

## **CAMBRIDGE NATIONALS**

*Examiners' report*

# **CREATIVE iMEDIA**



**J807, J817, J827**

## **R081 January 2020 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. A selection of candidate answers is also provided. 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 was the largest January session to date for R081 mirroring the growth in the coursework units moderated this session. Continuing from the June session, despite the large increase in numbers, a sound knowledge of the specification was demonstrated in the areas that appear in the moderated units. However, this paper did reinforce the picture that R081 is not directly taught in a number of centres with the same weighting of time as the moderated units. Aspects of the unit specification were assessed in this session that required the candidates to understand the theory behind the application of the skills and techniques. This understanding was lacking in many cases.

There was a further increase in the number of generic answers seen. This is a vocational qualification and the candidates are expected to apply their knowledge to the scenario set, unfortunately this was not always seen, and we saw a return to use of 'client', 'kids', 'team', 'adults' and 'bright colours'.

There was a further increase in candidates not reading the questions properly and answering what they thought it asked not what it actually asked. This was especially clear on Questions 5, 6 and 8 where marks were dropped.

## Section A

### Question 1 (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 5km course before running 5km 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]

Most candidates gained at least 2 marks on this question. However, marks were lost due to two main issues, both of which have been seen in previous sessions and need to be rectified going forward.

The first aspect is that the question asks for 'items'; these are objects that can be clearly seen on the diagram i.e. wireframes; annotations; images of runners; images of riders. Lots of answers were seen including things were not items such as 'themes' and 'layout'. These were not credited.

The second reason was a vagueness in the answers which led to repetition or no credit being given at all. Examples of this are 'runners', 'bike' or 'drink'. Are these images, photographs or drawings on the diagram? Examiners do not make the decision for candidates as to what they are mean; candidates need to be clearer in the answers.

## Question 1 (b)

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

.....

.....

.....

..... [2]

Most candidates gained 1 mark on this question. However, the expansion mark was not given as often as expected. Candidates did not apply the answer to context or expand on what the visualisation diagram can be used to for. There was also clear evidence that answers from the June 2019 session regarding mind maps had been drilled into candidates as these were often seen on this question. This demonstrates that the teaching the correct use of these documents seems to not be taking place during their application in the coursework units. By taking this approach candidates do not pick up the extra knowledge needed for the examination unit and so as a result drop marks, as demonstrated with this question.

## Question 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]

Most candidates gained 1 mark on this question. However once again, the expansion mark was not given as often as expected. Candidates did not apply the context to the question as they did not read it fully. Marks were lost for referring to actors in the answer. This question is framed in a live sports broadcast not a drama or film, hence the use of actors is not appropriate.

### Question 3 (a)

- 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]

This question clearly showed a lack of direct teaching for this unit. In past sessions this aspect of the specification has been assessed using a method directly aligned with the requirements of the moderated units i.e. creating a work plan. On this occasion the theory of a lesser used aspects of a work plan was assessed. This aspect is part of the specification and needs to be covered. Centres are advised to take note of this point, as there are other aspects of the specification that need to be covered.

### Question 3 (b)

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

1 .....

2 ..... [2]

Most candidates gained at least 1 mark however full marks weren't always given even though the answers for this question are a direct knowledge recall from the specification content.

### Question 3 (c)

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

.....

.....

.....

..... [2]

This question again showed a lack of technical knowledge with candidates confusing activities and tasks. Both of these are separate points in the specification content and are clearly explained in the various resources available.

## Section B

### Question 4

- 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.

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

Primary Source	Secondary Source

[6]

Most candidates gained at least 2 marks on this question. However, confusion was seen where candidates mixed up local social media groups being primary sources; these are secondary sources as content is generated by others.

### Question 5 (a)

- 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]

Location is one aspect of the target audiences that candidates do not consider well. There was little understanding about how to widen the audience for events by marketing the events to those locations away from the urban locations. The events in the scenario are to be broadcast live on TV and so consideration of this wider audience needed to be seen in this question. This question was targeted at the higher end of the ability level, but a lack of knowledge and understanding was seen that was greater than expected.



## Question 5 (b)

- (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]

This question saw most candidates gaining 1 mark. However, the lack of application to the context cost many the second mark. Many candidates referred to young children and bright colours. These are not relevant to the context of the paper scenario. Candidates gained marks where they referred to the slightly older audiences of teenagers and young adults being targeted as the energy drink is not good for children. This showed good application to context. Marks were lost when candidates based their answers on legal issues about energy drinks, as there were none in place at the time of the paper being sat.

## Question 6 (a)

- 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]

Candidates tended to either pick up 2 marks or zero. This was due to candidates not reading the question properly or not applying context to the answer. The question clearly states 'for a reason other than safety' but many candidates referred to health and safety issues. Marks were further lost where candidates referred to aspects beyond the specification and not linked to the question. The 'Urban DuoTeam' events are already taking place and this question is about filming them – so responses about checking the size of streets to race in or that there were no obstacles for the runners did not gain marks.

## Question 6 (b)

- (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]

Most candidates gained at least 2 marks on this question. However, marks were lost again for not applying the answers to context instead referring to generic health and safety issues when using IT in an office.

## Question 7

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

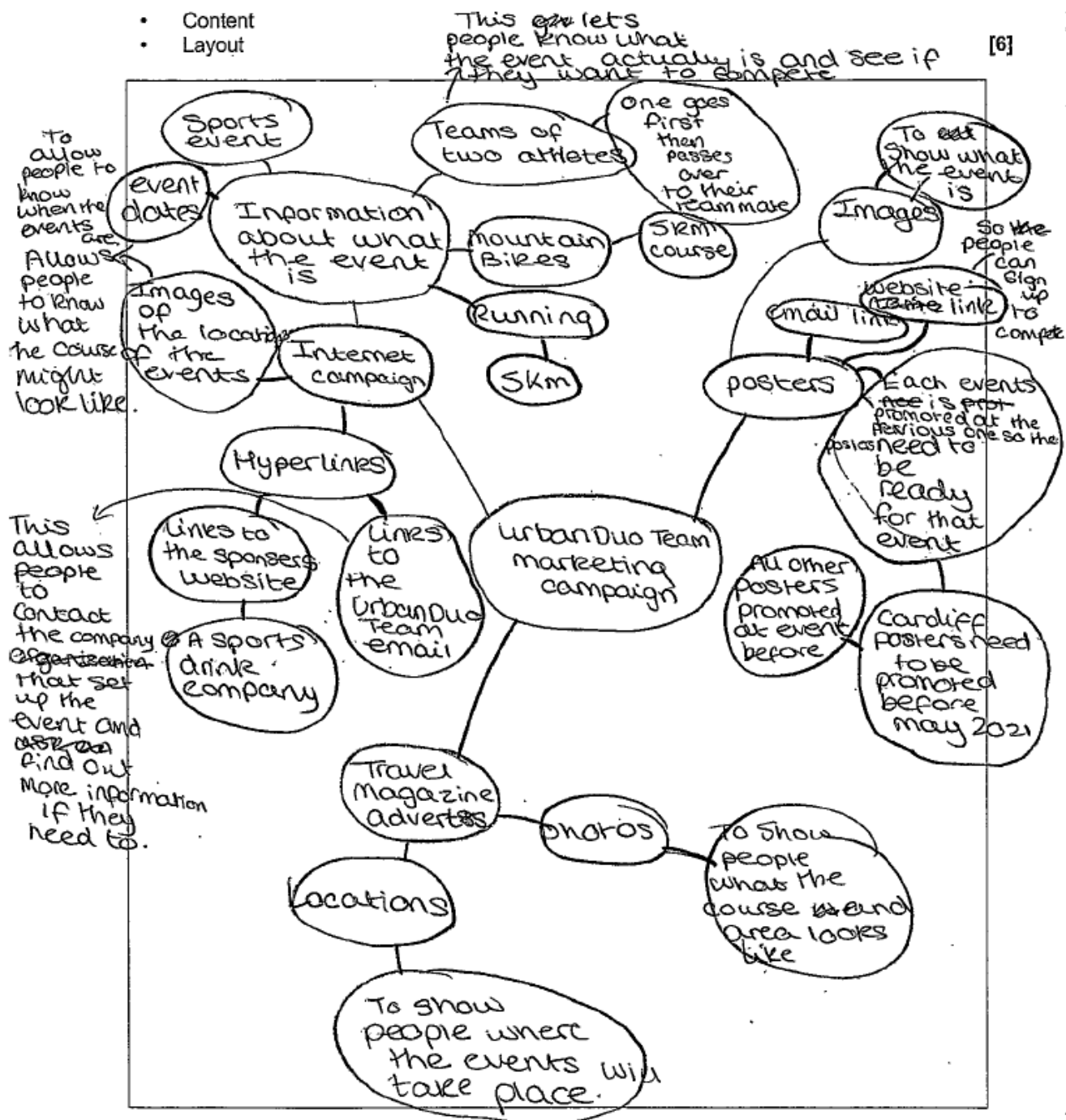
Marks will be awarded for:

- Content
- Layout

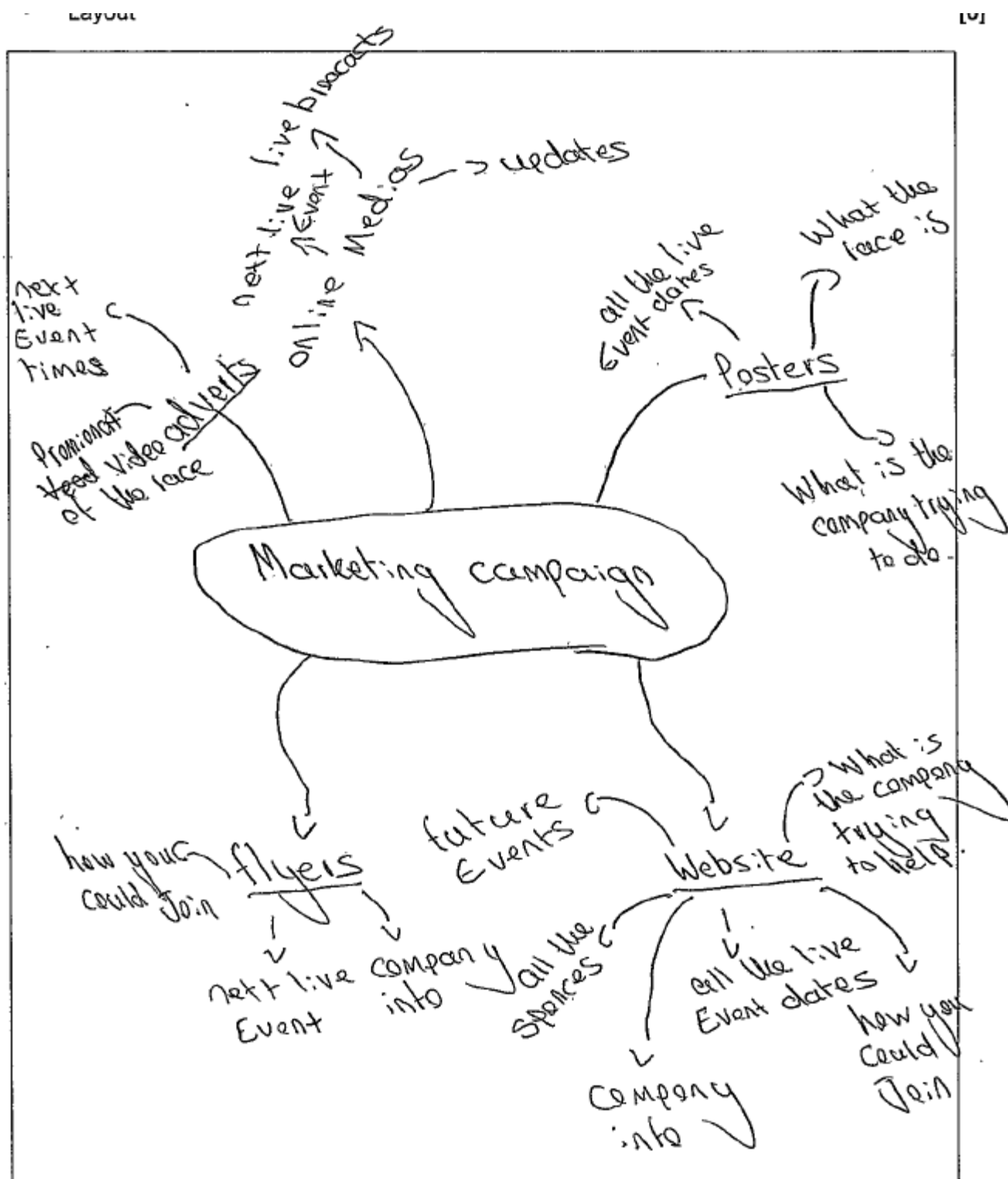
[6]

Most candidates gained at least 3 marks on this question. Candidates created a clear mind map with node and content related to the marketing campaign. Where full marks were given candidates had used sub nodes and all the content contained on the mind map was relevant to the marketing campaign content.

## Exemplar 1

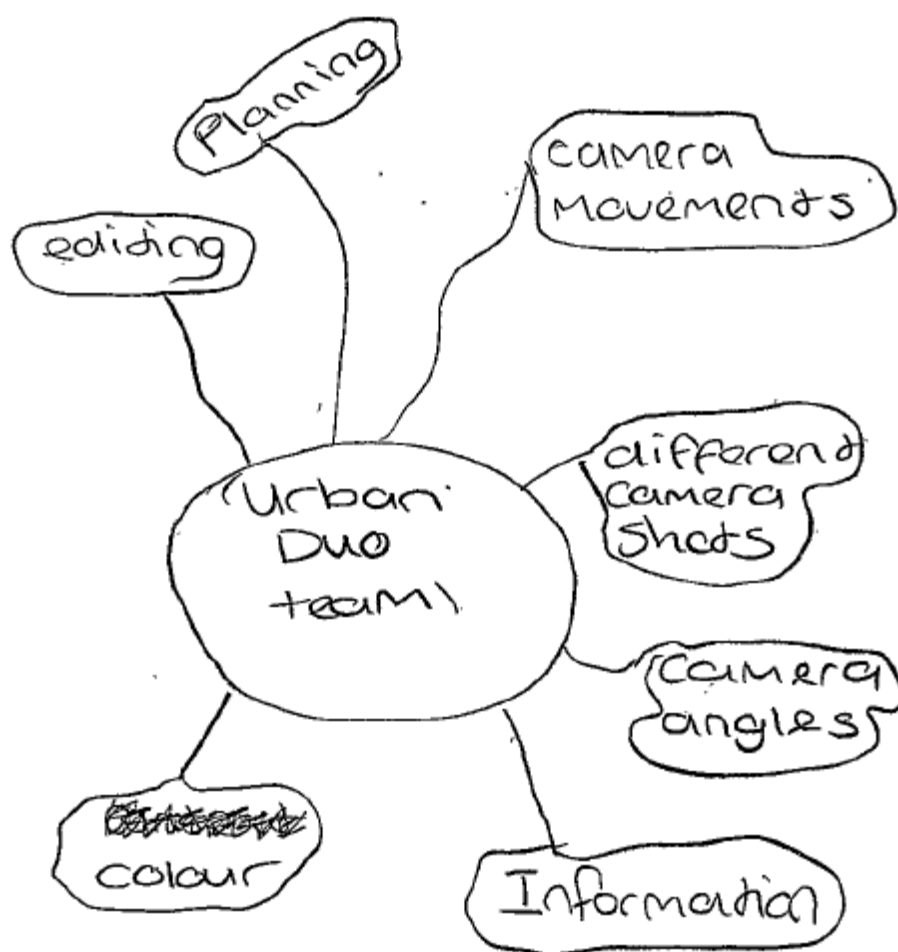


## Exemplar 2



These two exemplars gained 6 marks, showing complex mind maps with sub nodes and all content relevant to the marketing campaign.

## Exemplar 3



This exemplar gained 4 marks. The mind map has at least two nodes. Most of the content is relevant to the marketing campaign. There are no sub nodes and content is not comprehensive enough for higher marks.

## Question 8 (a)

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]

This question was generally well answered by candidates as expected due to this being a synoptic skill used in several moderated units. It was clear to see where centres had looked at past mark schemes, examiner reports and had taught this aspect of the course directly. This was evident where candidates clearly started their responses by adding in the technical aspects required for a storyboard such as scene numbers, camera angles, timings etc. However, marks were lost where candidates did not apply the answer to the context. Many answers were seen with storyboards for an advert, this was a past moderated unit assignment. This examination paper asked for an opening title sequence, as has been asked in previous sessions but for different contexts.

## Exemplar 4

<p>man<sup>1</sup> runs Forward towards screen in slow motion for three seconds. he is at a running event.</p>	<p>Side shot, man runs <del>run</del> For one second. he is very sweaty.</p>	<p>man<sup>1</sup> Stops in centre of screen exhausted from running.</p>
<p>man<sup>2</sup> offers him a drink. the camera zooms in on his face and he stares at drink</p>	<p>man<sup>1</sup> takes drink, sips it and then runs off screen. man<sup>2</sup> hand goes down off screen.</p>	<p>Brand name/ Logo fades into scene ending the shot.</p>

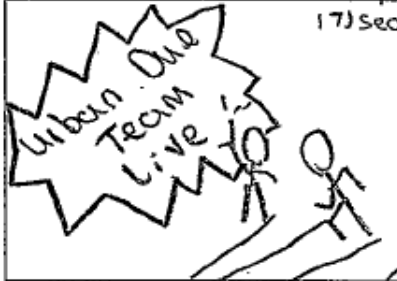

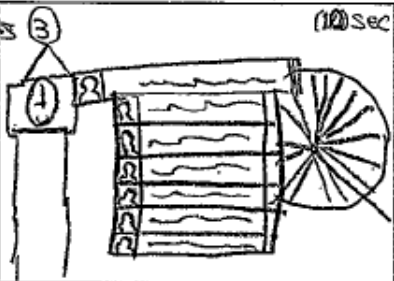
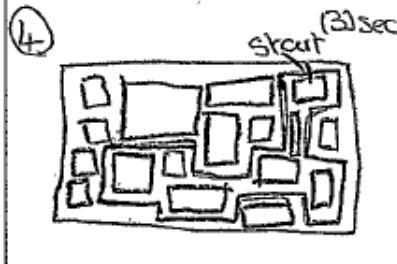


There are there technical aspects included in this exemplar so it could be a Level 3 answer. However, the content is all about the energy drink and it's an advert so it was restricted to top of Level 2, 6 marks.

### Exemplar 5




• Scene information

[10]

<p>①</p>  <p>17 sec</p>	<p>②</p>  <p>10 sec</p>	<p>③</p>  <p>10 sec</p>
<p>a audio would be added at a bang like starting a race. This scene will last 7 seconds</p>	<p>Slide Shots Show fast lanes one by one. The computer will start talking about the race.</p>	<p>introducing race is with a background of the city they are in. racing in.</p>
<p>④</p>  <p>3 sec</p>		
<p>Map of the race. Animators explaining the race.</p>		

There are there technical aspects included so this could be a Level 3 answer. The content is fine for an opening sequence, but the storyboard is not comprehensive enough with the last two boxes being left empty, so this was given 8 marks.

## Exemplar 6

<p>①</p> <p>Urban Duo Team</p>	<p>②</p> <p>URBAN DUO TEAM</p>	<p>③</p> 
<p>④</p> <p>5secs Black background white text Mid shot text transitions with images inside text</p>	<p>5secs Close up Text moves towards camera Images change in text Black background</p>	<p>5secs Video of man finishing race Panning shot Long shot Slow motion London Daylight Sunshine</p>
<p>⑤</p> 	<p>⑥</p> <p>Urban Duo Team</p>	<p>⑦</p> 
<p>5secs Video of women finishing race Panning shot Long shot Slow motion Daylight Glasgow fades into next shot</p>	<p>5secs Black background Gold text Mid shot Text pan from left to right over 5secs - fades into next shot</p>	<p>5secs Studio Daylight Studio lights Dialogue Wide angle</p>

There are three technical aspects used consistently in this exemplar – and in fact more than these used. The content is wholly suitable for the context of the opening title sequence, so this is given full marks.



## Question 8 (b)

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

.....  
..... [1]

Most candidates gained 1 mark for this question with either an example of a possible file name to use or stating the convention of version control.

## Question 8 (c)

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

.....  
..... [1]

This question saw a wide range of answers with marks lost for responses including file types for static images. Responses were also seen for file types more suited for short web animations rather than the context a streamed video. This indicated a lack of understanding and the possibility of candidates entering the exam either only having completed the mandatory R082 unit or not been taught this unit directly.

## Question 9

**Fig. 1** 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**

- 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.*

This session again saw a wider range of responses reflecting the increased entry in this January session. Where centres have prepared candidates specifically for the exam using previous marks schemes, papers and reports, candidates produced clearly explained answers that showed a good understanding of the use of the mood board in the pre-production process for the marketing team. Where poor performance on this question was seen it demonstrated that candidates only know how to produce a mood board and that they do not understand why and how they are used.

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

### Exemplar 7

In this mood board there is no thought written down and there's no colour. There are 13 images for making the image only describe the city and the sports drink. Because this is related to the fitness.

There's no ideas written down there's only images placed down on the fig 1. The images of have good ideas but there's nothing written there except from 13 images. The images present the location (city centre) and the sports drink (Fitness).

And it's all about keeping yourself healthy and put brake footness isn't good for you. You can only drink sport drinks ~~when~~ <sup>while</sup> you - in fitness. The sport drink might carry poison that's why people drink them ~~at~~ while fitness.

The 'Urban Ducteam' will come to most of the city to ~~let~~ make you

put your interest in fitness ~~but~~ because it will effect you & in the future life. Most likely young adults working be in fitness so that is good for them. Plus before picking something up look at the rules it will show you how to pick weights up because some people broke their arms before.

Exemplar 7 does not show much understanding of the use of a mood board to develop the brand for the scenario. The response indicates that there are a number of images linked to fitness but with no explanation of how they are used. It is well written so will get 1 mark for the quality of written communication: Level 1, 2 marks.

## Exemplar 8

I believe the mood board is suitable for the marketing team as it includes lots of images and fonts. The purpose of mood board is to get a feel of what is needed.

One suitability is the inclusion of lots of images which makes it easier for the marketing team to know what kind of images the client wants. Another suitability is the inclusion of fonts which allows the marketing team to incorporate this font or another like it, into the final product. The final suitability is the layout of the mood board as it will allow the marketing team to easily find all the images even though they are in a random spread.

On the other hand, an unsuitability is the exclusion of materials which could have added more detail into <sup>the</sup> mood board. Another negative is that there are no colour schemes which could have allowed the marketing team to incorporate background colours for the brand image. The final negative is that the mood board didn't include video clips or sound clips could have been used to further inspire the marketing team.

One improvement would be to include a colour



scheme as this would have given more detail into what colours to have on the brand image, excluding colours on the images. Another improvement would be to include materials as this could give inspiration to the marketing team.

Overall I believe that the mood board is suitable for the marketing team as it includes plenty of detail through images and fulfils a mood board's purpose of giving a feel of what is needed.

This is a top-level answer with the candidate clearly explaining how the mood board images can be used by the marketing team. The candidate also explains how the lack of colours will affect the marketing team: Level 3, 11 marks.

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Page 18, Fig 1: Running, sportpoint/istockphoto.com; Woman running, martin-dm/istockphoto.com; Mountain biker, sportpoint/istockphoto.com; Boy on bike, tomazi/istockphoto.com; Skate park, tarras79/istockphoto.com; Drink cans, celsopup/istockphoto.com; Paris skyline, anan42f/istockphoto.com; Belfast city hall, benkrut/istockphoto.com; Triathlon, iam-Citrus/i9stoskphoto.com; Your quote logo, filo/istockphoto.com; Wasteland, rikkyal/istockphoto.com; Brand logo, HstrongART/istockphoto.com; Runner, sportpoint/istockphoto.com

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