

MARKING SCHEME

1. (3 marks) Print media: media distributed mainly in printed form, e.g. newspaper/magazine/book (1). Electronic media: media distributed through electronic/digital means, e.g. radio/television/digital platform (1). One valid distinction between the two (1).

2. (3 marks) Any three, 1 mark each: conducting research; identifying target audience; developing concept; preparing script/storyboard; budgeting; scheduling; selecting personnel; planning resources/equipment; securing location/permissions.

3. (2 marks) Any two, 1 mark each: establishes facts; identifies audience needs; guides content development; reduces errors; supports relevant content; helps identify trends/available resources.

4. (3 marks) Any three, 1 mark each: recording/capturing footage; operating camera; recording sound; directing; managing lighting; conducting interviews; following the script; supervising production personnel.

5. (2 marks) Any two, 1 mark each: editing; importing/exporting clips; arranging clips; improving visual/audio quality; adding transitions/titles; preparing final content for distribution.

6. (4 marks) Any two appropriate genres, 1 mark for each genre and 1 mark for each suitable application. Examples: portrait—people; events—school functions; photojournalism—news/current events; landscape—scenery; wildlife—animals; street photography—public life.

7. (4 marks) Two camera components/functions, 1 mark each; two audio-production components/functions, 1 mark each. Accept valid examples such as lens—focuses light; viewfinder—frames image; microphone—captures sound; mixer—controls/combines audio signals.

8. (3 marks) Any three, 1 mark each: capital/resources; control and decision-making; liability; size and scope; legal/regulatory considerations; number of owners; management structure; financial risk; intended market.

9. (8 marks) (a) Any four pre-production activities, 1 mark each: research, identify audience, concept development, script, budgeting, scheduling, casting/personnel, location planning, equipment planning. (b) Any two explained ways, 2 marks each: audience determines language/content level; influences format/style; determines platform/distribution; affects duration and presentation; identifies audience needs.

10. (10 marks) (a) Light A/B: any valid lighting functions such as illuminating subject, reducing shadows, separating subject from background; 2 marks total. (b) Any four precautions, 1 mark each: secure cables, stable stands, safe electrical connections, handle equipment correctly, avoid overheating/moisture, keep workspace clear, observe equipment instructions. (c) Any two valid pre-recording checks, 2 marks each: battery/storage, sound levels, framing/focus, lighting, equipment connections, script/readiness, recording format.

11. (10 marks) (a) Four components shown: camera body, viewfinder, control button, lens—1 mark each. (b) Any two explained: tripod/stabiliser improves stability; reflector improves/controls lighting; flash provides additional light; lens

filter modifies incoming light; camera strap improves safe handling—2 marks each. (c) Any two genres, 1 mark each: portrait, events, photojournalism, landscape, wildlife, street photography.

12. (12 marks) Any four well-explained improvement steps, up to 3 marks each: choose a quieter recording location; position microphone appropriately; monitor levels; reduce background sources; use suitable microphone/accessories; record a clean take; edit/remove unwanted sections; apply noise reduction; normalise/adjust volume; balance levels; export using an appropriate format. Award marks for technically sound sequencing and explanation.

13. (14 marks) (a) Purpose + target audience, 1 mark each. (b) Four ordered pre-production activities, 1 mark each. (c) Four production activities, 1 mark each. (d) Two post-production activities explained, 2 marks each. Accept research, script, scheduling, budgeting, location/personnel planning; recording, directing, lighting, camera/sound operation; editing, importing/exporting, sound adjustment, titles/transitions, review and distribution preparation.

14. (12 marks) (a) Three forms of ownership described, 2 marks each. Accept private, community, government/state-owned, cross-media ownership as supported by the curriculum. (b) Three factors explained, 2 marks each: capital, control, liability/risk, number of owners, management needs, legal requirements, scale/market, access to resources.

15. (14 marks) Award up to 14 marks for a coherent workflow. Research/planning (2); production/capture (2); post-production/editing (3); safe/ethical handling of content (3); technology effects—at least two relevant effects, 2; logical sequencing and integration (2). Accept discussion of permissions/copyright/privacy, safe transfer/storage, editing software, digital cameras, audio tools, distribution platforms, technology improving speed/quality while creating technical/safety challenges.

CURRICULUM TRACEABILITY

Question	Strand	Sub-strand	Learning Outcome Focus	Cognitive Level	Marks
1	1.0	1.1 Introduction to Media Technology	Identify/describe media concepts and forms	Understand	3
2–3	1.0	1.2 Pre-Production	Roles of personnel; importance of research	Understand/Apply	5
4	1.0	1.3 Production	Production roles and steps	Understand	3
5	1.0	1.4 Post-Production	Post-production roles and steps	Understand	2
6	2.0	2.1 Photography	Genres and storytelling	Apply	4
7	2.0	2.1 / 2.3	Camera and audio components/functions	Understand	4
8	3.0	3.1 Media Ownership and Management	Ownership structures and factors	Apply	3
9	1.0	1.2 Pre-Production	Research, audience, planning	Apply	8
10	1.0	1.3 Production	Studio set-up, safety, production checks	Apply/Analyse	10
11	2.0	2.1 Photography	Camera components, accessories, genres	Apply	10
12	2.0	2.3 Audio Production	Recording, editing and improving sound	Analyse/Apply	12
13	1.0	1.2–1.4	Integrated media production process	Apply/Analyse	14
14	3.0	3.1 Media Ownership and Management	Ownership and management decisions	Analyse	12
15	1.0–2.0	1.2–1.4, 2.1–2.3	Integrated production workflow, technology, safety and ethics	Analyse/Evaluate	14

TEACHER / EXAMINER GUIDE

• Coverage: The paper is cumulative across all eight Grade 10 sub-strands in the supplied Curriculum Design: 1.1 Introduction to Media Technology; 1.2 Pre-Production; 1.3 Production; 1.4 Post-Production; 2.1 Photography; 2.2 Digital Video Production; 2.3 Audio Production; and 3.1 Media Ownership and Management.

- Assessment mode: All questions require constructed responses. No MCQs, true/false, conventional matching or choose-the-answer items are used.
- Visual assessment: Figures 1 and 2 assess studio set-up and camera components, respectively. Together they provide meaningful diagram-based assessment within the paper.
- Open responses: Accept equivalent examples and technically correct alternatives. Do not require exact wording.
- Total verification: Section A = 20 marks; Section B = 40 marks; Section C = 40 marks; overall total = 100 marks.

END OF MARKING SCHEME

