

CAMBRIDGE NATIONALS

Examiners' report

CREATIVE iMEDIA

J807, J817

R081 January 2023 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 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 and the mark scheme can be downloaded from OCR.

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R081 series overview

This session was the penultimate full sitting of the qualification. This saw a change in the nature of the cohort sitting the examination. With the new Creative iMedia qualification being taught in centres to Year 10 and below, this session saw the examination being sat almost exclusively by Year 11. As a result, the performance seen was higher than in previous sessions. It was clear from responses marked that a more mature cohort took the examination, who had more experience through previous sessions and mock examinations, regarding how to answer examination questions. This resulted in more expansion marks being given.

Further to this, was the increased knowledge seen in the cohort. With the candidates being predominantly Year 11, it was evident that they drew on more synoptic understanding. At this stage in Year 11 it can be expected that they would have completed the majority of their coursework. As a result, they sat the examination with greater understanding of the concepts that underpin the subject area as a whole. This was reflected in the responses seen.

It was also clear from the responses seen to the mood board and storyboard creation questions that candidates have accessed past papers and mark schemes. Where candidates did well, they had picked out how to gain the higher marks on these questions. This was further evidenced in the final question where candidates expanded their answer more than in previous sessions.

Candidates who did well on this paper generally did the following:	Candidates who did less well on this paper generally did the following:
<ul style="list-style-type: none"> • demonstrated an understanding of the examination command words • answered questions fully in context • provided sufficient technical detail to allow the document to be used. 	<ul style="list-style-type: none"> • generalised their responses and did not relate the question to the context of the question paper • did not expand on the points made • did not justify their decisions • did not provide sufficient detail to produce a usable document.

Section A

Question 1 (a)

StreamItNow is a new TV streaming service due to launch in five months' time.

The service is targeted at viewers aged between 25 and 45.

It will show old films and TV shows popular when the target audience were children.

StreamItNow will also produce and show their own new films and TV shows.

You are developing a marketing campaign for StreamItNow.

1 You are creating a physical mood board for the first development meeting with StreamItNow.

(a) Explain the purpose of the physical mood board.

.....

.....

.....

..... [2]

Most candidates gained at least 1 mark for the concept of generating ideas. The second mark was often missing due to a lack of specific detail in expanding this point to apply to the context. Many responses seen referred to a product in general and not the context of the question paper, the StreamItNow service.

Assessment for learning



Candidates need to link to the question paper context for full marks.

Question 1 (b)

(b) Identify **two** possible users of the physical mood board.

1

2 [2]

Most candidates gained at least 1 mark here. Where marks were lost, candidates again provided responses not related to the context of the question paper e.g., teacher, child or generic in nature e.g., staff.

Question 1 (c)

During the first development meeting a mind map is created.

(c) Identify **three** items that could be included on the mind map.

1

2

3 [3]

Most candidates gained at least 2 marks here. Marks were still missed for not referring to items.

Question 2 (a)

2 You are creating a digital version of the physical mood board.

(a) Identify **two** pieces of hardware that you could use to create the digital mood board.

1

2 [2]

Most candidates gained at least 2 marks here.

Question 2 (b)

(b) Identify **two** pieces of software you could use to create the digital mood board.

1

2 [2]

Most candidates gained at least 2 marks here. However, marks were lost where candidates were not specific in their responses e.g., editing software, google docs.

Question 3 (a)

3 StreamItNow is targeting viewers aged between 25 and 45.

(a) Identify **three** methods, other than age, of categorising target audiences.

1

2

3 [3]

This question was done well in the main showing a good knowledge of the target audience categories from the specification.

Question 3 (b)

(b) Explain how the age of the StreamItNow target audience will affect the design of promotional adverts in magazines.

.....

.....

.....

.....

.....

..... [3]

This question saw a mixed quality of responses as expected. Where age is the key theme of the question, candidates ignored the context of the question paper. Most responses referred to what would be included/not included for a young/children-based audience. This was not the context of the question paper. As a result, by not relating the response directly to the context of the question paper marks were lost.

Exemplar 1

...They may use quite retro colours of or fonts that
 ...won't draw children in very much. ~~It will be~~ The design
 ...will be more of a mature theme as it is for adults
 ...and there may be more ~~writing~~ ~~with a~~ writing than
 ...pictures. There might also be characters and songs that
 ...25 - 45 year olds would know but children wouldn't. [3]

Full marks are given. The candidate explains how the use of retro colours/fonts would develop a mature theme that would appeal to the correct target audience age for StreamItNow.

Question 4 (a)

- 4 StreamItNow plans to include images and characters from films and TV shows in their promotional adverts.

- (a) Describe the steps StreamItNow must take to use these images and characters legally in adverts.

.....

.....

.....

..... [2]

Most candidates gained at least 1 mark on this question. However, the question asked for the steps to be described not an explanation of what the legal issue, copyright, is. As a result, marks were lost.

Question 4 (b)

These images and characters are the intellectual property of their original makers.

(b) Explain what **intellectual property** means.

.....

.....

.....

..... [2]

Candidates tended to repeat answers linked to copyright on this question rather than explaining what intellectual property is. This is a similar approach as was seen in the previous session, further demonstrating lack of technical understanding of this aspect of the course.

Question 5 (a)

5 StreamItNow carries out a location recce when filming their own TV programmes.

(a) Explain the purpose of a **location recce**.

.....

.....

.....

..... [2]

Most candidates gained at least 1 mark on this question. However, marks were lost where candidates explain what a location recce is. The question asked what the purpose of a location recce is, why is it carried out. Candidates need to be clearer about what an examination question is asking.

Question 5 (b)

(b) Draw a line to match each issue discovered during a location recce to the correct solution.

Issue	Solution
Low light levels	Hire a dolly
No electricity supply	Hire scaffolding
Camera needs to move across road	Hire a generator
	Hire extra lighting

[3]

Most candidates gained at least 2 marks on this question.

Section B

Question 6

Fig. 1

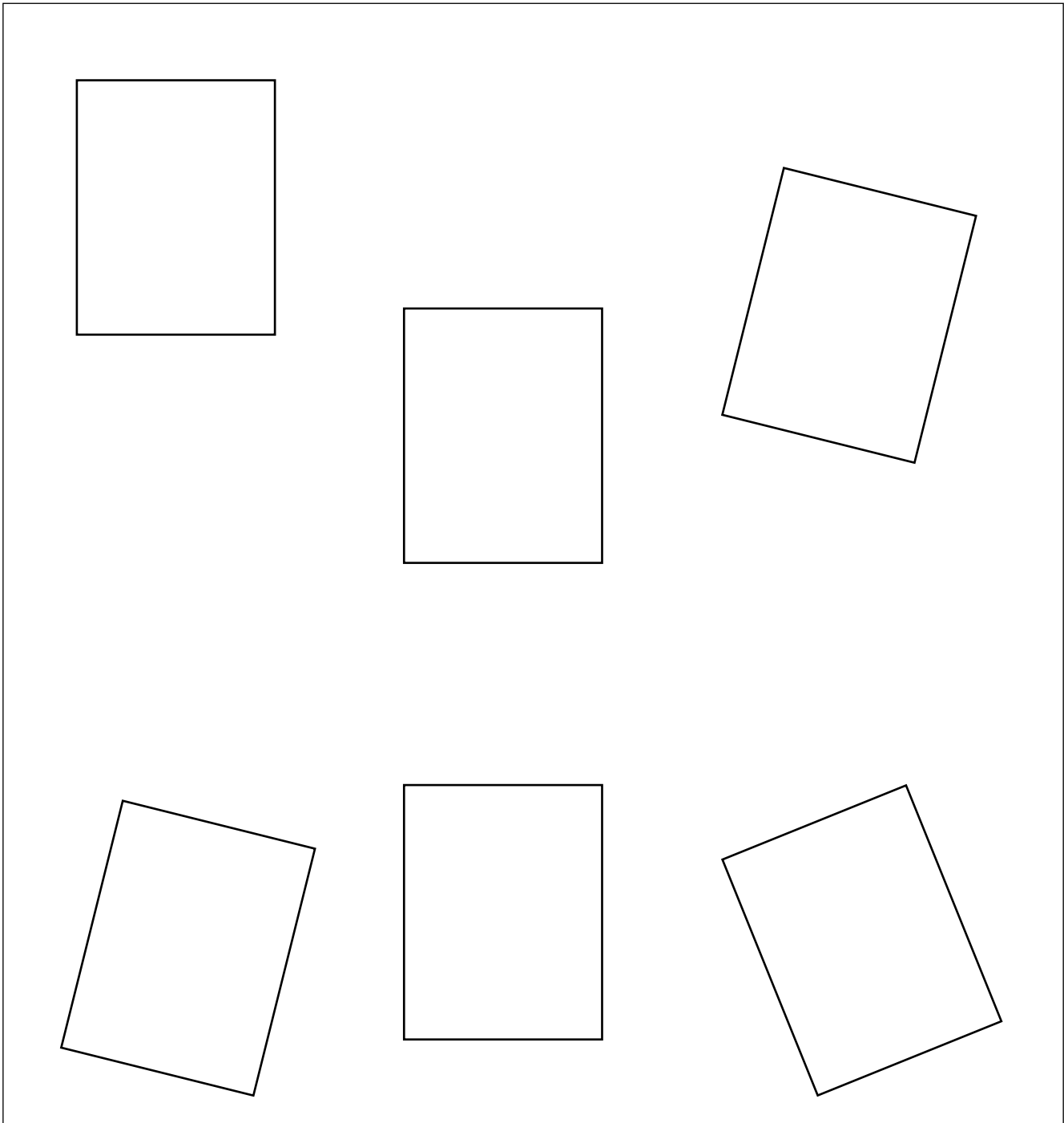
		
1 Gaming	2 Signage	3 Child watching black and white TV
		
4 Family watching TV	5 Primary colours	6 Children's TV character
		
7 Newspapers	8 Grey walls	9 Older couple
		
10 Overlay	11 Virtual reality	12 Children watching TV
		
13 Cinema ticket	14 At the movies	15 Mobile TV

6 Choose **six** images from **Fig. 1** to create a mood board for StreamItNow.

You do not need to draw the images. You must show which images you have chosen in the boxes provided and justify your choices.

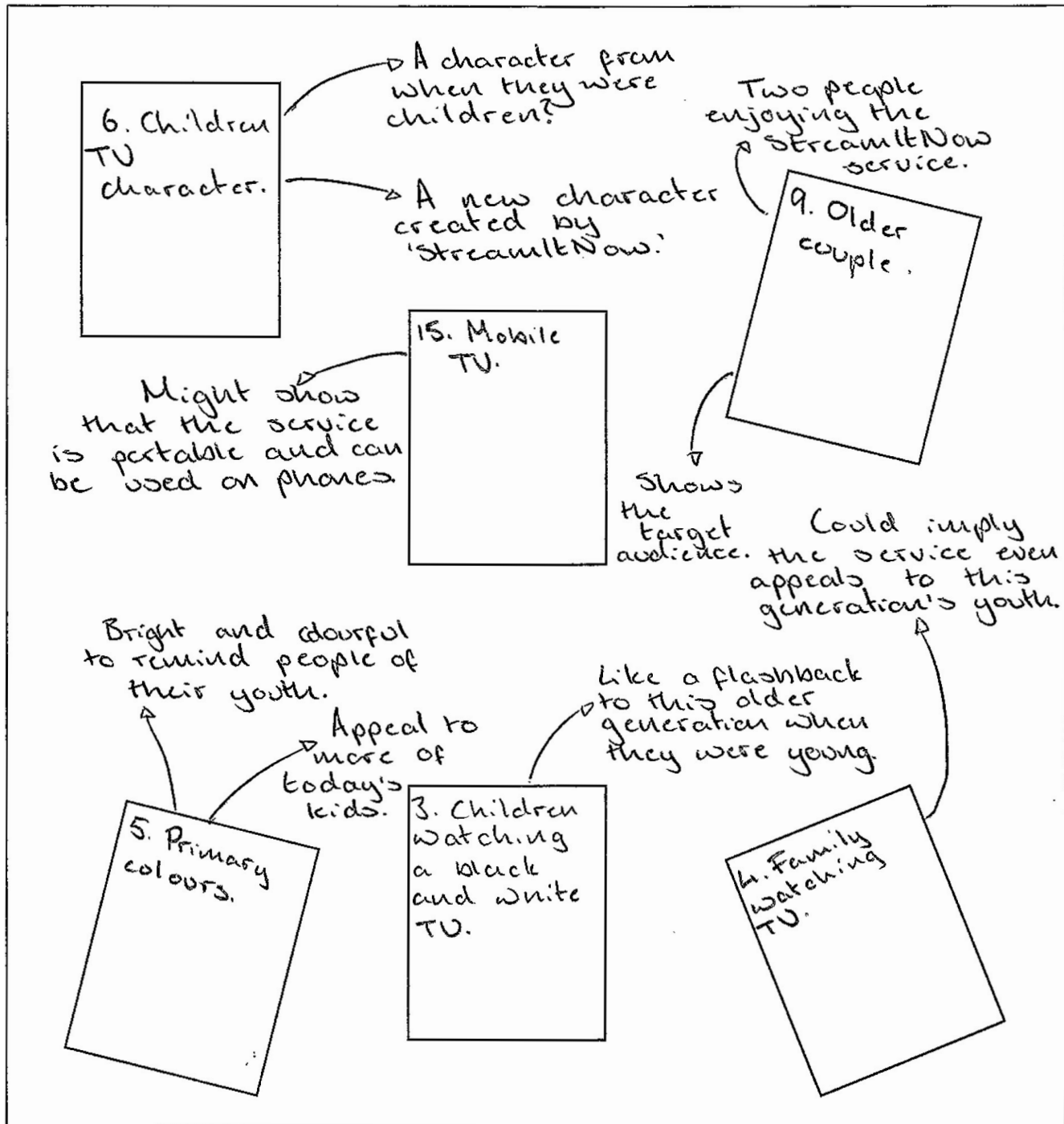
Marks will be awarded for:

- fitness for purpose
- annotations to justify your choices.

[8]

A vast majority of candidates gained at least 4 marks for this question. Marks were lost where inappropriate images for the context were selected. Further marks were lost where the justifications for the inclusion of the images were not sufficient. This was seen where candidates just described in more detail what the images were rather than why they should be used.

Exemplar 2



Fitness for Purpose 5 images selected that are fit for purpose. 3 marks are given. They have selected image 5 which is not appropriate for use with this target audience. This is because primary colours are more linked with a childlike audience as seen in responses to Question 3b.

Justifications for each of the images are acceptable and relevant. 3 marks are given.

6 marks in total are given for this response, this places the response at the bottom of Level 3.

Question 7 (a)

7 A TV advert will be created to promote StreamItNow.

(a) Create a storyboard for a 30-second promotional advert.

Marks will be awarded for:

- content
- layout
- fitness for purpose
- scene information.

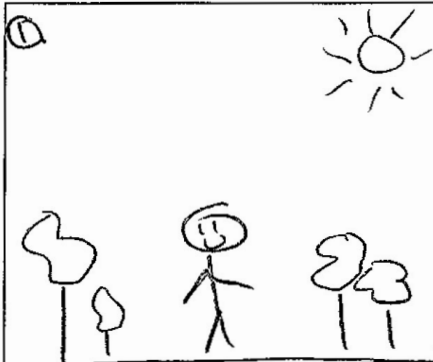
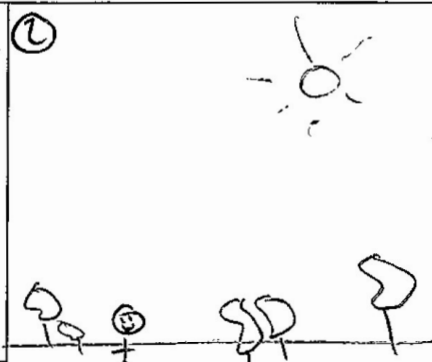
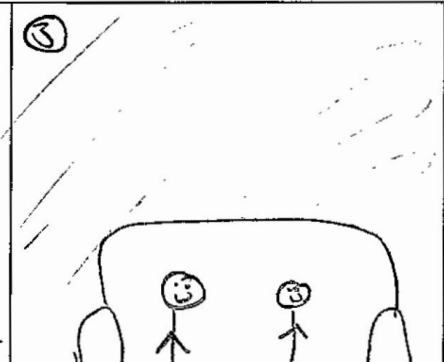

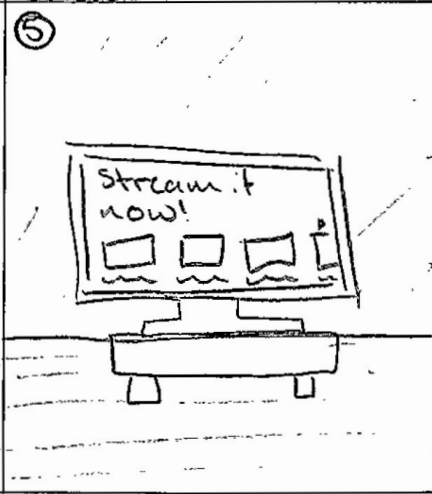
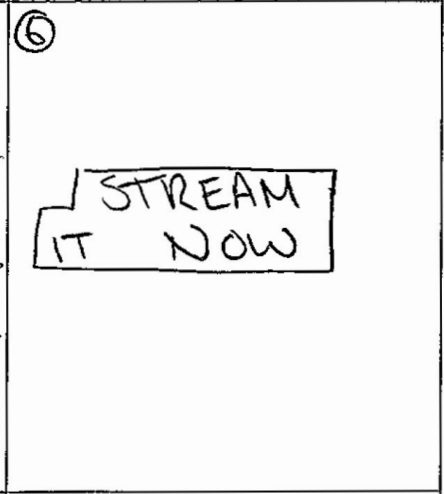
[10]

.....
.....
.....
.....
.....
.....

This question was generally well answered with most candidates gaining marks in Level 2 or above. This is possibly because this is a synoptic skill used in several other units being assessed. Further to this is the fact that it was clear that past mark schemes had been used by centres during their teaching. Responses that scored well clearly contained at least two technical aspects of a storyboard used consistently. This has always been stated on the mark scheme for this pre-production document and was seen clearly in the responses this session.

Where marks were lost, candidates had not used any the technical aspects required for an effective storyboard or had not used them consistently across the whole of the panel set.

Exemplar 3

		
<p>Time: 0-6 seconds..... Medium shot. A kid's TV character talks about television.</p>	<p>Time: 6-10 sec. Zooms out to wide shot. TV character continues to talk about old TV shows.</p>	<p>Time: 10-15 sec. Cut to inside where two children are laughing and watching TV with happy music and narration.</p>
		
<p>Time: 15-20 sec. Pan to medium shot. A presenter is explaining the concept of the streaming service.</p>	<p>Time: 20-28 sec. Medium shot. A home with a TV and narration about the service.</p>	<p>Time: 28-30 seconds. 'StreamItNow' logo appears on the screen.</p>

Three technical aspects – scene number, timing, camera shot are used consistently where required. The candidate also refers to transitions and camera movements showing an excellent technical understanding. The content of the scenes is also fully suitable for a promotional advert. Full marks are given.

Question 7 (b)

Different members of the advert pre-production team will view and update the storyboard.

(b) State **one** way the storyboard could be named to keep track of the different updates.

..... [1]

Most candidates gained 1 mark for this question. Where candidates did not score a mark, the responses were vague and showed no clear understanding of the use of version control in the context of the question.

Question 8

8 A script will also be developed for the TV advert.

Identify **three** items that would be included on the script.

1

2

3

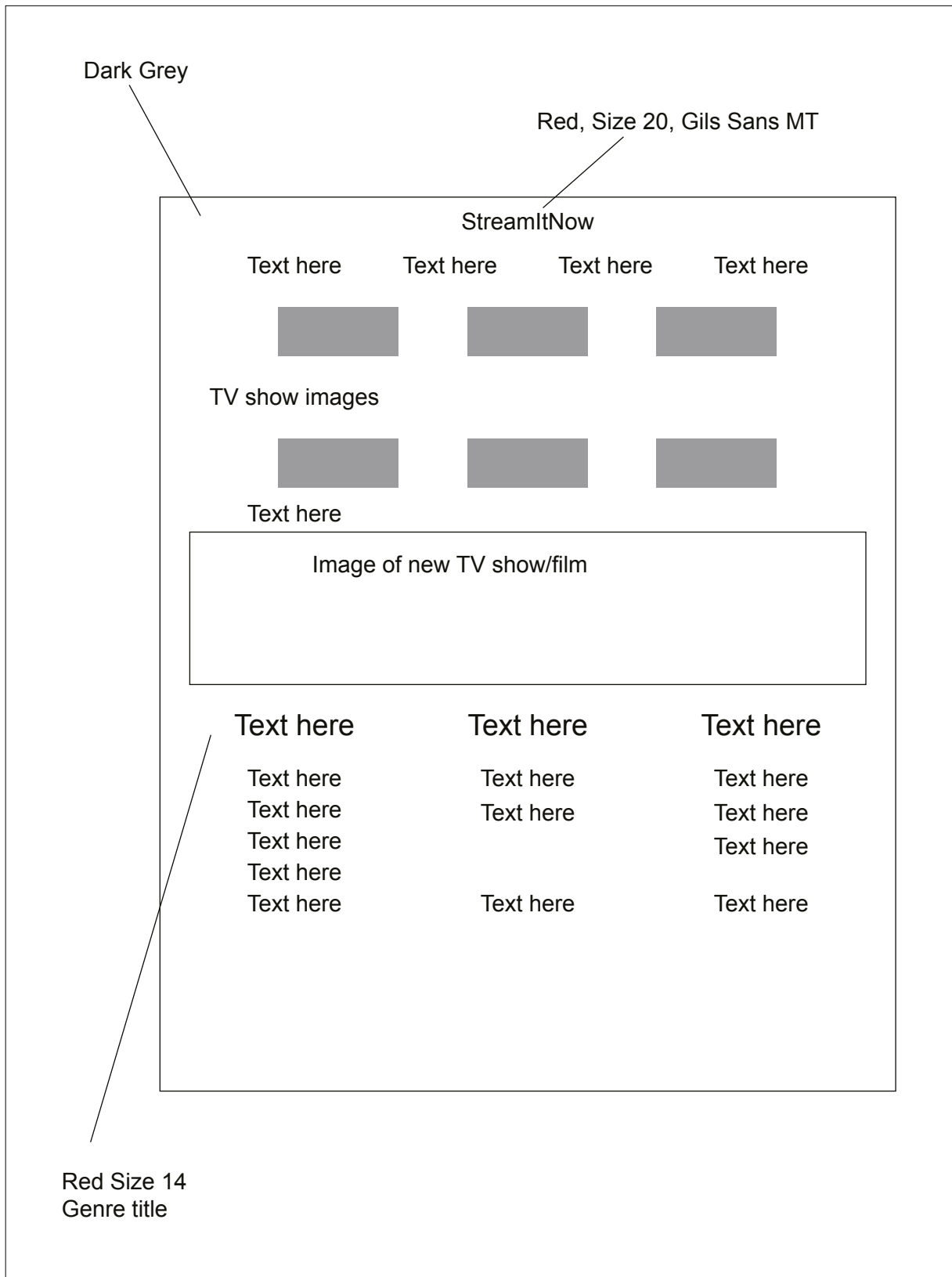
[3]

Most candidates gained at least 2 marks on this question. Candidates lost marks due to vagueness of their answers e.g., text, title, heading. Do these refer to dialogue, stage direction, scripts title, or scene title? This showed a lack of knowledge about the technical terminology required in the specification.

Question 9*

Fig. 2

A draft visualisation of the menu screen that viewers will see when they log on to the streaming service. This will be used by the web developer to create the menu screen.



- 9* Discuss the suitability of the content and layout of the visualisation in **Fig. 2** for the web developer. You should make suggestions for improvement.

[12]

The number of responses marked in the highest mark band was more than in previous sessions. This highlighted good exam technique and that candidates were able to express themselves more fully. This is a move forward from the previous session, June 2022, where responses were generally low in nature. Candidates linked the visualisation much more to the use by the web developer. However, the suggestions and how these would make the document more suitable were not as well explained as the strengths and weaknesses this session.

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

Assessment for learning



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 documents audiences job easier when creating the final product.

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