it as "Question 1(b)" and submit it with your final submission.*)

**[10 marks]**

- (c) State whether your chosen target audience member would BEST be described as a digital native or a digital immigrant and give a rationale.

**[2 marks]**

**Total 15 marks**

2. (a) (i) State which stage of the creative process involves mind mapping.

**[1 mark]**

- (ii) Name ONE activity that would normally be performed immediately after the stage identified in (a) (i) above.

**[1 mark]**

GO ON TO THE NEXT PAGE

- (b) (i) Name an online service or system which can be used to display or distribute your product.

**[1 mark]**

- (ii) Give ONE reason why this service or system is an appropriate choice.

**[1 mark]**

- (iii) State your second choice for a service or system and give ONE reason why it would be your second choice.

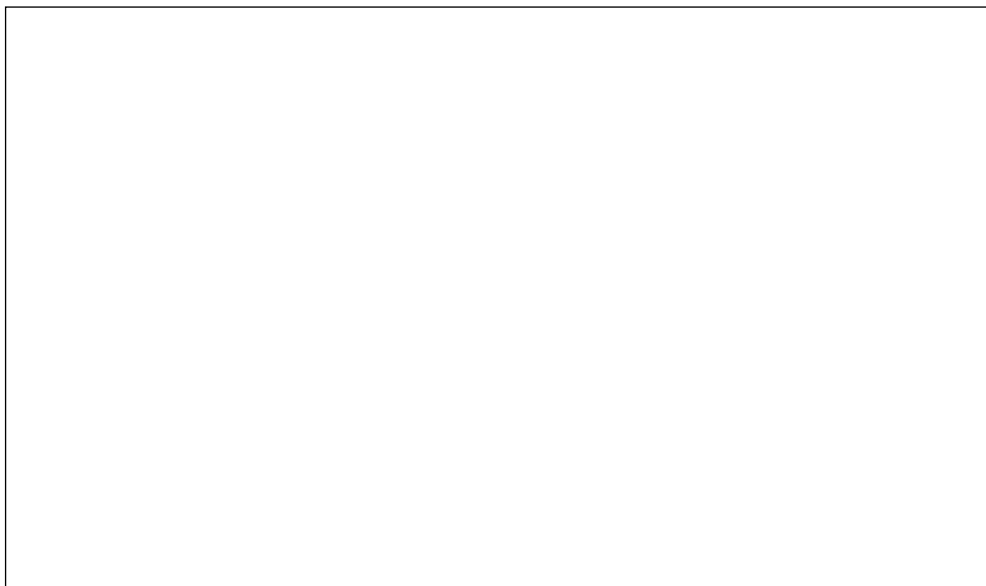
**[2 marks]**

- (c) Based on the format chosen (video or poster):

- (i) Identify ONE intellectual property consideration that you will need to be aware of when creating your product.

**[1 mark]**

- (ii) Explain ONE way in which the issue can be addressed before it becomes a problem.



[3 marks]

**Total 10 marks**

3. (a) Create your story from the **pieces of media provided** (photographs, audio and video), by selecting and using an appropriate digital media tool. Ensure that your finished product (video) does NOT exceed 150 MB and 30 seconds. If it is a poster the dimensions should be 24 x 36 inches and 150 dpi. In creating your story, ensure that attention is given to its flow, relevance to the Caribbean and that there is appropriate use of colours and imagery. *(You MUST create your solution as a separate document, label it as “Question 3(a)” and submit it with your final submission.)*

[13 marks]

- (b) Export your finished product into any ONE of the following formats and submit.

- MPEG2
- MP4
- AVI
- WEBM
- WMV
- FLV
- PNG for poster only
- PDF for poster only

[3 marks]

- (c) Identify TWO of the pieces you used from those provided and justify why you used them.

**[4 marks]**

**Total 20 marks**

**END OF TEST**

**IF YOU FINISH BEFORE TIME IS CALLED, CHECK YOUR WORK ON THIS TEST.**

**INSTRUCTIONS FOR THE SUBMISSION OF COMPLETED WORK**

**After the invigilator has signalled the end of the examination, compress your work (project and asset files) into a single zip file, name the file using your name followed by your candidate ID and save it to the flash drive as directed by the invigilator.**