



Oxford Cambridge and RSA

Monday 10 January 2022 – Afternoon

Level 1/2 Cambridge National in Creative iMedia

R081/01 Pre-production skills

Time allowed: 1 hour 15 minutes

No extra materials are needed.



Please 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. 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 (*).
- This document has **16** pages.

ADVICE

- Read each question carefully before you start your answer.

Answer **all** the questions.

SECTION A

PlantaBottl is launching a range of biodegradable water bottles made from plant-based materials such as bamboo. The bottles vary in size. The smallest is 250 millilitres. The largest is one litre. The bottles are not see through, but a solid colour with an indicator on the side showing how many times the bottle has been refilled. Each bottle can be used 50 times before it needs to be replaced. The bottles can be disposed of in the food waste recycling.

You have been asked to develop a promotional campaign for PlantaBottl.

1 During the first meeting with PlantaBottl they show you a mind map that they have created.

(a) Identify **two** items of content, other than a node, that could be included on the mind map.

1

2 [2]

(b) Describe **one** purpose of the mind map.

.....

.....

.....

..... [2]

- 2 Before the first meeting, PlantaBottl provided the following written client brief.

PlantaBottl will launch a range of biodegradable water bottles in June 2023. To help ensure the success of the launch, we want you to develop a promotional campaign.

We will need you to create a new website that allows people to buy the bottles. The site must reflect our eco-friendly ethos and the plant-based materials used to make the bottles. The website needs to be online in May 2022.

We also want you to create a short, animated advert to be shown on other websites from April 2022. This advert needs to be usable after the launch, as we cannot afford to pay for a second advert.

The budget for the whole campaign is £12,000. This will cover all costs including development and the hosting of the website.

- (a) Identify **two** design requirements from the client brief.

- 1
- 2 [2]

- (b) Identify **one** constraint from the client brief.

..... [1]

- (c) Identify **two** other ways that the client brief could be shared with the client.

- 1
- 2 [2]

3 Fig. 1 shows part of the work plan created for the promotional campaign.

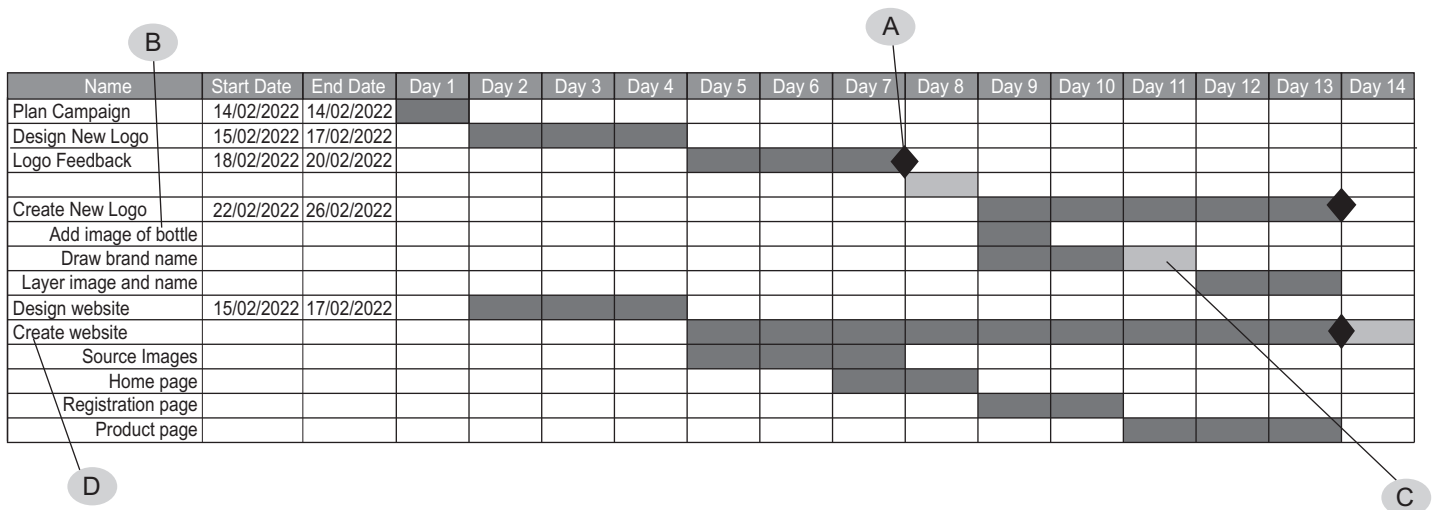


Fig. 1

Four different components of the work plan in Fig. 1 have been labelled A, B, C and D.

Match each work plan component to the correct label.

Work plan component	Write the correct label below (A, B, C or D)
Activity	
Contingency	
Milestone	
Task	

[4]

4 During the pre-production phase, you need to carry out research into colour schemes for the promotional campaign.

Identify **one** method of conducting secondary research and describe how this research will help you develop a colour scheme.

.....

.....

.....

..... [2]

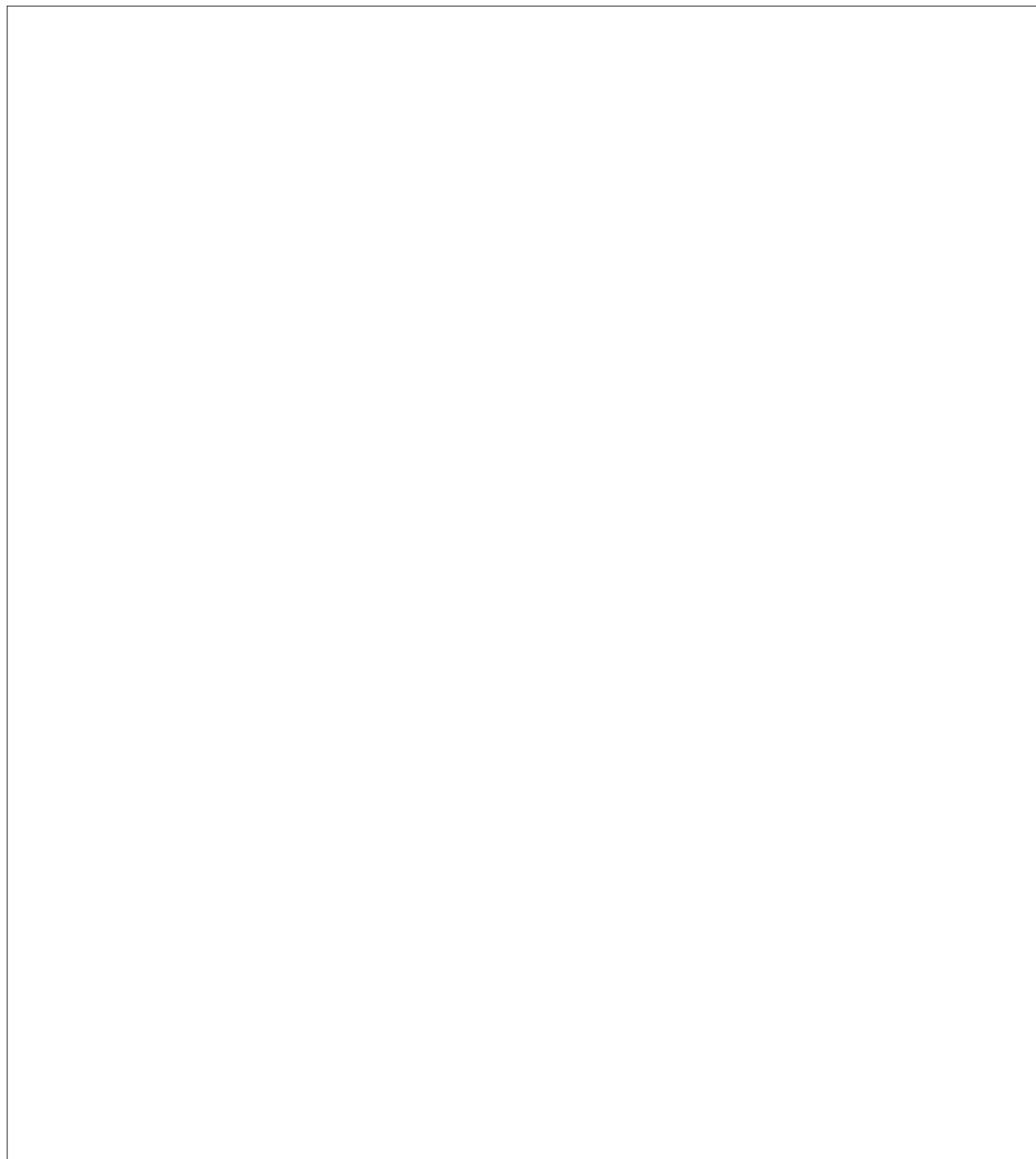
SECTION B

- 5 (a)** Create a visualisation diagram for the new PlantaBottl website homepage.

Marks will be awarded for:

- content
- layout
- fitness for purpose.

[9]



- (b)** Identify the **most** suitable file format for the final website homepage.

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

- 6 An animated advert, using moving images, will be shown on other websites to promote the new range of bottles.

(a) To help create the advert a storyboard has been produced.

Explain how the following storyboard content will help the advert production team.

Camera angles

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Timings

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Camera shots

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[6]

- (b) Explain **one** factor that needs considering when selecting the file format for the website advert.

.....

.....

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..... [2]

Fig. 2 is an excerpt from the script for the website advert.

EXT: Woman walking down street on hot sunny day. Stops and drinks from bottle of water.

Throws empty bottle in rubbish bin.

INT: Bin

Lots of bottles and rubbish in bin.

EXT: Image of fish swimming through plastic waste.

EXT: Woman walks into shop to get water.

INT: Walks to shelf and picks up plastic bottle of water and goes to till.

SHOPKEEPER

Have seen these bottles?

Points to a PlantaBottl on shelf.

They are meant to be reusable 50 times. Then you can throw them in the food recycling.

WOMAN

Oh, no. How much are they?

SHOPKEEPER

£5.00, but you can refill them.

WOMAN

What are they made of?

INT: Cut to close up of bottle.

SHOPKEEPER

They are made of plant extracts such as bamboo.....

Fig. 2

7 (a) (i) Identify **two** stage directions from the script.

1

2 [2]

(ii) Identify the **two** characters from the script.

1

2 [2]

(b) Explain **one** way that the script can be improved.

.....

.....

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.....

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..... [3]

8 Assets are needed to create the new website and the animated website advert.

Draw a line to match the definition to the legal protection that applies to the use of assets.

CC

TM

©

The asset is owned by an individual, such as its creator, or a business and permission is needed for its use.

The asset can be used without paying royalty fees.

A group of copyright licences allowing assets to be used in permitted ways.

The protection given to an unregistered name, phrase or symbol from use by others without permission.

[3]

- 9 Customers will be able to order bottles from the website once the range is launched in June 2023. To complete an order, customers will need to enter their email and delivery addresses.

(a) Identify the area of legislation that PlantaBottl needs to comply with when storing customers' information.

..... [1]

(b) Describe **two** steps that PlantaBottl will need to take to comply with this area of legislation.

1

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.....

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2

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.....

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[4]

Question 10 is based on Fig. 3

Fig. 3 is a mood board created during a planning meeting. The mind map will be given to the designer creating the new website.



- 10*** Discuss the suitability of the content and layout of the mood board in **Fig. 3** for the website designer. You should include any areas for improvement. **[12]**

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

[illegible]

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END OF QUESTION PAPER

[illegible]

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