Modified Enlarged 24pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Wednesday 8 January 2020 – Afternoon

Level 1/2 Cambridge National in Creative iMedia

R081/01 Pre-production skills

Time allowed: 1 hour 15 minutes
plus your additional time allowance

YOU MUST HAVE:
Loose sheet Fig. 1 for Question 9.

Please write clearly in black ink.

Centre number | | | | | |

Candidate number | | | | |

First name(s) _____

Last name _____

READ INSTRUCTIONS OVERLEAF

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INSTRUCTIONS

Use black ink. You can use an HB pencil, but only for graphs and diagrams.

Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.

Answer ALL the questions.

INFORMATION

The total mark for this paper is 60.

The marks for each question are shown in brackets [ ].

Quality of written communication will be assessed in questions marked with an asterisk (*).

ADVICE

Read each question carefully before you start your answer.

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Answer ALL the questions.

SECTION A

'Urban DuoTeam' is a new city centre-based sports event that is to be launched in the UK. Teams of two athletes will compete on mountain bikes on a specially built 5 km course before running 5 km around the city streets. Each athlete completes their ride and run before handing over to their team mate. The aim of the event is to bring a new exciting team sport to cities in the UK to help encourage people to get involved in sport. A sports drink company has already agreed to sponsor the competition which will take place in six cities.

1 You have been asked to develop some ideas for an advertising campaign to promote the new event.

(a) Identify FOUR items that could be included on a visualisation diagram for a promotional advert in a travel magazine for the new 'Urban DuoTeam' event.

1 _____

2 _____

3 _____

4 _____

[4]

(b) **Explain the purpose of creating a visualisation diagram for the promotional advert.**

_____

_____

_____

_____ **[2]**

2 The 'Urban DuoTeam' events will be filmed and broadcast live both on TV and on the sports drink company's website.

Explain why a script will need to be written for filming the linking segments of the 'Urban DuoTeam' events.

_____

_____

_____

_____ **[2]**

3 **The first 'Urban DuoTeam' event will take place in May 2021 in Cardiff, with five other events taking place in June (Glasgow), July (Belfast), August (Leeds), September (London) and October (Birmingham). Each event needs to be promoted at the previous event so the posters for the next one need to be ready for that event. An Internet campaign will run all summer from April through to October. The travel magazine adverts need to be ready at the start of March.**

A work plan will need to be created to develop the marketing campaign.

(a) Identify TWO milestones for the development of the marketing campaign.

1 _____

2 _____

[2]

(b) Identify TWO aspects of the work plan, other than milestones and activities.

1 _____

2 _____

[2]

(c) Explain what the term 'activities' means when used on the work plan.

_____

_____

_____

_____ **[2]**

4 During the development of the marketing campaign for 'Urban DuoTeam' you use a range of research sources to gather information that will help you develop your ideas.

Place the information source in the correct column according to whether it is a primary or secondary source of information. [6]

Own photo
Map
History textbook
News report
Local social media groups
Sports records

Primary Source	Secondary Source

5 The 'Urban DuoTeam' events will take place in city centres around the UK.

(a) Explain why the location of the target audience will need to be considered when planning the marketing campaign.

_____

_____

_____

_____ **[2]**

(b) The 'Urban DuoTeam' events will be sponsored by a sports drink company.

Explain why the age of the target audience will need to be considered when developing the marketing campaign.

_____

_____

_____

_____ **[2]**

6 The 'Urban DuoTeam' events will take place in city centres around the UK and will be broadcast live both on TV and on the sports drink company's website.

(a) Explain why a location recce will need to take place in each city for a reason other than safety.

_____

_____

_____

_____ **[2]**

(b) Identify TWO health and safety risks that could occur during the filming of the events and describe how they could be reduced.

1 _____

_____

_____

_____

2 _____

_____

_____

_____

[4]

SECTION B

7 Create a mind map to generate ideas about the content that can be created and included in the marketing campaign.

Marks will be awarded for:

Content
Layout [6]

8 Each 'Urban DuoTeam' event will be filmed and streamed live on TV and on the sponsor sports drink company's website.

(a) Create a draft storyboard for the opening title sequence of the broadcast. The sequence will last 30 seconds when broadcast.

Marks will be awarded for:

Content
Layout
Fitness for purpose
Scene information [10]

(b) **Identify a suitable file naming convention for the draft storyboard.**

_____

_____ **[1]**

(c) **Identify ONE suitable final file format for the streamed video on the sports drink company's website.**

_____

_____ **[1]**

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Question 9 is based on Fig. 1

Fig. 1 on the Loose sheet is a mood board created for the initial planning meeting. The mood board will be given to the marketing team to create the brand image for the 'Urban DuoTeam' events.

Fig. 1 has a number of pictures as follows;

An example of 'wasteland' text

Two photographs of people running through a city

A photograph of a city at night

A photograph of a person cycling through a forest in the mist

A photograph of a child on a bike

A computer generated image of a skate park

A pencil drawing of the Eiffel Tower

A photograph of the tops of canned drinks

A photograph of people competing in a running race

A symbol for a triathlon with a computer generated image of someone swimming, running and cycling

A poster advertisement for a sports drink which says 'Believe in yourself'

A picture of a template for text showing four differently shaped speech bubbles. Each bubble says "Your quote goes here".

9* **Discuss the suitability of the content and layout of the mood board in Fig. 1 for the marketing team. You should include any areas for improvement. [12]**

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

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

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