OCR
Oxford Cambridge and RSA

<<Date>> – <<Morning/Afternoon>>

OCR Level 1/Level 2 Cambridge National in Creative iMedia

R093/ 01 Creative iMedia in the media industry

Sample Assessment Material (SAM**)**

Time allowed: 1 hour 30 minutes

No extra materials are needed.

Write clearly in black ink. **Do not write in the barcodes.**

Centre number ☐☐☐☐☐   Candidate number ☐☐☐☐

First name(s) _____

Last name _____

INSTRUCTIONS
- Use black ink.
- Write your answer to each question in the space provided.
- If students require additional answer space, lined paper may be available at the end of the answer booklet in a live question paper. Remember the question number(s) must be clearly shown.
- Answer **all** the questions.

INFORMATION
- The total mark for this paper is **70**.
- The marks for each question are shown in brackets **[ ]**.
- This document has **16** pages.

ADVICE
- Read each question carefully before you start your answer.

Turn over

Section A

1 Identify **one** product produced by the digital publishing sector.

....
[1]

2 Identify **one** category of audience segmentation, other than **age** and **gender**.

....
[1]

3 A mind map is shown in **Fig.1**.

Identify the parts of the mind map labelled **A** and **B**.
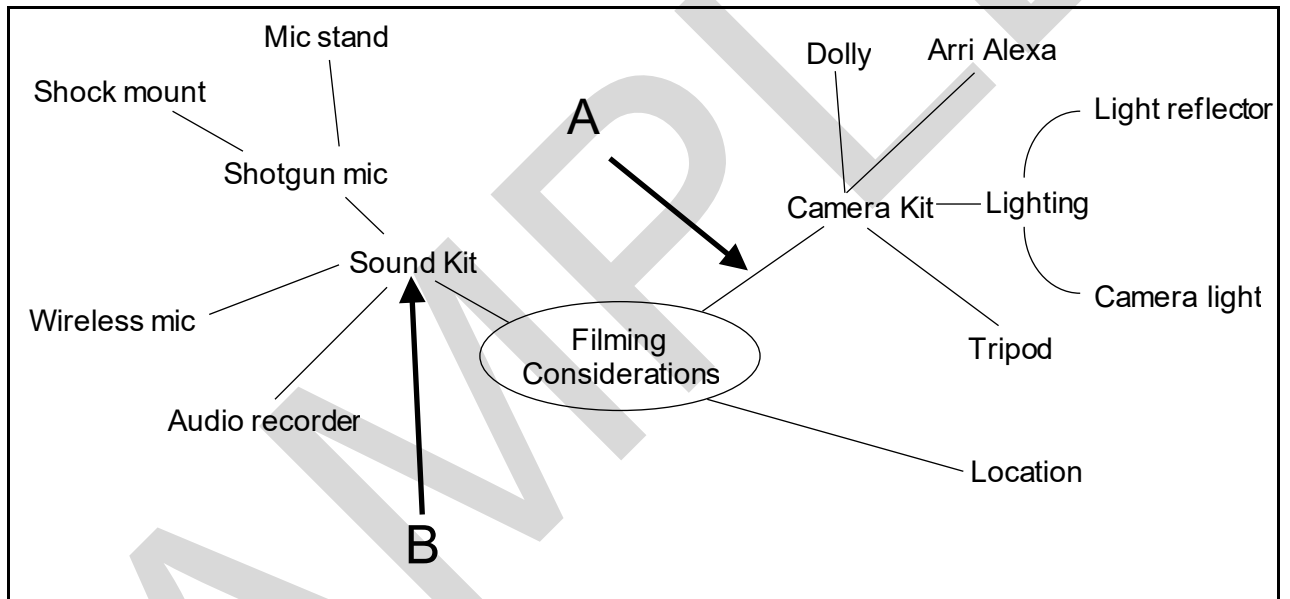
Fig.1

A ....

B ....   **[2]**

4 PEGI is a digital game content rating system. What does PEGI stand for?
Tick (✓) the correct box.

A	Pan English Game Information	☐
B	Pan European Game Information	☐
C	Pan European Games Internet	☐
D	Pre-Employment Game Internet	☐

[1]

5 Complete the sentence.

In video resolution, SD stands for S .... D...

[1]

6 Which of the following roles is responsible for creating engaging text for printed advertisements?

Tick (✓) the correct box.

A animator ☐

B copy writer ☐

C graphic designer ☐

D script writer ☐

[1]

7 Identify **one** type of audio that is used to engage audiences in digital games.

....

[1]

8 Identify **two** ways websites use interaction to engage audiences.

1..

2..

[2]

Section B

Quixsport are releasing a new, high-end, sports clothing range. It will be targeted at 18 to 30-year old's who take their health and fitness seriously and make it an important part of their lifestyle.

The clothing has embedded smart technologies which monitor the wearer when taking part in physical activity.

The clothing range will be released at the start of November 2023. It is hoped that the clothing will be bought as gifts at the end of the year. A promotional campaign will run from August 2023.

You are the campaign manager for the campaign to promote the new clothing range.

9   **(a)**   Identify **two** appropriate media sectors, other than **digital publishing**, that could be used for the promotional campaign.

1...

2...

[2]

(b)   Identify **three** appropriate products, other than a **TV advert** or **static digital advert** that could be used to promote the clothing range.

1...

2...

3...

[3]

(c)   Explain **two** ways that a **campaign manager** could contribute towards the creation of the Quixsport promotional campaign.

....

....

....

....

....

....

....

....

....

....

....

....

[6]

10 Quixsport's high-end clothing range will be targeted at 18 to 30-year olds who are serious about their health and fitness.

Describe **one** way the target audience for the clothing range will influence the content of Quixsport's promotional campaign.

....

....

....

....

[2]

11 **Fig.2** shows a graphic promoting a new gym that you found when researching ideas for the campaign.
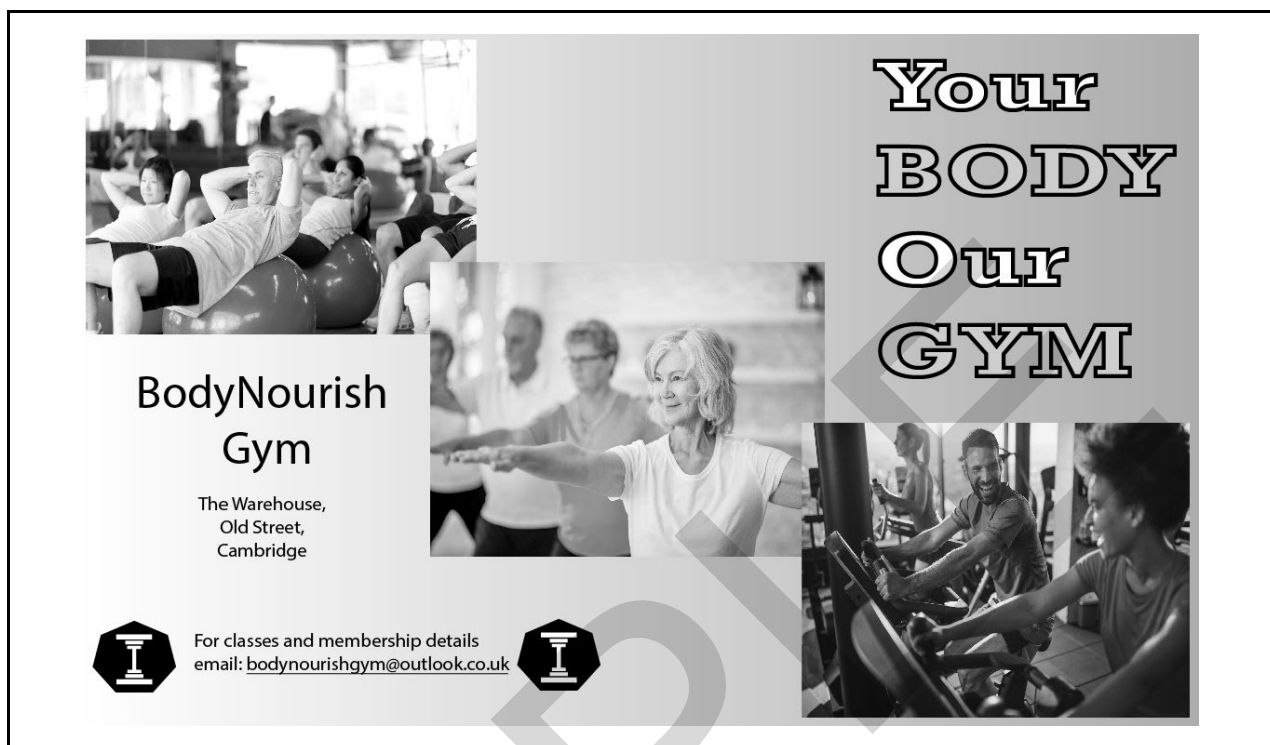
Fig.2

The new gym wants to appeal to a range of people.

(a) Describe **one** way the graphic achieves this.

....

....

[1]

(b) Describe **one** way the text has been formatted to emphasise some of the information.

....

....

[1]

(c) Explain **one** way in which the images used might encourage people to join the Body Nourish gym.

....

....

....

....

[2]

12 You create a workplan for the Quixsport promotional campaign. The workplan is shown in **Fig.3**.

Tasks	Actvities	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
Plan promotional campaign											
	Research target audience platform use										
	Schedule social media posting										
Write campaign content											
	Write messaging content for adverts										
	Review advert text content										
Plan/Design campaign content											
	Design graphical assets for adverts										
	Design graphical adverts										
	Design TV advert										
	Review campaign content designs										
Create campaign content											
	Create graphical assets										
	Create graphical adverts										
	Review graphical adverts										
	Film TV advert										
	Edit TV advert										
	Review TV advert										
Campaign launch											

Fig.3

(a) Explain **one** way in which the promotional campaign workplan (**Fig. 3**) demonstrates **workflow**.

....

....

....

....

[2]

(b) Identify the workplan component which is represented by the blank month 'July'.

....

[1]

(c) Explain **one** way in which adding **milestones** to a workplan makes work planning more effective.

....

....

....

....

[2]

13 Quixsport is creating a TV advert to promote the new, sports clothing range.

Fig.4. is a draft storyboard that the **video editor** will use to compile the TV advert.
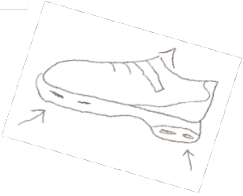
Quixsport			
3 Seconds Whole screen Sourced graphic	5 Seconds Runner coming towards camera	Runner stops and hands on hips Breathing heavily Heat coming off body	Zoom into shirt
		Online Sales 10th November Instore Sales 21st November	**Quixsport**
Trainer hitting floor as if running action	Graphic of data from shoe sensor	Details of release dates Voice over 'Order online 10th November'	3 seconds Quixsport Logo Voiceover

Fig.4

(a) Discuss the suitability of the storyboard **(Fig.4)** for use by the **video editor**.

Marks will be awarded for:

- Suggesting changes that improve the storyboard.

- Explaining how the changes you suggest will improve the effectiveness of the storyboard for the **video editor**.

[9]

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....

Location recces are recommended before filming TV adverts.

(b) Explain **one** benefit of carrying out a location recce before filming starts.

....

....

....

[2]

(c) Identify **one** organisation that regulates the content of adverts shown on TV.

....

[1]

14 (a) Quixsport wants to research how successful the new TV advert is likely to be before it is shown.

(i) Identify **one** possible **primary** method of carrying out this research, other than an **online survey**.

....

[1]

(ii) Describe how this method is used to carry out research.

....

....

....

....

....

....

[2]

The research information is required urgently, to ensure the shoot for the TV advert keeps to the workplan schedule.

An online survey will be used to gather the research information.

(b) (i) Describe **two** advantages for Quixsport of using an online survey.

Advantage 1..

....

....

....

Advantage 2..

....

....

....

[4]

(ii) Describe **one** possible disadvantage of using online surveys.

....

....

....

....

[2]

SAMPLE

Social media and email will be used as part of the Quixsport promotional campaign.

People will need to sign up to receive news and promotional materials.

15 (a) Explain **one** reason why organisations protect the personal data of people who sign up to promotional campaigns.

....

....

....

....

[2]

(b) Describe **one** way that organisations must comply with data protection legislation when storing the personal data of people who sign up to promotional campaigns.

....

....

....

....

[2]

16 Some of the assets that you find for the promotional content have symbols attached to them.

Identify the meaning of the **two** symbols.

Symbol	Meaning
CC	....
TM	....

[2]

17 **Fig.5** is a draft of a visualisation diagram for a static digital advert that will be used in a social media campaign.

The static digital advert will be used to promote the clothing range on social media and websites.

The visualisation diagram will be shown to Quixsport for approval.
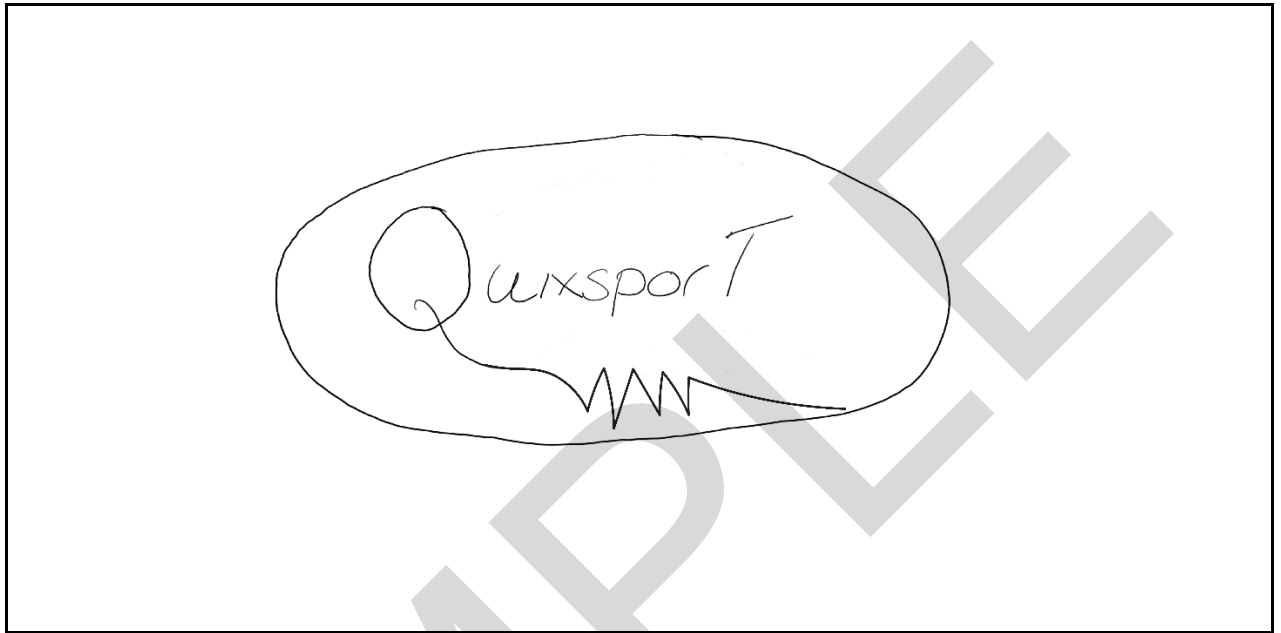
Fig.5

(a) (i) Identify **one** user of the visualisation diagram, other than the client (Quixsport).

....

[1]

(ii) Describe how this user might use the diagram

....

....

....

[1]

(b) Create an improved version of the draft visualisation diagram in **Fig.5.**

Marks will be awarded for:

- Relevant components and conventions used

- Layout

- Annotations that explain how the improvements better meet Quixsport's requirements.

[9]

END OF QUESTION PAPER

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Sample Assessment Material (SAM)

OCR Level 1/Level2 Cambridge National in Creative iMedia

R093/01 Creative iMedia in Industry

MARK SCHEME

Duration: 1 hour 30 minutes

MAXIMUM MARK 70

Version: 4
Last updated: 30/09/2024

(FOR OFFICE USE ONLY)

This document consists of 15 pages

Crossed Out Responses
If a student has crossed out a response and written a clear alternative response, then the crossed out response is not marked. If no alternative is given, examiners will give students the benefit of the doubt and mark the crossed out response if it is legible.

Multiple Choice Question Responses
When a multiple choice question has only a single, correct response and a student gives two responses (even if one of these responses is correct), no mark will be awarded, as it is not possible to determine which was the first response selected.

Contradictory Responses
When a student provides contradictory responses, no mark will be awarded, even if one of the answers is correct.

Short Answer Questions (usually worth only **one mark per response**)
If a student needs to give a set number of short answer responses, but gives more, only the set number of responses will be marked. The response space will be marked from left to right on each line and then line by line until the required number of responses have been marked. The remaining responses will not be marked.

Short Answer Questions (worth **two or more marks**)
If a student is required to provide a description of, say, three items or factors and four items or factors are provided, then marking will be similar to the above example (but downwards).

Longer Answer Questions
If a student provides two (or more) responses to a medium or high tariff question which only needs a single (developed) response, and does not cross out the first response, the first response will be marked.

Levels of response marking
  a. **To determine the level** – examiners will start at the highest level and work down until they reach the level that matches the answer
  b. **To determine the mark within the level**, they will consider the following:

Descriptor	Award mark
On the borderline of this level and the one below	At bottom of level
Just enough achievement on balance for this level	Above bottom and either below middle or at middle of level (depending on number of marks available)
Meets the criteria but with some slight inconsistency	Above middle and either below top of level or at middle of level (depending on number of marks available)
Consistently meets the criteria for this level	At top of level

Question			Answer	Marks	Guidance
1			**One** from e.g.: • eBook • Digital signage • Web banner • Icon **Award credit for any other appropriate response**	1	
2			**One** from e.g.: • Education • Income • Interests • Lifestyle • Occupation • Location **Award credit for any other appropriate response**	1	This is the full list (minus age and gender – see below) from the specification. Other possible acceptable answers would be, marital status, etc. Do **not** accept: Age (stated in question) Gender (stated in question)
3			A- Connector/Branch (1) B- Node (1)	2	1 mark for each correct label Do **not** accept: Line for A
4			B - Pan European Game Information	1	Correct answer only.
5			Standard Definition	1	Correct answer only
6			B - copy writer	1	Correct answer only

3

Question			Answer	Marks	Guidance
7			**One** from e.g.: • Music • Silence • Sound effects • Voice **Award credit for any other appropriate response**	**1**	
8			**Two** from e.g. • Button (1) • Click (1) • Drag and drop (1) • Hotspot (1) • Navigation bars (1) • Rollover (1) • Web form (1) **Award credit for any other appropriate response**	**2**	One mark for each correct answer

4

Question			Answer	Marks	Guidance
9	(a)		**Two** from e.g.: • Film • Television • Radio • Print publishing • Interactive media • Internet	2	**One** mark for each correct/appropriate sector identified These are the only relevant answers for a promotional campaign Do **not** accept: Digital publishing (stated in question)
	(b)		**Three** from e.g.: • Audio • Billboard advert • Digital image • Music • Podcast • Social media post **Award credit for any other appropriate response**	3	**One** mark for each **relevant** product identified Only credit advert once unless qualified as shown in e.g. list Do **not** accept: static digital advert (stated in question) TV advert (stated in question)
	(c)		**Indicative content** Answers may include reference to how the following responsibilities contribute to the creation of a promotional campaign: • Allocating roles • Client liaison • Deciding on adverts • Managing resources • Organising activities/tasks • Tracking project progress **Award credit for any other suitable response**	6	**Level 3 (high) 5–6 marks** A **thorough** explanation which shows **detailed** understanding: • **Two** responsibilities are identified – and **two** explanations attempted. • Explanation shows **detailed** knowledge and understanding of the role. • Contribution is **clearly** explained. • **Consistently** uses appropriate terminology. **Level 2 (mid) 3–4 marks** An **adequate** explanation which shows **sound** understanding: • **Two** responsibilities are identified – **at least one** explanation attempted.

Question			Answer	Marks	Guidance
					• Explanation shows **sound** knowledge and understanding of the role. • Contribution is **adequately** explained. • **Sometimes** uses appropriate terminology. **Level 1 (low) 1-2 marks** A **brief** explanation which shows **limited** understanding: • **At least one** responsibility is identified - **at least one** explanation is attempted. • Explanation shows **limited** knowledge and understanding of the role. • Contribution is explained in a **basic** way. • Use of appropriate terminology is **limited**. **0 marks** Response is not worthy of credit
10			Up to **two** marks for describing **one** way e.g.: • Content should be age relevant • Content should be interest relevant • Content should be lifestyle relevant • Content should be income/occupation relevant e.g. • The content should appeal to adults between 18 and 30. (1) One way to do this is to use imagery/music/a theme/etc. that is popular in the 18 to 30 age group. (1) • The content should appeal to fit and healthy adults. (1) For example, it might show them taking part in serious sport/fitness activities like marathons/spin classes/road cycling/downhill MTB/etc (1). **Award credit for any other appropriate response**	**2**	**One** mark for identifying a valid way up to a maximum of **one** way. **One** mark for describing how the way might influence content.

Question			Answer	Marks	Guidance
11	**(a)**		Up to **one** mark for describing **one** way e.g.: • Gender • Age e.g. • The images show both younger and older people exercising. • The images show females and males exercising together. **Award credit for any other appropriate response**	**1**	**One** mark for a valid way described.
	(b)		Up to **one** mark for describing **one** way e.g.: • Capitalisation • Contrast • Emphasis • Font type • Shading • Size • Underlining e.g. • A large font size is used for the slogan, drawing readers' eyes to the text. • The colour contrasts with the background, so that the text stands out. (1) **Award credit for any other appropriate response**	**1**	**One** mark for a valid way described. Response could conceivably combine reference to font size/colour/capitalisation

7

Question			Answer	Marks	Guidance
	(c)		Up to **two** marks for explaining **one** way e.g.: • Modern/new/clean facilities/equipment/etc. • Group activities/classes/social interaction/etc. • Smiling/relaxed/friendly/positive atmosphere/safe environment/etc. e.g. • Images show that the gym has good/modern/new/clean facilities/equipment/etc. (1) Environment/equipment/facilities/etc. is/are likely to be one of the most important factors when choosing a gym. (1) • Images show people enjoying group activities/classes/social interaction/etc. (1) The availability of group activities/classes/etc. at the gym present opportunities to make/meet up with friends. (1)	**2**	**One** mark for identifying a valid way up to a maximum of **one** way **One mark** for the way explained.
12	**(a)**		Up to **two** marks for explaining **one** way e.g.: • Dependency of tasks/activities • Order of tasks • Order of activities e.g. • The tasks are listed in the order in which they will be carried out. Planning tasks are before design or create tasks. (1) This means that the chance of Quixsport missing out a key aspect of the project is reduced. (1) • A review is scheduled after the activities in each task. (1) This is to check Quixsport is happy to proceed to the next task/set of activities. (1) • Activities are planned to run concurrently. (1) This shortens the duration of the campaign/means that the campaign is more likely to be ready for the launch. (1) **Award credit for any other appropriate response**	**2**	**One** mark for identifying a valid way up to a maximum of **one** way **One mark** for the way explained.

8

Question			Answer	Marks	Guidance
	(b)		Contingency	1	Correct answer only
	(c)		Up to **two** marks for explaining one **way** e.g.: e.g.: • Identify key points in time/important dates • Measure progress • Monitor deadlines/keep project on track e.g.: • Milestones establish key markers in the progress of a project. (1) This means that it is easier to identify all the important/critical dates/deadlines. (1) • Milestones specify interim project completion deadlines. (1) This means that progress is monitored on an ongoing basis and should help ensure that a project completes on time. (1) **Award credit for any other appropriate response**	2	**One** mark for identifying a valid way up to a maximum of **one** way **One mark** for the way explained.
13	**(a)**		**Indicative content** Answers may include reference to how the following aspects are used and how they use could be improved: • Clarity • Consistency of information • Effects added • Fitness for purpose • Layout of storyboard • Numbering of panels • Order of boards/panels/scenes • Timings • Transitions Suitability for use by for target audience – video editor is required for the highest mark band	9	**Level 3 (high) 7-9 marks** A **thorough** discussion which shows **detailed** understanding: • Shows **detailed** knowledge and understanding of the suitability of the storyboard for the video editor. • A **range** of suggested improvements are identified. • **Clearly** explains how effectiveness is improved. • **Consistently** uses appropriate terminology.

9

Question			Answer	Marks	Guidance
			Subject specific terminology covers both terminology related to the creation of storyboard as well as that related to advert. Other relevant points and examples should credited.		**Level 2 (mid) 4 – 6 marks** An **adequate** discussion which shows **sound** understanding: • Shows **sound** knowledge and understanding of the suitability of the storyboard for the video editor or other users/consumers. • **Some** suggested improvements are identified. • **Adequately** explains how effectiveness is improved. • **Sometimes** uses appropriate terminology. **Level 1 (low) 1-3 marks** A **brief** discussion which shows **limited** understanding: • Shows **limited** knowledge and understanding of the suitability for consumers/users. • **Few** suggested improvements are identified. • Where improvements to effectiveness are explained, this is done in a **limited** way. • Use of appropriate terminology is **limited**. **0 marks** Response is not worthy of credit
	(b)		Up to **two** marks for explaining one benefit e.g.: • Access requirements • Availability of resources • Safety • Suitability e.g.: • Ensuring there is enough space to set up a camera. (1) This means that the shots required can be captured. (1) • Checking the location will be safe for both actors and crew. (1) This will determine whether a full risk assessment is required. (1) **Award credit for any other appropriate response**	**2**	**One** mark for identifying a benefit up a up to a maximum of **one** benefit **One mark** for the benefit explained.

Question			Answer	Marks	Guidance
	(c)		**One** mark from e.g.: • ASA • Ofcom **Award credit for any other appropriate response**	1	
14	**(a)**	**(i)**	**One** mark from e.g.: • Focus groups • Interviews **Award credit for any other appropriate response**	1	
		(ii)	Up to **two** marks for a **description** of the method identified e.g.: Focus groups • Group discussion/give feedback • Shown 'live' content • Small groups/hand-picked/face to face e.g.: • The campaign content is shown to small groups from the target audience. (1) Individuals then give feedback in a group discussion. (1) **Award credit for any other appropriate response** Interview e.g.: • Clarification of comments/views/etc can be sought • Face to face • Individuals' reactions witnessed/gathered as well as responses • Personal views of targeted individuals sought • Scripted questions • Shown 'live' content e.g.: • Selected individuals could be asked scripted questions by an interviewer about the campaign to get their views. (1) Further questions can then be asked to clarify their thoughts/views/opinions. (1) **Award credit for any other appropriate response**	2	**One** mark for each relevant point relating to the method identified in (a)(i) up to a maximum of **two** marks

Question			Answer	Marks	Guidance
	(b)	**(i)**	Up to **two** marks for **each** advantage **described.** **Advantages** • Easier to collect/collate/present results • Less resourcing/organising required • Quicker to gather data/information • Sent directly to target audience e.g.: • It's quicker for Quixsport to collect the information than if using focus groups or interviews. (1) Both focus groups and interviews take more time and resource to organise - and Quixsport needs the information urgently. (1) • Quixsport can more easily ensure better coverage of the target audience than by using focus groups or interviews. (1) They can quickly send out a large numbers of surveys to the target audience across a wide geographical area. (1) **Award credit for any other appropriate response**	**4**	**One** mark for a valid advantage identified up to a maximum of **two** advantages. Up to **one** mark for each advantage described.
		(ii)	Up to **two** marks for describing a disadvantage e.g.: • Device compatibility • May not be seen by recipient • Requires internet connection e.g.: • Respondents need an internet connection/device (1). Potential respondents without access to the internet/device are excluded and this may skew results (1). • The invitation to complete the online survey may not be seen be the user. (1) If its emailed, the invitation may go into users' spam message boxes. (1) **Award credit for any other appropriate response**	**2**	**One** mark for identifying a valid disadvantage Up to **one** mark for the disadvantage described.

12

Question			Answer	Marks	Guidance
15	(a)		Up to **two** marks for explaining **one** reason e.g.: • Comply with the law • Customer confidence • Reputational damage e.g. • Organisations must protect customers' data by law (1). If they fail to do so they will be prosecuted. (1) • Organisations must protect customers' data to protect their reputation. (1) If they fail to do so, customers may choose not to deal with them. (1) **Award credit for any other appropriate response**	2	**One** mark for a valid reason identified up to a maximum of **one** reason **One** mark for reason explained.
	(b)		Up to **two** marks for describing **one** way e.g.: • Keep as required • Only ask for what is needed • Secure storage e.g.: • Data is stored securely using passwords/encryption. (1) Only authorised staff should be able to access the data. (1) • Data is only kept for as long is needed. (1) Once it has been used, it is then destroyed securely (1) **Award credit for any other suitable response**	2	**One** mark for a valid way identified up to a maximum of **one** way **One** mark for the way described.
16			**One** mark each for: • Creative Commons (1) • Trademark (1)	2	Correct answers only

Question			Answer	Marks	Guidance
17	(a)	(i)	**One** mark from e.g.: • Graphic designer • Web designer • Web developer	1	
		(ii)	Up to **one** mark for a **description** of use for user identified e.g.: • Web designer - plan the content for the web advert • Web developer - to realise the image asset they will need to code • Graphic designer - as an outline of the image assets they will need to create **Award credit for any other suitable response**	1	**One** mark for describing how the user identified in 17(a)(i) might use the diagram.

	(b)		**Indicative content**
			
			Students will produce an improved version of the visualisation diagram that should better meet the client's requirements. The diagram needs to show that the static digital graphic will promote the clothing (purpose) and will allow Quixsport to clearly see how this will happen.
			
			Marks are awarded for:
			• Clarity of idea
			• Relevance of content (format, styles, suitability)
			• Components of visualisation diagram used
			    o Images
			    o Shapes
			    o Colours/Colour scheme – by the use of annotations/hatching/shading
			    o Font styles
			    o Font sizes
			    o Positioning/Layout information
			    o Text – slogan, branding
				9	**Level 3 (high) 7-9 marks**
					A **comprehensive** document which shows **detailed** understanding:
					• A **range** of suggested improvements are identified.
					• Improvements cover a **range** of components
					• Conventions are **effectively** applied
					• **Most** annotations show **detailed** knowledge and understanding of the suitability of the document to meet the client's requirements.

Question	Answer	Marks	Guidance

	• Annotations that explain improvements e.g.
	  ○ Promotes products
	  ○ Appearance of static digital graphic
	  ○ Use of a house style for company
	  ○ Consideration of distribution channels
	  ○ Consideration of devices for viewing
			Level 2 (mid) 4-6 marks
			An **adequate** document which shows **sound** understanding:
			• **Some** suggested improvements are identified.
			• Improvements cover **some** components
			• Conventions are **adequately** applied
			• **Some** annotations show **sound** knowledge and/or understanding of the suitability of the document to meet the client's requirements.
			
			Level 1 (low) 1-3 marks
			A **basic** document which shows **limited** understanding:
			• **Few** suggested improvements are identified.
			• Improvements cover **few** components
			• Conventions are applied in a **limited** way
			• Annotations, where present, show **limited** knowledge and/or understanding of the suitability of the document to meet the client's requirements.
			
			0 marks
			Response is not worthy of credit

15