

CAMBRIDGE NATIONALS

Examiners' report

CREATIVE iMEDIA

J807, J817, J827

R081 January 2022 series

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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 responses are 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 and the mark scheme can be downloaded from OCR.

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R081 series overview

Candidate performance continues to improve. It appears that more centres are now directly teaching the content for this paper, in proportion to the allocated time given in the Specification. This is encouraging as it supports candidates' performance and progression across the qualification as a whole.

Aspects assessed in this session required candidates to understand the theory behind the application of the skills and techniques. This understanding was lacking in many cases.

This series saw another increase in generic responses from candidates. As part of a vocational qualification, candidates are expected to apply their knowledge to the scenario set. Candidates who are able to do this are likely to perform better.

Guidance on using this paper as a mock

Because of the errors on Question 2(c) and in the introduction to Question 10, we will publish a post-exam corrected paper on Interchange. Please use the corrected versions for all mocks. For the approach we took to address these errors, please see under each question below.

<i>Candidates who did well on this paper generally did the following:</i>	<i>Candidates who did less well on this paper generally did the following:</i>
<ul style="list-style-type: none"> • Answered questions in the context of the question paper • Read the questions carefully • Provided clear and specific responses. 	<ul style="list-style-type: none"> • Did not answer questions in the context of the question paper. • Provided generic response to questions.

Section A overview

The context for this section is on the planning for a promotional campaign for a client, PlantaBottl. Details are provided to candidates about the products being launched by PlantaBottl.

Question 1 (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]

Most candidates gained at least 1 mark on this question. The question asks for 'items', these are objects that can be clearly seen on the mind map, for example, annotations, central node, arrows. Answers that included, for example, texture were not considered for marks.

Question 1 (b)

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

.....

.....

.....

..... [2]

Many candidates were able to identify that the purpose of a mind map is to show / generate / organise ideas, so were given 1 mark. There was limited evidence of this being expanded to provide a complete description. It was evident that candidates are able to create a mind map as required by the coursework units but were unaware of the theoretical purpose. The teaching of the more theoretical aspects of the unit is one area where candidate performance could be readily improved.

Question 2 (a)

- 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]

Most candidates were able to access all marks allocated to this part of the question. Candidates should be encouraged to provide specific details taken from the client brief when answering this type of question.

Question 2 (b)

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

..... [1]

It was evident that candidates are aware of constraints, for example time and budget. However, these were not linked to the client brief. For example, a generic response of budget was not accepted but £12,000 (the specific budget constraint) would have been given a mark.

Question 2 (c)

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

1

2

[2]

The question should have read “Identify two other ways that the client brief could be shared **by** the client”. rather than “. . .**with** the client”. Having reviewed student responses before marking got underway, we decided the fairest approach was to award all students the full 2 marks.

Question 3

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

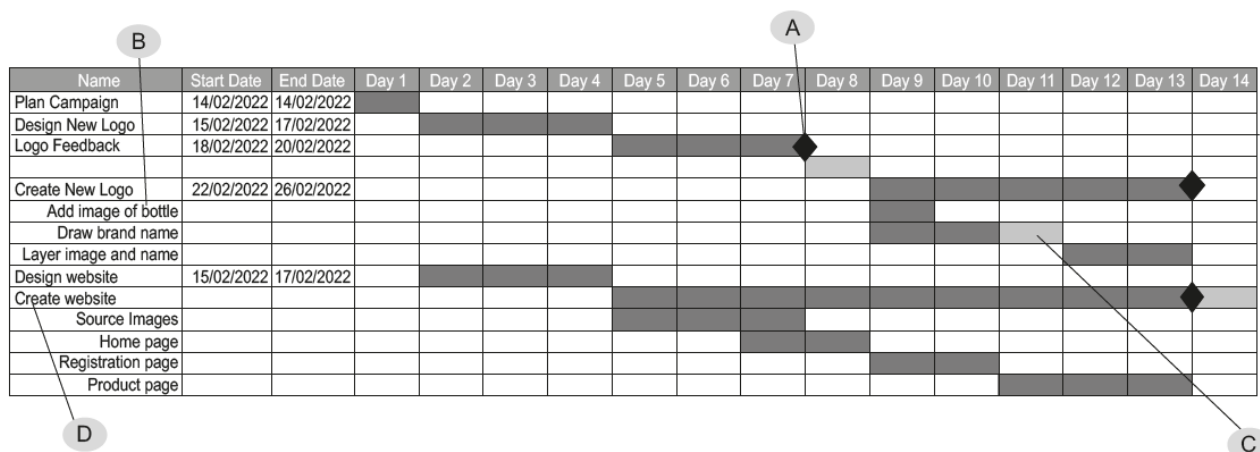


Fig. 1

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]

This question required candidates to identify labelled components from the provided work plan. As in previous sessions this question directly aligned with the knowledge required in the coursework units. Many candidates were able to correctly identify the components of contingency and milestone. There did appear to be a knowledge gap relating to the difference between an activity and task.

Question 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]

Many candidates were confused between primary and secondary research methods. For example, there were a number of candidates who identified survey as a secondary research method.

Those candidates who correctly identified a secondary research method, for example using the internet, were then able to provide a description of how this could help develop a colour scheme. The strongest responses used the context of the scenario, for example, eco/environmentally friendly colours.

Section B overview

This section builds on the scenario and focuses on the planning required to produce the campaign for PlantaBottl.

Question 5 (a)

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

Marks will be awarded for:

- content
- layout
- fitness for purpose.

[9]

This question was generally well answered by candidates, as expected, due to this being a synoptic skill used in several of the moderated units. It was also easy to see where centres had looked at past mark schemes together with examiner reports and had specifically taught this aspect of the course. This was evident where candidates included the technical aspects required for a visualisation diagram such as annotations regarding sizes, fonts, colours, etc.

Candidates lost marks where these technical aspects were not included, and the response was then only a 'drawing of' a website homepage for PlantaBottl.

For access to the highest marks, the diagram needed to be suitable for a third party to create the final website home page, with minimal difficulty.

	AfL	<p>When creating visualisation diagrams, candidates should think about who will use the diagram and for what purpose. They need to include enough detail in their annotations so that a third party could use the visualisation diagram and create the product it refers to. This detail should include content, fonts, colours, sizes, etc. Candidates should not focus on the quality of the drawing that they produce in the exam.</p>
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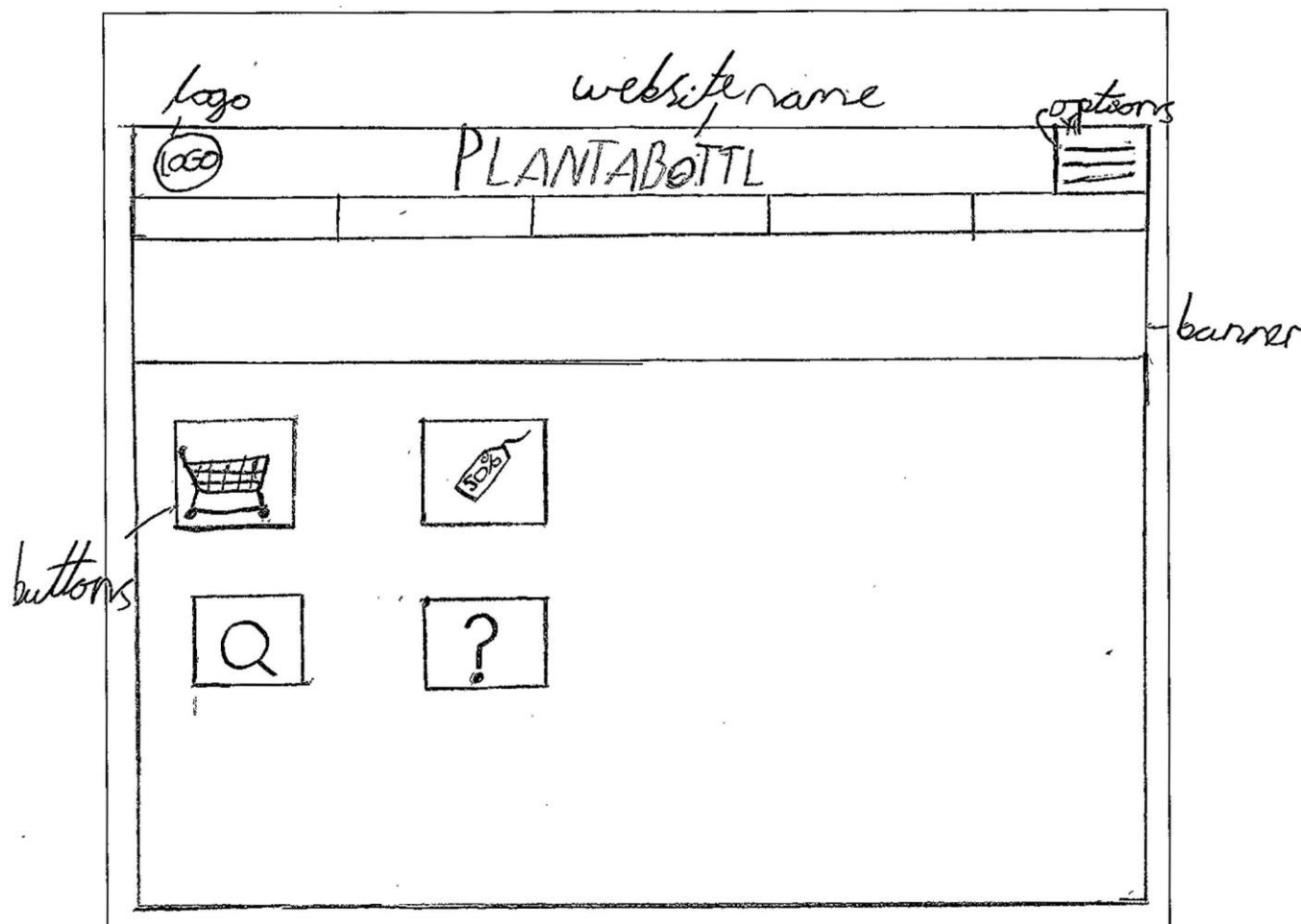
Exemplar 1

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

Marks will be awarded for:

- content
- layout
- fitness for purpose.

[9]



This is a mid-range Level 2 response. The candidate has produced a visualisation diagram in context of the new eco bottle, however, this is not a website. This limits the accessibility to the higher level, Level 3, marks.

There are technical annotations regarding colours and what the elements are on the diagram. This aids the usability of the diagram.

However, the lack of website elements and higher end technical content, for example fonts, font sizes and interactive elements, reduces the fitness for purpose and prevents Level 3 marks being considered.

Exemplar 2

5

SECTION B

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

Marks will be awarded for:

Title of Website:

- content
- layout
- fitness for purpose.

Grass Green Background

Size 22 font
Black Arial font

White house
Home page Button

When hovered over the house and background swap colours
Provides extra information about the bottle owners (reasonings etc.)
Information button

The advert of the bottle

Image of the bottle

Black Arial font

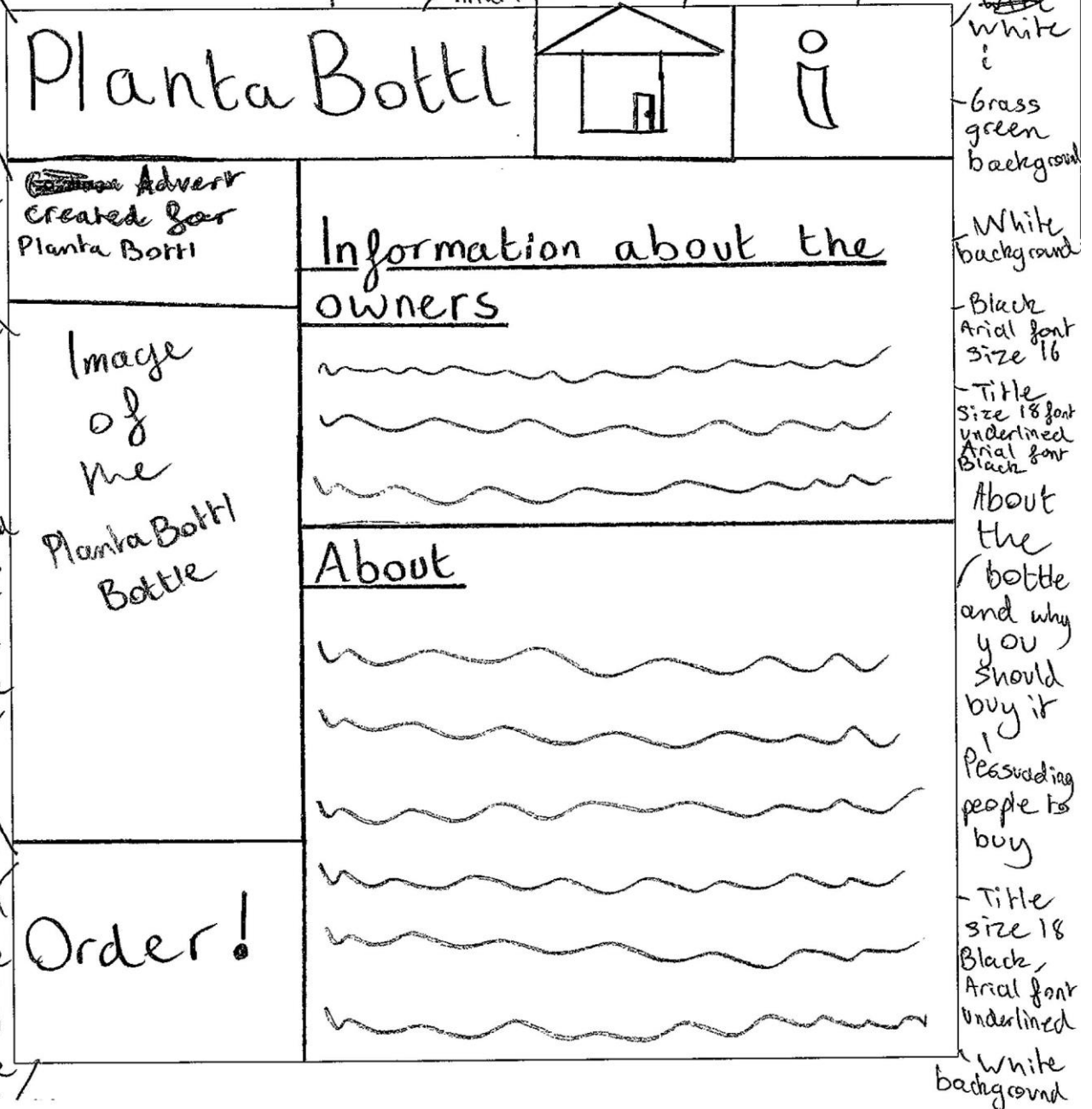
Flashes background Forest to grass green

Buttons flashes to entice people and to catch their eye

Order Button

Where to go to buy the bottle

Font size 22



This is a Level 3 response. The candidate has produced a visualisation diagram for a webpage that is fully suitable for its purpose.

The diagram contains elements that match both the scenario, for example an order button and the website concepts including buttons and layout.

The annotation includes technical elements such as colours, fonts, fonts sizes. These increase the appropriateness of an effective document that could be used by a 3rd party to create the webpage.

Question 5 (b)

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

..... [1]

The question was answered incorrectly by many candidates. Candidates demonstrated a knowledge gap about the range of file formats that are used for final webpages, with many providing responses such as PDF and DOC.

Question 6 (a)

- 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]

This question required candidates to explain how the three elements of the storyboard are used to help the production team.

Candidates who did well on this question clearly explained how each of the elements provides information for the production team. This included information such as knowing where the camera needed to film from, knowing what type of equipment would be required, knowing how long to film a scene for, or editing a scene to an appropriate length.

Weaker responses repeated the question using the same terminology without indicating the understanding of what their role is on a storyboard.

Question 6 (b)

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

.....

.....

.....

..... [2]

The focus of this question was on the file format for the website advert. The advert has been defined as an animated advert; these details were provided in the client brief shown earlier in the question paper.

Many candidates were able to identify a factor to be considered, for example the final file size or the quality. However, they were unable to expand their response to provide further explanation as to why this factor needs to be considered.

Question 7 (a) (i)

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]

Most candidates gained full marks on this question. However, there were instances of candidates providing generic responses such as INT and EXT. As already detailed, generic responses to this type of question are not appropriate and will not be considered for marks.

Question 7 (a) (ii)

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

1

2 [2]

Most candidates gained full marks on this question.

Question 7 (b)

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

.....
.....
.....
.....
.....
..... [3]

Candidates who answered this question well clearly indicated an understanding of the technical conventions used when writing a script. This includes the alignment of different pieces of text together with the information that is provided on a script. The addition of these elements would improve the usability of the script for all of those involved in the production of the advert.

Question 8

- 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.

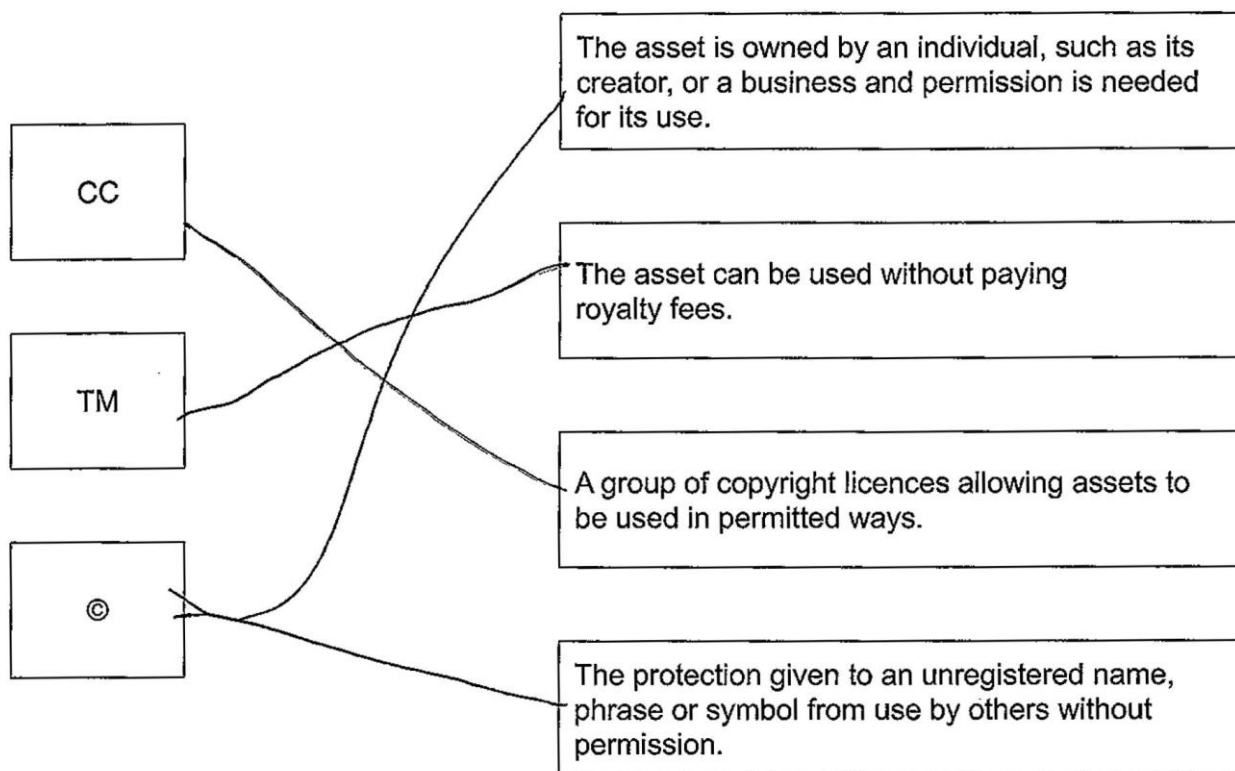
CC	The asset is owned by an individual, such as its creator, or a business and permission is needed for its use.
TM	The asset can be used without paying royalty fees.
©	A group of copyright licences allowing assets to be used in permitted ways.
	The protection given to an unregistered name, phrase or symbol from use by others without permission.

[3]

Most candidates gained 2 marks on this question. There did appear to be a knowledge gap relating to creative commons and copyright protection. Candidates lost marks where more than one line had been drawn from the legal protection box. If examiners could not decide which of the lines was the response from the candidate, this was marked down as too vague. Candidates must make sure that in future sessions these questions are drawn clearly to gain more marks.

Exemplar 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.

**[3]**

This shows two lines coming out of the copyright box. This can be seen to be too vague.

Question 9 (a)

- 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]

Although we saw some strong responses, overall, the responses to this question seemed to demonstrate a knowledge gap relating to the areas of legislation included in the unit specification.

Question 9 (b)

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

1

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.....

.....

2

.....

.....

.....

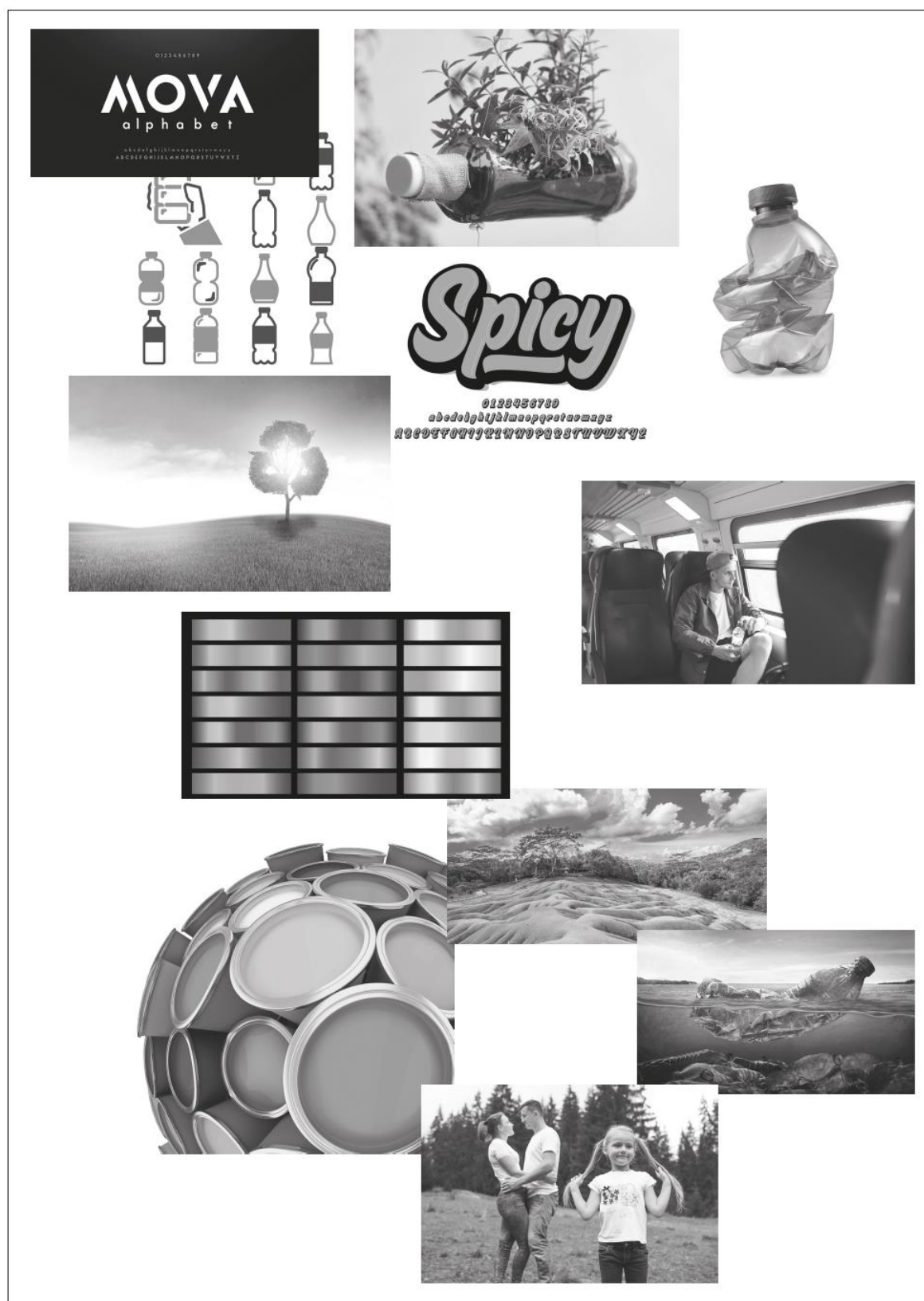
[4]

Where candidates provided a correct response to part (a) of this question, they were able to gain over 2 marks for this part. It was, however, noticeable that some candidates repeated responses. For example, two responses were provided about keeping customers' information secure. This strategy meant only two out of a possible 4 marks could be given.

Many candidates were able to describe one action that could be taken, identify a second action but did not provide further description. This did demonstrate a knowledge gap about this part of the unit specification.

Question 10

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.

.....

.....

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.....

.....

.....

Candidate performance in the Quality of Written Communication question increased compared to previous sessions.


The strongest responses made some good points and then developed these in relation to the brief.

Those who did not achieve top mark bands for this question did not link their response to the impact on the target audience or the designer. This limited the marks available to the lower and middle mark bands.

Most of the responses seen were descriptions of the mood board and the content that it contained. There were a number of candidates who just described each of the images in the mood board but did not provide further description of the strengths and weaknesses of these.

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 point responses are not appropriate and lead to marks being restricted to the lowest level for this question.

The introduction to this question referred to both a mood board and a mind map while the question was about a mood board. Having reviewed student responses before marking got underway, we decided the fairest approach was to amend the mark scheme to take into account any confusion from students.

	AfL	<p>Focus should be placed on clearly explaining how the document quality affects its audience. This should allow candidates to explain the impact of any improvements on making the document audience's job easier when creating the final product.</p>
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