

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Learner Registration Number

**Pearson BTEC
Level 3**

Window for supervised period:

Wednesday 13 January 2021 – Monday 18 January 2021

Time: 2 hours

Paper Reference **31668H**

Creative Digital Media Production

Unit 1: Media Representations

You will need access to the resource materials.

Total Marks

Before you begin

- Fill in the boxes at the top of this page with your name, centre number and learner registration number.
- Save this PDF as your learner registration number and surname e.g. J69348Smith
- Open the 'resource materials' folder.
- Arrange the desktop so the PDF booklet and images are viewable simultaneously e.g. in two windows.

Instructions

- Type your answers into the boxes provided
– *there may be more space than you need.*
- Boxes will allow you to type more if you run out of space.
- Save your PDF answer booklet regularly.
– *do not perform 'Save As' or 'Print to PDF'*

Information

- The total mark for this paper is 80.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Additional pages are provided at the end of this PDF booklet.

Advice

- Read each question carefully before you start to answer it.
- Check your answers if you have time at the end.

Turn over ►

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Introduction

Images that are examples of print advertising have been provided for you to analyse in response to the questions.

You have been given four images:

- **Image 1**
- **Image 2**
- **Image 3**
- **Image 4**

You should view the image in full before answering the question that relates to the image.

1 Explain **one** way that colour has been used in **Image 1** to create impact.

Type your answer in the box.

(Total for Question 1 = 2 marks)

2 Explain **one** way that characters are represented in **Image 1** to create meaning for the audience.

Type your answer in the box.

(Total for Question 2 = 2 marks)

3 Explain **two** ways that typography has been used in **Image 2** to create meaning for the audience.

Type your answers in the boxes.

1

2

(Total for Question 3 = 4 marks)

4 Explain **two** ways that page composition has been used in **Image 2** to create meaning for the audience.

Type your answers in the boxes.

1

2

(Total for Question 4 = 4 marks)

5 Explain **one** way that words have been used in **Image 3** to anchor the meaning for the audience.

Type your answer in the box.

(Total for Question 5 = 2 marks)

6 Explain **two** ways that characters are developed through the drawings in **Image 3** to create meaning for the audience.

Type your answers in the boxes.

1

2

(Total for Question 6 = 4 marks)

7 Analyse the ways that image manipulation has been used to create specific representations in **Image 4**.

Type your answer in the boxes.

(Total for Question 7 = 10 marks)

8 Analyse how specific characters have been represented in **Image 4**.

Type your answer in the boxes.

(Total for Question 8 = 10 marks)

9 Explain the term 'passive viewing,' using **one** example from any media text that you have studied.

Type your answer in the box.

(Total for Question 9 = 2 marks)

10 Media texts can be read in different ways by different audiences.

Analyse how media texts can be interpreted differently by audiences using the images provided and/or any media texts that you have studied.

Type your answers in the boxes.

(Total for Question 10 = 10 marks)

11 Discuss how masculinity is represented in media texts.

Use any of the images provided and/or media texts that you have studied as examples.

Type your answer in the boxes.

(Total for Question 11 = 10 marks)

12 The media is often said to offer us 'a window on the world'.

Evaluate how media texts represent reality, using examples from media texts that you have studied.

Type your answer in the boxes.

(Total for Question 12 = 20 marks)

TOTAL FOR PAPER = 80 MARKS

Additional pages. Put the question number next to each answer.

