

<<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

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Candidate number

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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.

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**.

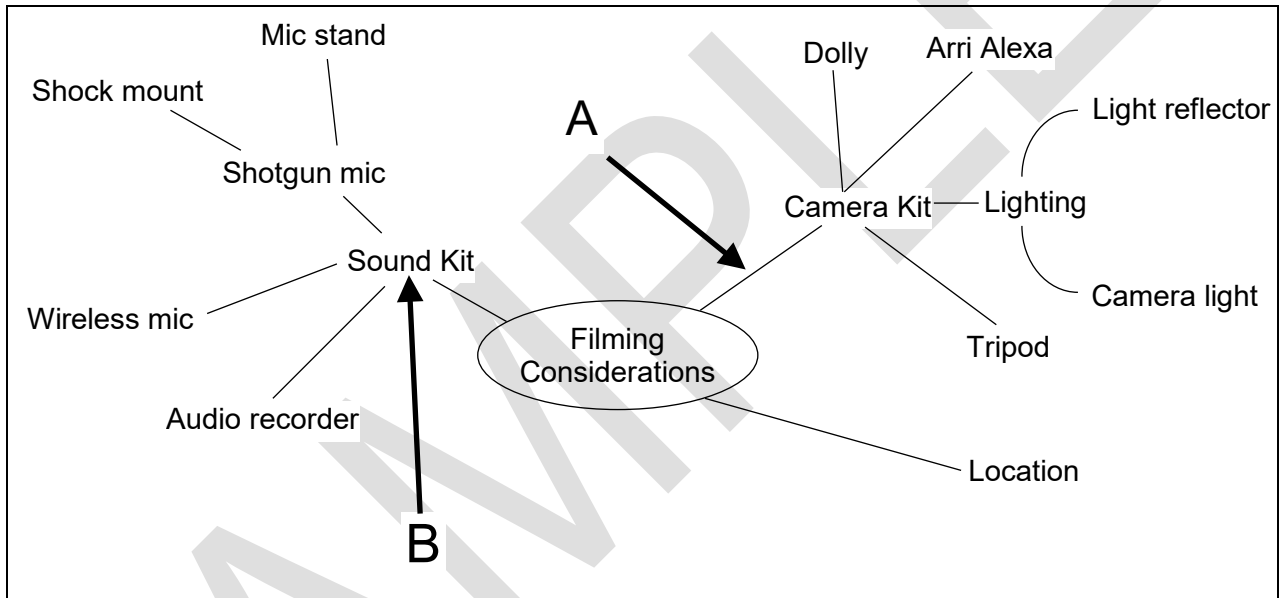


Fig.1

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

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

[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]



- 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.

.....

.....

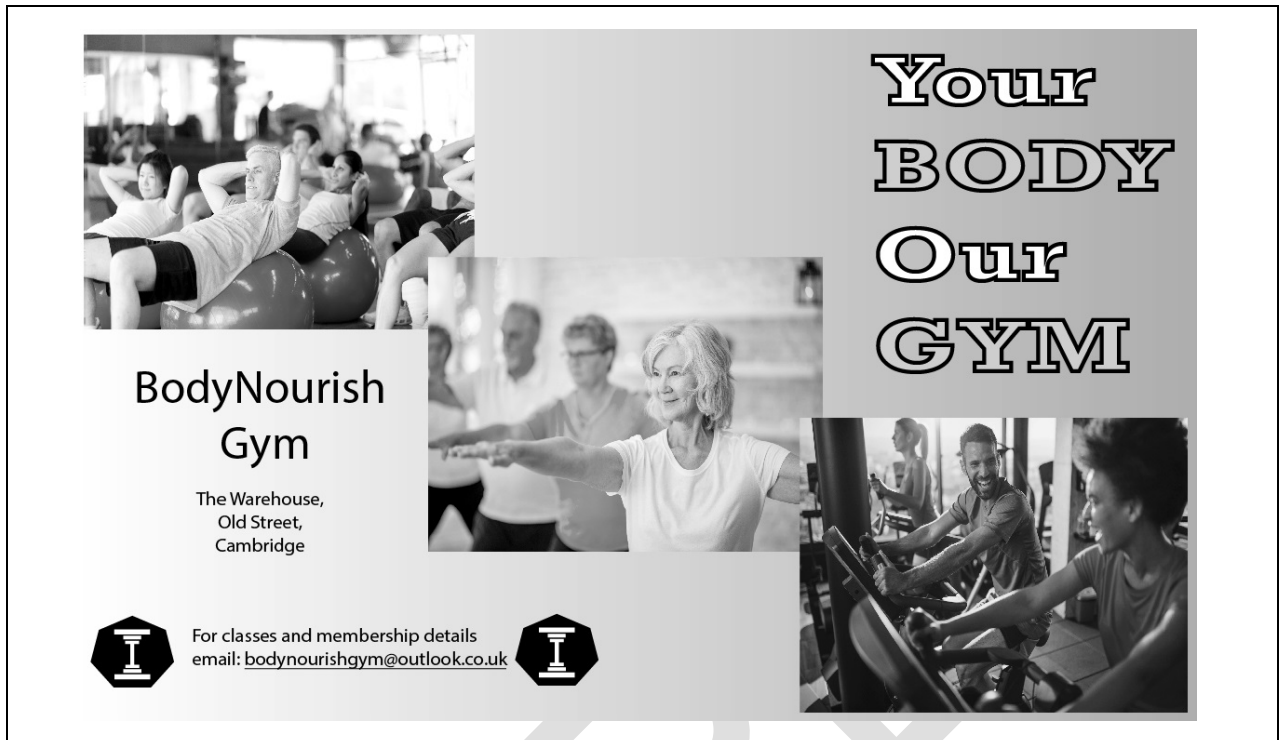
.....

.....

[2]

SAMPLE

- 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	Activities	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.





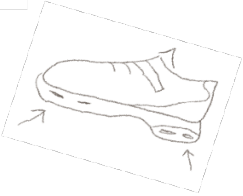


			
<p>3 Seconds Whole screen Sourced graphic</p>	<p>5 Seconds Runner coming towards camera</p>	<p>Runner stops and hands on hips Breathing heavily Heat coming off body</p>	<p>Zoom into shirt</p>
		<p><b>Online Sales 10th November</b> <b>Instore Sales 21st November</b></p>	
<p>Trainer hitting floor as if running action</p>	<p>Graphic of data from shoe sensor</p>	<p>Details of release dates Voice over 'Order online 10th November'</p>	<p>3 seconds Quixsport Logo Voiceover</p>

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]



.....

.....

.....

.....

.....

.....

.....

Location reces 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]**

SAMPLE

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.

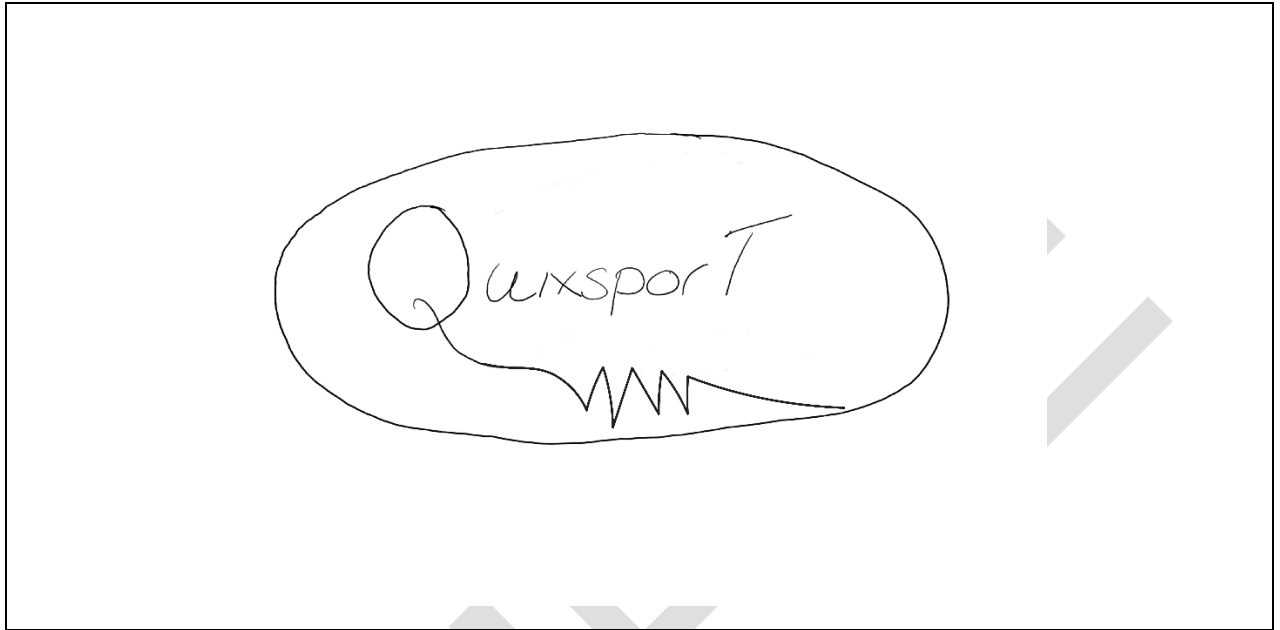
Symbol	Meaning
	.....
	.....

[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

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