

CAMBRIDGE NATIONALS

Examiners' report

CREATIVE iMEDIA



J807, J817, J827

R081 January 2019 series

Version 1

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Introduction

Our examiners' reports are produced to offer constructive feedback on candidates' performance in the examinations. They provide useful guidance for future candidates. The reports will include a general commentary on candidates' performance, identify technical aspects examined in the questions and highlight good performance and where performance could be improved. The reports will also explain aspects which caused difficulty and why the difficulties arose, whether through a lack of knowledge, poor examination technique, or any other identifiable and explainable reason.

Where overall performance on a question/question part was considered good, with no particular areas to highlight, these questions have not been included in the report. A full copy of the question paper can be downloaded from OCR.

Paper R081 series overview

This session saw the largest January sitting to date with a sound level of knowledge of the specification being demonstrated. Comments made in the Summer 2018 report regarding the increase in generic answers have been heeded and this session has seen more context-based answers being used. There were less vague answers seen this session.

This session there has still been an issue with candidates not understanding the command words used in examination questions. Marks were lost this session with candidates not answering the higher command words fully. There was evidence of candidates only identifying or describing answers, when explanations were required. Conversely candidates also explained issues rather than described, with a key example of this being seen in question 3(a). This is an issue that centres should continue to address before future sessions.

Question 1

ProgressWalk is developing a smartphone health app to encourage adults to exercise more by walking around their local town instead of driving. Players will score points by uploading photos of themselves standing outside local buildings with the GPS coordinates attached. Different buildings and locations will score different points and players can exchange their points for healthy food and drink in local shops.

- 1 You have been asked to create a physical mood board for the new smartphone health app to take to the first development meeting.

Identify **three** items that could be included in the physical mood board.

- 1
- 2
- 3

[3]

This question was generally well answered with most candidates gaining at least one mark. Candidates did lose marks by not picking up that this question was concerned with a physical mood board. As a result sound and video were not acceptable answers. Some lack of understanding was also seen in regarding the use of a mood board in the pre-production process with items being included that were more related to the later production stages such as 'screen layout'.

Question 2(i)

- 2 ProgressWalk would like to see some designs for the smartphone health app home screen at the development meeting.

(i) Identify the most suitable pre-production document for this purpose.

..... [1]

This question saw a mixed set of responses indicating a lack of understanding of the difference between the words document and program. Many answers were seen where the candidates referred to piece of software which would be used to create the visualisation diagram, rather than the pre-production document itself.

Question 2(ii)

- (ii) Explain why this is the most suitable document to take to the meeting.

.....

.....

.....

..... [2]

This question was generally well answered for one mark regarding the suitability of the visualisation diagram as it allowed for clear indication of how the screen would look. The awarding of the second mark was variable as it required the candidates to place the answer in the context of the 'home screen' or 'ProgressWalk app' as this is a vocational context-based paper. This question drew the largest number of generic responses such as 'see the product' which were not worthy of credit'.

Exemplar 1

- (i) Identify the most suitable pre-production document for this purpose.

A visualisation diagram [1]

- (ii) Explain why this is the most suitable document to take to the meeting.

This is the most suitable document to take to the meeting because it will show exactly what the health app home screen will look like. [2]

Exemplar 1 shows a correct answer for part (i) worth 1 mark. In part (ii) this candidate has then produced a well-developed answer for full marks where they have placed the answer in context by referring to the health app home screen (1) and that visualisation diagram 'shows exactly..... will look like' (1). This is worthy of full marks as it has shown a good understanding of why the visualisation diagram is the correct document to use in the context of this question.

Question 3(a)

- 3 In the smartphone health app points will be awarded that can be exchanged for healthy food and drink in shops. ProgressWalk needs to find out which shops it should link the app to for these discounts.

- (a) Describe how primary research could be used to find out which shops should be linked to for these discounts.

.....

.....

.....

.....

.....

..... [3]

This question indicated a lack of understanding regarding the use of exam paper command words. This question only asked for 'describe how primary research' could be used. Candidates were only expected to describe a how they could carry out primary research such as visit some local shops or ask shoppers questions. Many candidates explained why primary research would be used and so lost marks as a result.

Question 3(b)(i)

ProgressWalk has provided you with data about potential users and the shops that they use. The data was gathered by another company and presented in a report to ProgressWalk.

- (b) (i) Identify what type of research this data is.

..... [1]

Generally, well answered.

Question 3(b)(ii)

- (ii) Identify **one other** source of information that can be used to find out the shopping habits of the target audience.

..... [1]

Generally, well answered.

Question 4

4 Create a visualisation diagram of the rewards screen of the smartphone health app.

Marks will be awarded for:

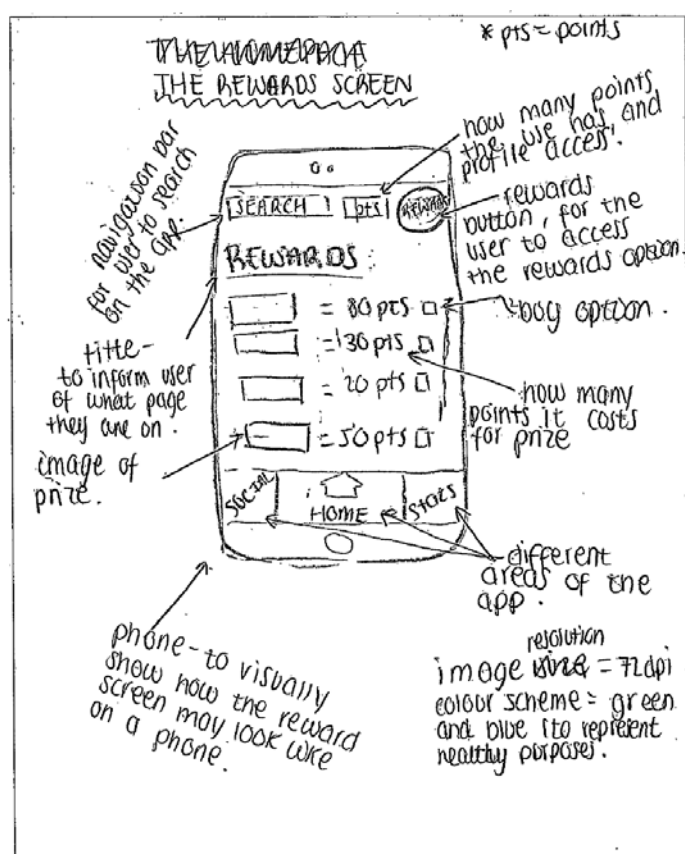
- content;
- layout;
- fitness for purpose;
- annotations to justify decisions.

[9]

This question was generally well answered with most candidates gaining some marks. To gain marks towards the higher end candidates needed to include annotations that would aid someone else in creating the rewards screen that they designed. This fits with showing the fitness for purpose of their diagram. Hence aspects such as fonts, colours and sizes should be included with some justification of choices regarding the layout and content. There were several diagrams seen that were not clearly a screen, which effected the marks gained as the diagram did not fit fully into the context provided.

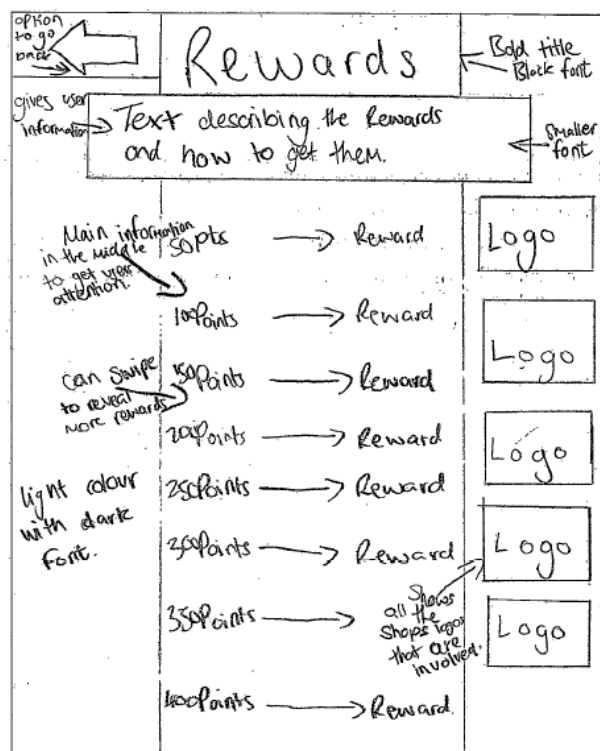
Candidates approached this question in a number of ways, from drawing a phone in the answer space and then annotating around it to using all the space as their screen and annotating within that. Both approaches were acceptable.

Exemplar 2



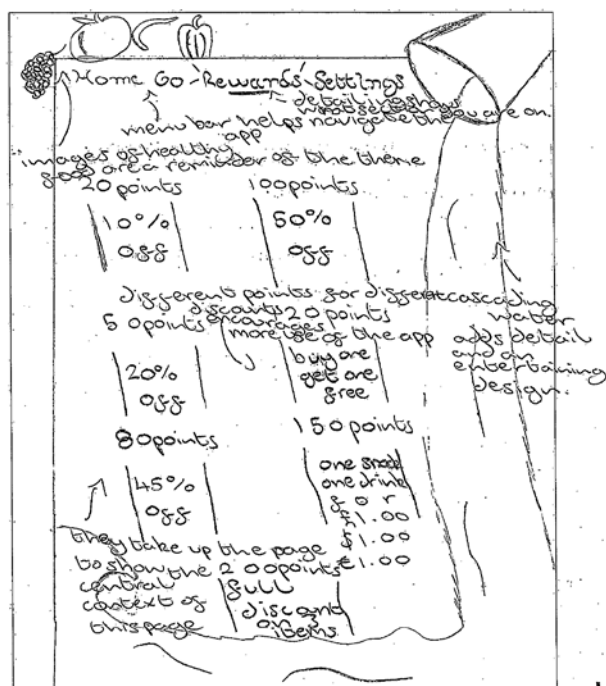
Exemplar 2 shows one interpretation of the visualisation diagram to answer this question. The candidate has drawn an actual phone and then annotated around the image. This is one method of providing the answer. This was a Level 3 answer and credited 9 marks. This was due to the information provided in the answer regarding the screen elements, colours, fonts and other annotations. This made the diagram highly suitable for its purpose. An audience viewing the diagram would gain a clear understanding of the design including the layout, elements, colours and fonts.

Exemplar 3



Exemplar 3 was also credited a Level 3 mark of 9. The candidate took a different approach using the whole answer space for the screen layout and then annotated inside of this area. The annotations of the screen elements, actions, colours and fonts again made it highly suitable for its purpose.

Exemplar 4



Exemplar 4 was credited as a Level 2 answer worth 5 marks. The layout is suitable for the screen purpose and there are some elements that are annotated. However, there are no details of the colours, fonts or emphasis provided. Hence this would not provide sufficient information for the audience to understand or develop the screen.

Question 5(a)

- 5 When a player launches the health app on their smartphone a video plays that explains to them how the app works and what they need to do on their phone to play.

(a) Create a storyboard for the opening 30 seconds of this video.

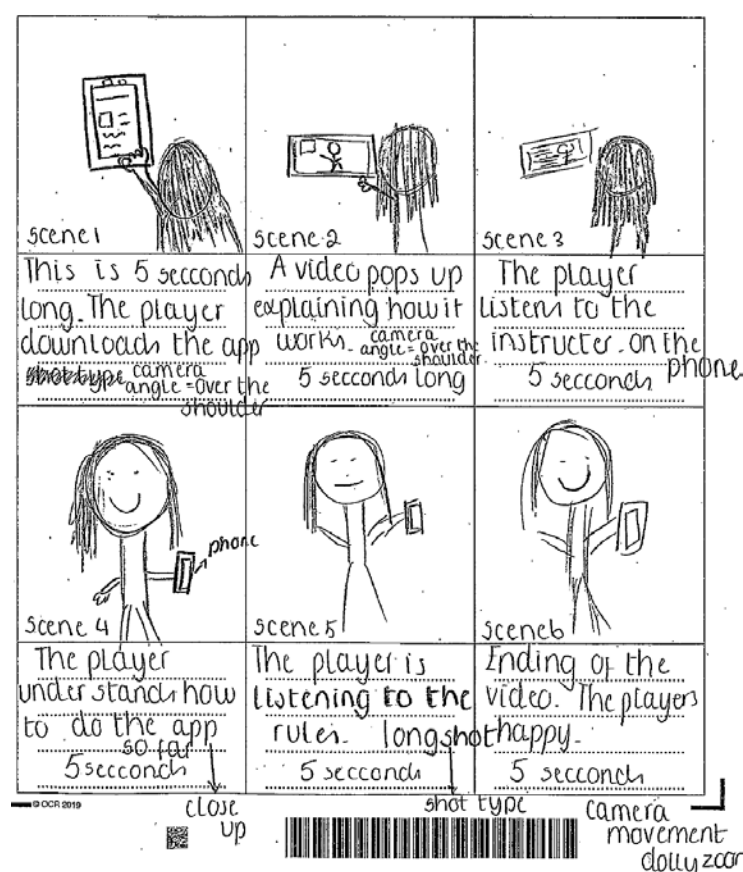
Marks will be awarded for:

- content;
- layout;
- fitness for purpose;
- scene information.

[10]

Most candidates gained some credit on this question. At the lowest end marks were credited for creating a simple storyboard what would suit the purpose of showing how the app works. To gain marks in mark band 2 and higher, candidates needed to show their technical understanding of what else is used to form a usable storyboard. This would include aspects such as scene numbers, camera angles, timings etc. It is these aspects that show the candidates understanding of what makes their storyboard 'fit for purpose'

Exemplar 5



Exemplar 5 was credited a Level 2 response and given 7 marks. There are two technical aspects (scene number, timings) used consistently. Scene 3 does not contain any information about the camera angle or camera movement. There is also some confusion from the candidate about the difference between camera angle or shot type. Hence, when combined with the images that are not that clear in the portrayal of the story Level 2 is the most appropriate mark band, at the top end.

Exemplar 6



Exemplar 6 is credited as a Level 3 response with full marks being awarded. The candidate's art skills are not graded but there is suitable detail in the images to represent a fully suitable storyline for educating about how to use the app. The main aspects of this response that make it suitable for full marks are the consistent use of at least 3 technical aspects (scene number, timings, Camera Shot). There are also other elements included, such as speech and text emphasis, albeit lacking in consistency that support the awarding of the highest marks available.

Question 5(b)(i)

- (b) (i) Identify **four** pieces of computer hardware that would be needed to create the video storyboard.

- 1
- 2
- 3
- 4

[4]

Most candidates gained at least 2 marks on this question. However, there is some concern regarding some candidate's confusion regarding the difference between hardware and software. Candidates lost marks as well for not selecting appropriate hardware. There is no need to use a set of headphones or speakers to create the storyboard.

Question 5(b)(ii)

- (ii) Identify the most appropriate type of software to create the video storyboard.

..... [1]

This question saw a mixed response indicating two aspects that centres should consider addressing for future sessions.

The first is that candidates did not read the question properly in several cases, ignoring the word storyboard. Hence candidates provided incorrect answers with software that would be used to create a video, not the storyboard.

The second aspect reflects software used in centres during the coursework aspects of this course. This examination is as mentioned before vocational in nature and set in a context. As a result, software used in centres for coursework, due to various constraints, is not applicable for the examination paper context. Candidates need to be taught the correct software that would be used a 'real world' context.

Exemplar 7

video editing software [1]

Exemplar 7 shows an example of a candidate not reading the question properly and providing an incorrect response based on a video not a video storyboard.

Question 5(b)(iii)

- (iii) Explain why this is the most suitable type of software for creating the video storyboard.

.....

 [2]

When the correct software was chosen for part 5 b(ii) this was generally well explained for one mark.

Question 6

- 6 Explain why the age of the target audience will affect the design of the smartphone health app.

.....

 [2]

This question saw mixed responses with candidates not focussing on the adult age of the smart phone app audience, but rather on a younger audience as seen in earlier question papers. Candidates need to answer within the current scenario.

Question 7(a)

7 The smartphone health app will collect the GPS position of each of the photographs posted by the players.

(a) Explain why users may be concerned about their privacy when using the smartphone health app.

.....

.....

.....

..... [2]

This question was generally well answered for one mark, showing that candidates are aware of the privacy issues that smart phone use raises. Candidates however failed to get full marks by not explaining fully the issue and how it can impact on the individual.

Candidates also made incorrect reference to issues such as not wanting to be in photos, when the app works by users uploading images of themselves outside of local buildings.

Question 7(b)

(b) Identify **one** limitation that will have to be considered with the use of images on a smartphone based app.

..... [1]

This question built upon understanding developed in the coursework units and was concerned with file sizes and connection considerations. Many candidates referred issues such as poor image quality, which with modern smart phones is not a consideration. This reflects that way that technology is evolving, and candidates must be aware of this in their answers.

Question 8(i)

8 A script will be produced for a voice over that explains how to use the smartphone health app.

(i) Identify **two** items that would be on the script of the voice over.

1

2

[2]

This was generally well answered.

Question 8(ii)

(ii) Identify **two** possible audiences for the script of the voice over.

1

2

[2]

This question saw a wide range of answers provided by candidates indicating a mixed level of understanding and reading of the question. Many candidates provided answers such as 'adults', 'kids' or 'runners' all of whom are possible users of the app. The question referred to the script not the app. Correct answers should have referred to people such as 'actor', 'director' or 'sound engineer'.

Question 8(iii)

(iii) Explain why the shot types would **not** be included on the voice over script.

.....

.....

.....

..... [2]

This question was generally well answered for one mark with candidates mentioning that there was no need for a camera with the voice over. However, the implication of this was not consistently expressed for the full marks to be credited.

Question 9

9* Discuss the suitability of the content and layout of the mind map in **Fig. 1** for the app developer. You should include any strengths, weaknesses and areas for improvement. [12]

**The quality of written communication will be assessed in your answer to this question.*

.....

This session once again saw a wider range in responses to this question than in the past, reflecting the increased entry this session. Where candidates had been prepared well by centres, answers were well constructed and referred any comments made back to the audience for the mind map, the app developer. As a result, marks in the top mark band were accessed.

Additional guidance for these longer answer questions may be found by reading previous mark schemes and reports.

Where candidates answered poorly, responses referred to the wrong audience and purpose for the document. Many candidates just identified the good and bad aspects of the mind map.

It should be noted that this question is the only place in the whole specification where quality of written communication is assessed. As a result, bullet pointed answers are not appropriate and will lead to marks being restricted for this question.

Exemplar 8

The purpose of a mind map is to generate ideas quickly and showing links between them.

This mind map has many strengths, one being its content. It has a suitable central idea, branches, ~~an~~ sub-nodes and keywords. Which will make it easy for the app developer to understand the requirements for the app. There is also relevant sub-

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Turn over

each of them relate to the purpose of the app making it clear to the app developer.

However there are ^{also} some weaknesses, one being ~~no~~ the layout, as not all ideas are linked with a branch. This may cause confusion for the app developer as it isn't clear what the extra/other ideas are linked to and so they may not be considered. In addition, some linked ideas are not specific such as "icon" which is ~~on~~ linked to shops and rewards. This may cause the app developer to assume what the person means by icon.

To conclude, I don't think this mind map is suitable for the app developer as it is unclear and could be confusing. However, the content is suitable for the app as it will make ~~in~~ the app attractive and not too complex for adult users. To improve all ideas must be linked by branches ~~and~~ and some need extra detail/explanation.

Exemplar 8 is credited as a Level 3 response worth 9 marks. In the fourth paragraph the candidate explains how the weaknesses (no links with some branches, icons) would cause issues for the app developer. More detail and further examples would need to be provided for the awarding of the highest marks in this response.

Exemplar 9

The mind map is ~~preet~~ pretty good. A strength could be that there are nodes, sub nodes and branches. A weakness could be the one that, some sub nodes are pretty vague for for example "Icon". To improve this mind map, some sub nodes must be ~~cones~~ connected to their nodes. Some sub nodes must be less vague and there must be at least examples for example, at "bright colours" you could mention yellow or white and at the "Icon" you must mention what icon. Also, some nodes need more explanation,

Turn over

for example, at "Shops" you could mention some shops that the client would like to sponsor them or the shops that already sponsors them. At rewards, you could say the criteria for different scores to be hit or the prices of the newards in the points given it in the app.

Exemplar 9 is credited as Level 2 response worth 7 marks. This response is a good description of the mind map with no implications of on the app developer being explained. There are strengths, weaknesses and some improvements described but no impact explained.

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