Cambridge National

Creative iMedia

R093/01: Creative iMedia in the media industry

Level 1/2 Cambridge National Certificate/Award/Diploma

Mark Scheme for June 2024

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

MARKING INSTRUCTIONS

PREPARATION FOR MARKING
RM ASSESSOR

1. Make sure that you have accessed and completed the relevant training packages for on-screen marking: *RM Assessor Assessor Online Training*; *OCR Essential Guide to Marking*.

2. Make sure that you have read and understood the mark scheme and the question paper for this unit. These are posted on the RM Cambridge Assessment Support Portal http://www.rm.com/support/ca

3. Log-in to RM Assessor and mark the **required number** of practice responses ("scripts") and the **number of required** standardisation responses.

   YOU MUST MARK 10 PRACTICE AND 10 STANDARDISATION RESPONSES BEFORE YOU CAN BE APPROVED TO MARK LIVE SCRIPTS.

MARKING

1. Mark strictly to the mark scheme.

2. Marks awarded must relate directly to the marking criteria.

3. The schedule of dates is very important. It is essential that you meet the RM Assessor 50% and 100% (traditional 40% Batch 1 and 100% Batch 2) deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.

4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or the RM Assessor messaging system, or by email.

5. **Crossed Out Responses**
   Where a candidate has crossed out a response and provided a clear alternative then the crossed out response is not marked. Where no alternative response has been provided, examiners may give candidates the benefit of the doubt and mark the crossed out response where legible.

   Rubric Error Responses – Optional Questions
   Where candidates have a choice of question across a whole paper or a whole section and have provided more answers than required, then all responses are marked and the highest mark allowable within the rubric is given. Enter a mark for each question answered into RM assessor, which will select the

highest mark from those awarded. *(The underlying assumption is that the candidate has penalised themselves by attempting more questions than necessary in the time allowed.)*

Multiple Choice Question Responses

When a multiple choice question has only a single, correct response and a candidate provides two responses (even if one of these responses is correct), then no mark should be awarded (as it is not possible to determine which was the first response selected by the candidate).
When a question requires candidates to select more than one option/multiple options, then local marking arrangements need to ensure consistency of approach.

Contradictory Responses

When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

Short Answer Questions (requiring only a list by way of a response, usually worth only **one mark per response**)

Where candidates are required to provide a set number of short answer responses then only the set number of responses should be marked. The response space should be marked from left to right on each line and then line by line until the required number of responses have been considered. The remaining responses should not then be marked. Examiners will have to apply judgement as to whether a 'second response' on a line is a development of the 'first response', rather than a separate, discrete response. *(The underlying assumption is that the candidate is attempting to hedge their bets and therefore getting undue benefit rather than engaging with the question and giving the most relevant/correct responses.)*

Short Answer Questions (requiring a more developed response, worth **two or more marks**)

If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

Longer Answer Questions (requiring a developed response)

Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

6.   Always check the pages (and additional objects if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer there, then add a tick to confirm that the work has been seen.

7. Award No Response (NR) if:
    - there is nothing written in the answer space

    Award Zero '0' if:
    - anything is written in the answer space and is not worthy of credit (this includes text and symbols).

    Team Leaders must confirm the correct use of the NR button with their markers before live marking commences and should check this when reviewing scripts.

8. The RM Assessor **comments box** is used by your team leader to explain the marking of the practice responses. Please refer to these comments when checking your practice responses. **Do not use the comments box for any other reason.**
    If you have any questions or comments for your team leader, use the phone, the RM Assessor messaging system, or e-mail.

9. Assistant Examiners will send a brief report on the performance of candidates to their Team Leader (Supervisor) via email by the end of the marking period. The report should contain notes on particular strengths displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.

10. For answers marked by levels of response:
    a. **To determine the level** – start at the highest level and work down until you reach the level that matches the answer
    b. **To determine the mark within the level**, consider the following

Descriptor	Award mark
On the borderline of this level and the one below	At bottom of level
Just enough achievement on balance for this level	Above bottom and either below middle or at middle of level (depending on number of marks available)
Meets the criteria but with some slight inconsistency	Above middle and either below top of level or at middle of level (depending on number of marks available)
Consistently meets the criteria for this level	At top of level

11. **Annotations**

Annotation	Meaning
✔	Tick
✖	Cross
BP	Blank page (mandatory for all units)
BOD	Benefit of doubt
TV	Too vague
SEEN	Noted but no credit given
NE	No example
NBOD	Benefit of doubt not given
NAQ	Not answered question
L3	Level 3
L2	Level 2
L1	Level 1
REP	Repeat

Annotation	Meaning
IRRL	Irrelevant
?	Unclear

12. **Subject Specific Marking Instructions**

Question			Answer	Mark	Guidance
1			• **(D)** Television (1)	1	Correct answer only
2			**One** from: • Commission (1) • Formal (1) • Informal (1) • Meeting/discussion/spoken (1) • Negotiated (1)	1	**Do not accept:** • Written as this is excluded in the question. • Digital = TV
3			**One** from e.g.: • Allows open discussion (1) • Primary research from / Direct from target audience (1) • Extended response to question given (1) • Extra questions can be asked (1) • More detail can be gathered (1) • **Award credit for any other appropriate response**	1	Accept equivalent terminology
4			**Two** from e.g.: • <u>Asset</u> ID (1) • <u>Asset</u>*/ <u>File</u> Name (1) • <u>Asset</u> type (1) • Description (1) • Properties* (1) • Source*/URL (1) • Storage location (1) • Legal issues* (1) • Use* (1) **Award credit for any other appropriate response**	2	Accept equivalent terminology * *Indicates on OCR provided template for NEAs* <u>Underlined words</u> must be included in answer to be considered for a mark **Do not accept:** • Name =TV on its own • Picture/Image- question is about headings not a copy of the asset

Question			Answer	Mark	Guidance
5			• Defamation (1)	1	Correct answer only If word is circled / indicated, mark this, unless there is a written answer on dotted lines.
6			• **(B)** Frame rate (1)	1	Correct answer only
7			• (Camera) Movement (1)	1	Correct answer only
8			One from e.g.: • Heavy equipment (1) • Kerbs on pavements (1) • Loose cables / tripping hazards (1) • Overhead cables (1) • Traffic danger (1) • **Award credit for any other appropriate response**	1	Accept equivalent terminology Accept examples of e.g. Cars, Powerlines Allow any suitable hazard that could be found when filming on a street.
9			One from e.g.: • Risk assessment (1) • <u>Location</u> recce (1)	1	<u>Underlined words</u> must be included in answer to be considered for a mark **Do not accept** • Recce. - TV

Question			Answer	Mark	Guidance
10	**(a)**		**Four** from e.g.: • Audio/Podcast (1) • Email (1) • Leaflet (1) • Magazine <u>advert/article</u> (1) • Newspaper <u>advert/article</u> (1) • Posters / Billboards (1) • Radio <u>advert</u>/Jingle (1) • Social media <u>post</u> (1) • Television <u>advert</u> (1) • Video (1) • Website (1) • **Award credit for any other appropriate response**	4	Accept equivalent terminology <u>Underlined words</u> must be included in answer to be considered for a mark Allow any plausible method of **promotion** for the context **Do not accept:** • Advert – on its own is TV
11	**(a)**		Up to **two** marks for describing **one** responsibility of a **copywriter** e.g.: • Avoid plagiarism/copyright issues • Plan message to be conveyed • Proofread/edit content • Research the target audience • Work with designer and others to develop a marketing strategy • Write content text • **Award credit for any other appropriate response** e.g.: • Write text for an advert (1) to persuade people to visit (1) • Write persuasive content (1) to use on a social media post (1)	2	**Read whole response and award:** • **One** mark for activity • **One** mark for how/use/impact **Do not accept** • Protecting the copyright of own work

Question			Answer	Mark	Guidance
			• Plan exciting content for posters (1) that can be used around the area to inform people (1) • To check information for a product (1) so that the audience will understand what is being said (1) • To ensure that the team has the permission to use assets (1) to prevent legal issues arising (1) • **Award credit for any other appropriate response**		
	(b)		Up to **two** marks for describing **one** responsibility of a **creative director** e.g.: • Assign tasks to team members • Developing overall concept/idea • Ensure consistency in brand • Inspire others in the team/project • Interpret client brief • Oversee the whole project • **Award credit for any other appropriate response** e.g.: • Develop the theme for the new ride (1) so that it fits in with the rest of the theme park brand (1) • Assess a client brief to see what they require (1) then develop ideas that can be used to promote the product. (1) • To give orders/tasks to others (1) so that they know what they need to do (1) • Make sure that work is on track (1) so that its is completed by the deadline (1) • **Award credit for any other appropriate response**	2	**Read whole response and award:** • **One** mark for activity • **One** mark for how/use/impact **Do not accept** • Directing actors • Directing camera shots

| 12 | | | Marks are awarded for:

• 4 months (3 months + 1) for 2 sections together (1)
• Contingency (1)
• 4 months (3 months + 1) for 2 sections together (1)
• Contingency (1)
• Two contingency months at end (1)
• No Overlap (1)

NB: Bullet Point 6 (no overlap) can only be awarded if there is any reference in the task's column to content relevant to the question. | 6 | **Examples - there are other possibilities e.g.**

 |

Tasks	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Animation 1													
Animation 2			①		②								
Animation 3								③		④			
Animation 4													
Contingency										⑤			
						⑥							

may only fill in the correct number of cells - no different shading etc

Question			Answer	Mark	Guidance
13	**(a)**		One from e.g.: • To inform (1) • To educate (1) • To show who is eligible to go on the ride (1) • To tell people the rules of the ride (1) • **Award credit for any other appropriate response**	1	Linked to image shown
	(b)		Up to **two** marks for explaining **one** way how **images** used meet the purpose of the sign e.g.: • Catch attention • Communicate information • Demonstrate/show • Entertain • Inform people • **Award credit for any other appropriate response** e.g.: • By using different sizes of people (1) to show who is allowed to go on the ride (1) • Stars are used to decorate the poster (1) to make it more appealing to children (1) • To catch people's attention (1) so that they see the information needed (1) • To replace words when providing information (1) for those who don't understand English (1) • **Award credit for any other appropriate response**	2	**Read whole response and award:** • **One** mark for image use • **One** mark for how meets purpose

Question			Answer	Mark	Guidance
		(c)	Up to **two** marks for explaining **one** way how **written media codes** are used to meet the purpose of the sign e.g.: • Emphasis use • Key information larger font • Positive tone • Short sentences • Style of font • **Award credit for any other appropriate response** e.g.: • The rules are written in short sentences (1) so that they are quick to read (1) • The fonts used are simple is style (1) so that the information can be read easily/quickly (1) • The decisions about being able to ride are written in a positive manner (1) so that those who do not get to ride are not made to feel too negative (1) • Big/bold/ emphasised text in the heading (1) to draw attention to the importance of the information (1) • Rides name is large (1) so that people's attention is drawn to it (1) • Formal descriptions of the rules (1) to emphasise the importance of the rules (1) • **Award credit for any other appropriate response**	2	**Read whole response and award:** • **One** mark for written media code use • **One** mark for how meets purpose

		(d)		Up to **two** marks for explaining **one** way how **colour** could be used to convey meaning on the sign e.g.: e.g. - Colour palette - Contrasts - To highlight warnings - To separate elements from each other - To separate text - Used to emphasise decisions **Award credit for any other appropriate response** e.g.: - The three people could be coloured differently (1) with red used to show the height that cannot ride and green for those who can (1) - The rules could be placed on a red background (1) to draw people's attention to the important warning information (1) - The rules could use alternate colours on each line (1) to make each rule stand out from the previous/next (1) - Rules section could be in bright, bold colours (1) to make it stand out/emphasise the information (1) **Award credit for any other appropriate response**	2	**Read whole response and award:** **One** mark for colour property/use **One** mark for how used in context of sign

| 14 | | | **Indicative content**
Answers may include reference to how the following aspects are used and how their use could be improved:
• Annotations
• Colours
• Typefaces/fonts
• Text content
• Layout
• Clarity of images
• Movements
• Suitability of images for context/space theme

Suitability for use by the **animator is required for the highest marks.**

Subject specific terminology covers both terminologies related to the creation of the visualisation diagram as well as that related to the theme park ride/ augmented reality headset.

Award credit for any other appropriate response | 9 | **The descriptors represent the top of the Level**
Level 3 (high) 7-9 marks
A **thorough** discussion which shows **detailed** understanding:
• Discussion shows **detailed** knowledge and understanding of the suitability of the visualisation diagram for the **animator**.
• A **range** of strengths and weaknesses are **identified**.
• A **range** of suggested improvements are **identified**.
• How effectiveness is improved is **clearly explained**.
• **Consistently** uses appropriate terminology.

Level 2 (mid) 4 – 6 marks
An **adequate** discussion which shows **sound** understanding:
• Discussion shows **sound** knowledge and understanding of the suitability of the visualisation diagram for the **animator** or other users/consumers.
• **Some** strengths **and/or** weaknesses are **identified**.
• **Some** suggested improvements are **identified**.
• How effectiveness is improved is **adequately explained**.
• **Sometimes** uses appropriate terminology.

Level 1 (low) 1-3 marks
A **brief** discussion which shows **limited** understanding:
• Discussion shows **limited** knowledge and understanding of the suitability for consumers/users.
• **Few** strengths **or** weaknesses are **identified**. |

					• **Few** suggested improvements are **identified**. • Where improvements to effectiveness are explained, this is done in a **limited way**. • Use of appropriate terminology is **limited**. **0 marks** Response is not worthy of credit NB in line with the requirements of the question, students are not expected to explicitly identify strengths and/or weaknesses when suggesting changes that improve the document. However, students that do, should be credited accordingly.
15			Up to **two** marks for an explanation of the term **mise-en-scene** e.g.: • Everything in the scene • Combination of the elements • Placement of items • **Award credit for any other appropriate response** e.g.: • The placement of objects for a scene (1) so that they combine to create correct visuals for a project (1) • All the elements are in correct place in a frame/scene (1) so that the space elements appear correctly in the AR headset (1) • The use of props/setting/costumes (1) to create specific imagery/setting/emotion (1) • The focus of a scene (1) created by the placement of props (1)	2	**Read whole response and award:** • **One** mark for meaning • **One** mark use/impact

			• **Award credit for any other appropriate response**		
16			**Four** components from e.g.: • Annotations/Labels (1) • Colours/Colour scheme/Themes (1) • Diagrams/Drawings/Sketches (1) • Fabrics/Textures (1) • Fonts/ typefaces (1) • Images/Photographs (1) • Shapes/Icons (1) • Text/Content/Keywords (1) • Title (1) • **Award credit for any other appropriate response**	4	Do not accept: • Digital aspects i.e., sound, video are not acceptable - question is about a physical mood board • Objects = TV

| 17 | (a) | **Indicative content**
Answers may include reference to the following aspects:

• Permission of landowner to take images is required
    ○ Possible trespass
    ○ Landowner can set rules about how property used/photographed
    ○ © is owned by the property owner
• Permission from individuals/subject of images to have photograph taken is required
    ○ Privacy rights/expectations
    ○ Consent- gain permission for specific use
    ○ Implied consent due to expectation of event taking place
• How image will be used is stated
    ○ Freedom of expression use covers some use for news, education
    ○ Commercial/Advertising use requires active consent
• Data protection
    ○ Images deleted if not used by organisation taking images.
    ○ Images are personal data
• Health and safety considerations

Award credit for any other appropriate response | 6 | **The descriptors represent the top of the Level**
Level 3 (high) 5–6 marks
A **thorough** explanation which shows **detailed** understanding:
• **Two** legal issues are identified - and **two** explanations are attempted.
• Explanation shows **detailed** knowledge and understanding of the legal issues.
• Issues are **clearly** explained.
• **Consistently** uses appropriate terminology.

Level 2 (mid) 3–4 marks
An **adequate** explanation which shows **sound** understanding:
• **Two** legal issues are identified – **at least one** explanation attempted.
• Explanation shows **sound** knowledge and understanding of the legal issues.
• Issue is **adequately** explained.
• **Sometimes** uses appropriate terminology.

Level 1 (low) 1-2 marks
A **brief** explanation which shows **limited** understanding:
• **At least one** issue is identified - **at least one** explanation is attempted.
• Explanation shows **limited** knowledge and understanding of the legal issue.
• Issue is explained in a **basic** way.
• Use of appropriate terminology is **limited**.

0 marks
Response is not worthy of credit |

	(b)		**Two** from e.g.: • Computer (1) • Kiosk (1) • Leaflets (1) • Mobile device/Phone (1) • Posters/Billboards (1) • Signs (1) • TV screen (1) • **Award credit for any other appropriate response**	2	Must be relevant to use in a park Must be **physical** platform to view images
	(c)		Up to **two** marks for an explanation image compression e.g.: • Reduction of <u>file</u> size • Removal of data • **Award credit for any other appropriate response** e.g.: • The file/data size of the final image is reduced (1) without losing image quality with lossless compression (1) • The reduction in data included in an image (1) so that it can be stored/transferred more easily (1) • **Award credit for any other appropriate response**	2	**Read whole response and award:** • **One** mark for identifying what compression is • **One** mark for explaining how it does it/effect of compression <u>Underlined words</u> must be included in answer to be considered for a mark **Do not accept** • To make the image smaller- TV

18			Up to **two** marks for **one** explanation of the role of a **web designer** e.g.: • Design/check website meets needs/requirements • Designs look of a website • Plans layout of a web website • Plans/checks user experience/requirements • **Award credit for any other appropriate response** e.g.: • Plans the structure of a website (1) to ensure that the products are shown clearly (1) • Designs the images/colours that will be used (1) to fit with a house style/brand (1) • Designs how the website user will be able to interact with website (1) so that they view the new rollercoaster in different ways (1) • Plan the design of the website (1) so that it is appealing to the audience (1) • Use pre-production documents to design (1) the layout/look/structure of the website (1) • **Award credit for any other appropriate response**	2	**Read whole response and award:** • **One** mark for contribution • **One** mark for use/impact
	(a)				
	(b)	**(i)**	**One** from e.g.: • Dissolve (1) • Drop down (1) • Fade (1) • Fly (1) • Swipe (1)	1	Accept equivalent wording

			• **Award credit for any other appropriate response**		

		(ii)	**Two** from:
			• AVIF (1)
			• EPS (1)
			• GIF (1)
			• JPEG (1)
			• PNG (1)
			• SVG (1)
			• TIFF (1)
			• WEBP (1)
				2	Must be suitable for a website
					
					Do not accept:
					• PDF
					    o more relevant for a document / print
					    o must be exported from another file type first

		(iii)	**Indicative content**
			
			If the improved document includes sketches of content, this could be a visualisation diagram not a wireframe. Limit to top of Level 2.
			
			Marks are awarded for:
			• Relevance of content (format, styles, suitability)
			• Clarity of idea/ diagram
			• Components of wire frame used:
			    o Clear structure of the page
			    o Indication of images
			    o Indication of interactions
			    o Indication of links/navigation
			    o Identification of text location
			    o Use of white space
			• Annotations of colours, fonts, headings, sizes, styles etc are possible
				9	**Level 3 (high) 7-9 marks**
					A **comprehensive** document which shows **detailed** understanding:
					• A **range** of suggested improvements are identified.
					• Improvements cover a **range** of conventions/components.
					• Conventions/components are **effectively/consistently** applied.
					• **Most** annotations, which may be explanations, show **detailed** knowledge and understanding of the suitability of the document to meet the **web developer's** requirements.
					
					Level 2 (mid) 4-6 marks
					An **adequate** document which shows **sound** understanding:
					• **Some** suggested improvements are identified.
					• Improvements cover **some** conventions/components

			• Explanations for improvements e.g.
			   o Aids web developer
			   o Gives more detail about what they need to create
			   o Clarity of elements on webpage
			Award credit for any other appropriate response
					• Conventions/components are **adequately/ consistently** applied
					• **Some** annotations, which may be descriptive in nature, show **sound** knowledge and understanding, (of the suitability of the document to meet the **web developer's** requirements.)
					
					Level 1 (low) 1-3 marks
					A **basic** document which shows **limited** understanding:
					• Improvements cover **few** conventions/components
					• Conventions components are applied in a **limited** /inconsistent way
					• **Few/If** any annotations show **limited** knowledge and understanding (of the suitability of the document to meet the **web developer's** requirements)
					0 marks
					Response is not worthy of credit

Need to get in touch?

If you ever have any questions about OCR qualifications or services (including administration, logistics and teaching) please feel free to get in touch with our customer support centre.

Call us on

01223 553998

Alternatively, you can email us on

support@ocr.org.uk

For more information visit

ocr.org.uk/qualifications/resource-finder

ocr.org.uk

Twitter/ocrexams

/ocrexams

/company/ocr

/ocrexams