T-LEVELS | IfATE Institute for Apprenticeships and Technical Education

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Centre Number | Learner ID

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**T Level Technical Qualification in Media, Broadcast and Production (Level 3)**

# Thursday 12 June 2025

Morning (Time: 2 hours 30 minutes)

**Paper reference** **19582**

# Core: Examination paper

**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 Pearson learner ID.
- 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 120.
- The marks for **each** question are shown in brackets
  – *use this as a guide to how much time to spend on each question.*

## Advice

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

*Turn over* ▶

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Pearson

The T Level Technical Qualification is a qualification approved and managed by the Institute for Apprenticeships and Technical Education, and Pearson's development and delivery of the qualification and use of the mark is under the authority of the Institute for Apprenticeships and Technical Education.

**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. Write your answers in the spaces provided.**

## SECTION A

**1** Which **one** of these best describes diegetic sound?

- ☒ **A** Sound heard by the characters and audience
- ☒ **B** Sound that cannot be heard by the characters
- ☒ **C** Sound that is custom-made in post-production
- ☒ **D** Sound used in immersive environments

**(Total for Question 1 = 1 mark)**

**2** Give **one** characteristic of sector skills councils.

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**(Total for Question 2 = 1 mark)**

Financial acumen supports a creative practitioner to create accurate budgets.

**3** Give **two** other ways that having financial acumen supports a creative practitioner working in the creative industries.

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**(Total for Question 3 = 2 marks)**

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A creative practitioner must consider the reliability and validity of sources.

**4** Give **two** ways a creative practitioner can establish the expertise of an author.

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**(Total for Question 4 = 2 marks)**

**5** Explain **one** way academic publications can be used to support research in the creative industries.

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**(Total for Question 5 = 2 marks)**

**6** Explain **two** ways measuring increased demand for a media product from audiences is important in the creative industries.

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**(Total for Question 6 = 4 marks)**

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**7** Explain **one** way economic factors can influence the emergence of trends in the creative industries.

**(Total for Question 7 = 2 marks)**

**8** Explain **one** way cash flow can impact a project in the creative industries.

**(Total for Question 8 = 2 marks)**

**9** Explain **one** benefit of using depth of field in media content to help tell a story.

**(Total for Question 9 = 2 marks)**

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An employed creative practitioner is pregnant, which is a protected characteristic.

**10** Explain **two** ways this protected characteristic provides equality for the employed creative practitioner.

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**(Total for Question 10 = 4 marks)**

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**11** Discuss the factors a creative practitioner should consider when thinking about creating revenue by using a self-generated model to develop products or services in the creative industries.

**(Total for Question 11 = 9 marks)**

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**12** Discuss the factors a creative practitioner should consider when they accept a project leadership role, its responsibilities and interdependencies.

**(Total for Question 12 = 9 marks)**

**TOTAL FOR SECTION A = 40 MARKS**

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## SECTION B

**13** Which **one** of these is a geographic consideration to support the diverse needs and interests of audiences?

- ☒ **A** Lifestyle
- ☒ **B** Population
- ☒ **C** Religion
- ☒ **D** Values

**(Total for Question 13 = 1 mark)**

**14** Give **two** reasonable adjustments to improve the accessibility of created content for users with cognitive, learning, neurological and neurodiverse conditions.

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**(Total for Question 14 = 2 marks)**

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Employment legislation applies to the creative industries.

**15** Give **two** features of employment legislation.

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**(Total for Question 15 = 2 marks)**

**16** Explain **one** benefit to a creative practitioner of enhancing their awareness of evolving developments in the creative industries.

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**(Total for Question 16 = 2 marks)**

**17** Explain **one** benefit to a creative practitioner of the Digital Millennium Copyright Act 1998.

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**(Total for Question 17 = 2 marks)**

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**18** Explain **two** key responsibilities of a venues technician.

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**(Total for Question 18 = 4 marks)**

A creative practitioner wants to explain an idea for a live event to a non-expert potential investor.

The creative practitioner does not want to share detailed information about the idea with the potential investor.

**19** Explain **one** way the creative practitioner can follow professional work etiquette to communicate the idea appropriately to the potential investor.

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**(Total for Question 19 = 2 marks)**

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**20** Explain **two** benefits of using psychographics to support the diverse needs and interests of audiences in the creative industries.

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**(Total for Question 20 = 4 marks)**

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**21** Discuss the factors a creative practitioner should consider when thinking about accepting a fixed-term contract.

**(Total for Question 21 = 9 marks)**

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A creative practitioner admires the traditional dress of a particular country. The creative practitioner has visited the country and has a basic understanding of the origins of the country's traditional dress.

**22** Evaluate the suitability of the creative practitioner using the country's traditional dress as part of an advertising campaign.

**(12)**

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**(Total for Question 22 = 12 marks)**

**TOTAL FOR SECTION B = 40 MARKS**

## SECTION C

**23** State what is meant by the term 'capital allowance.'

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**(Total for Question 23 = 1 mark)**

**24** Give **two** reasons why it is important for a creative practitioner to maintain their professional development.

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**(Total for Question 24 = 2 marks)**

One reason audience research is important in the creative industries is because it influences the creative process of development.

**25** Give **two** other reasons why audience research is important in the creative industries.

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**(Total for Question 25 = 2 marks)**

**26** Explain **one** drawback to a creative practitioner of using quantitative research methods.

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**(Total for Question 26 = 2 marks)**

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**27** Explain **one** implication for a creative practitioner of not complying with the Environmental Protection Act 1990.

**(Total for Question 27 = 2 marks)**

**28** Explain **two** ways a creative practitioner can meet the creative industry's professional standards for data management.

1

2

**(Total for Question 28 = 4 marks)**

**29** Explain **one** way the Office of Communications (Ofcom) fulfils its purpose.

**(Total for Question 29 = 2 marks)**

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A creative practitioner is shooting a scene for a film where the character is walking through a park on a sunny day. The character is joyous.

The creative practitioner wants to use camera movement to shoot the scene by physically moving the camera body away from a fixed position.

**30** Explain **two** ways physically moving the camera body away from a fixed position can be used to help tell the story of the scene.

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**(Total for Question 30 = 4 marks)**

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**31** Discuss the key factors a creative practitioner should consider when identifying and researching a specialised target audience.

**(Total for Question 31 = 9 marks)**

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A creative practitioner is exploring the potential use of extended reality at a food festival.

The food festival is a live outdoor event focusing on local produce.

**32** Evaluate the suitability of using extended reality at the food festival.

**(12)**

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**(Total for Question 32 = 12 marks)**

**TOTAL FOR SECTION C = 40 MARKS**
**TOTAL FOR PAPER = 120 MARKS**

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