



Oxford Cambridge and RSA

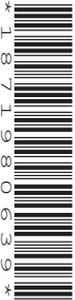
Wednesday 8 January 2025 – Afternoon

Level 1/Level 2 Cambridge National in Creative iMedia

R093/01 Creative iMedia in the media industry

Time allowed: 1 hour 30 minutes

No extra materials are needed.



Please write clearly in black ink. Do not write in the barcodes.

Centre number

Candidate number

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 **70**.
- The marks for each question are shown in brackets [ ].
- This document has **16** pages.

**ADVICE**

- Read each question carefully before you start your answer.

**2**  
**Section A**

**1** Which is **not** an example of **traditional media**?

Tick (✓) **one** box.

- A** Computer games
- B** Film
- C** Radio
- D** Television

[1]

**2** What is an **eBook**?

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

**3** Complete the sentence.

**Write** a word from the list in each of the **two** spaces.

You can use each word only once or not at all.

<b>creative</b>	<b>post-production</b>	<b>pre-production</b>	<b>senior</b>	<b>technical</b>
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A video editor is a ..... role involved in the ..... phase of film production. [2]

**4** Identify **one** purpose of comics.

..... [1]

**5** Which is an example of an **audience segmentation** category?

Tick (✓) **one** box.

- A** Commission
- B** Education
- C** Formal
- D** Meeting

[1]

6 What is the term used to describe the use of **copyrighted** material in research and individual private study?

..... [1]

7 Which organisation is responsible for **regulating** TV and radio content in the UK?

..... [1]

8 Identify **two physical** distribution **media**.

1 .....

2 .....

[2]

**Section B**

Alooshi sells freshly made noodles and rice meals for people to eat when at work or out and about.

You are developing a campaign to promote the company and their new shops.

**9** To find out what Alooshi’s customers think is good about the business, you send some of them an online survey.

**(a)** Explain **one** advantage of using an **online survey**.

.....

.....

.....

..... [2]

**(b)** Explain **one** disadvantage of using an **online survey**.

.....

.....

.....

..... [2]

**(c)** Identify **one** other **primary** research method.

..... [1]

**(d)** The online survey will gather **qualitative** and **quantitative** information.

Explain **one** difference between **qualitative** and **quantitative** information.

.....

.....

.....

..... [2]

10 A **client brief** is provided by Alooshi.

**Our company:**

We opened our first shop, producing Asian-inspired food, in 2016. Our aim was to provide people working in offices with healthy, fresh meals at affordable prices. In 2019, we opened a second shop in the largest shopping mall in the region. The aim was to provide shoppers with healthy, fresh meals at affordable prices.

**Our plans:**

We want to expand the business further by opening four more shops in October 2025. Our ethos will still be to offer freshly made Asian-inspired food for busy workers and shoppers at affordable prices. To help our expansion we need a promotional campaign to be developed. The campaign will start in August.

Our main target audience is busy people who use their mobile devices to order food so that it's ready for them to collect in the shops. We want to promote the new shops on mobile devices using a multimedia product and social media adverts. We also want to use the social media adverts as posters and flyers near the shops.

(a) Use the **client brief** to answer the following questions.

(i) Identify **one digital** media product that Alooshi wants.

..... [1]

(ii) Identify **one physical** media product that Alooshi wants.

..... [1]

(iii) Identify **one** target audience group.

..... [1]

(iv) Identify **one** time constraint.

..... [1]

(b) Explain **one** way Alooshi's **ethos** could constrain the planning and production of the media products.

.....  
.....  
.....  
..... [2]

11 You create a **digital mind map** to provide the **graphic designer** with ideas for the promotional campaign.

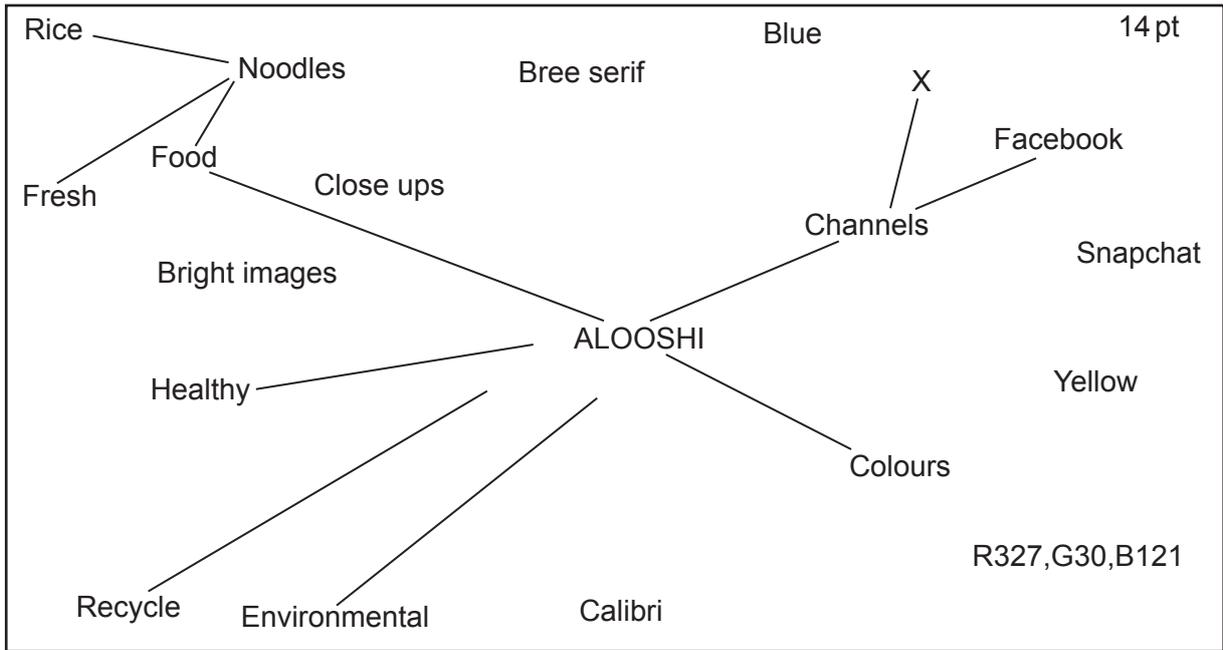
(a) Explain **one** responsibility of the **graphic designer** working on the promotional campaign.

.....

.....

.....

[2]



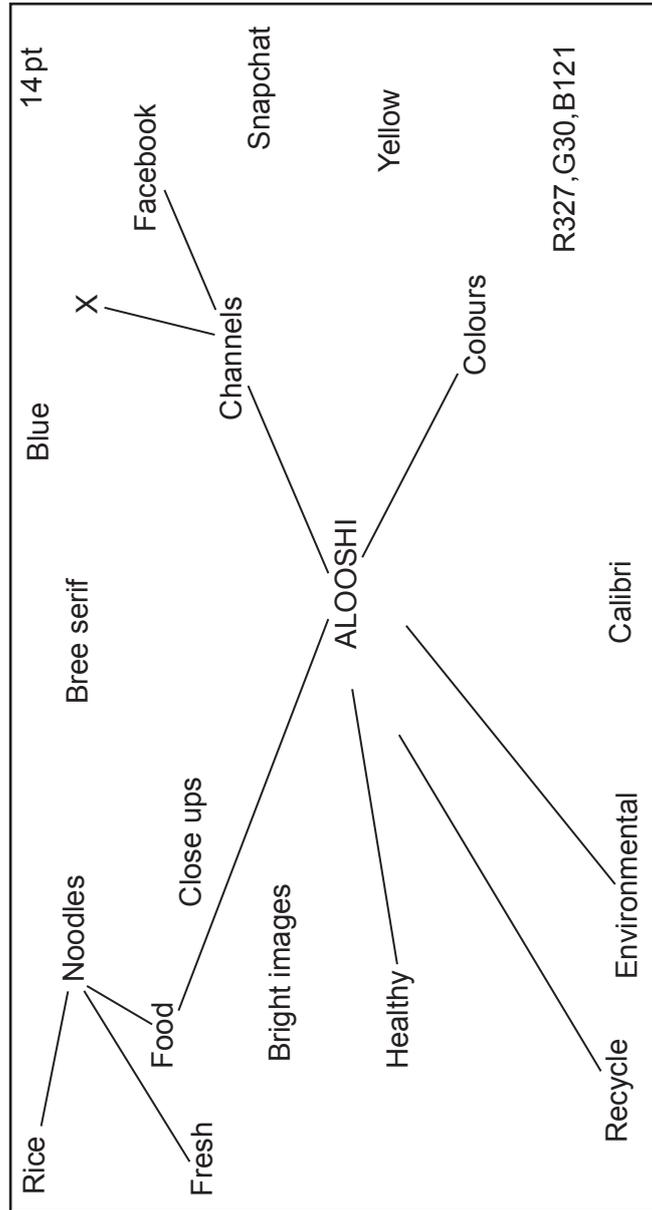
(b) Improve the effectiveness of the **digital mind map** for use by the **graphic designer**.

The digital mind map has been inserted into the answer space for you to use in your response.

Marks will be awarded for:

- Relevant components and conventions used
- Layout
- Annotations that explain how the improvements help the **graphic designer** in their role.

[9]



(c) Identify **one** piece of software that could be used to create a **digital** mind map.  
..... [1]

(d) Explain **one** way a mood board could be used in the pre-production phase of this project.  
.....  
.....  
.....  
..... [2]

12 The promotional campaign will be delivered to potential customers on their mobile devices.

(a) Explain **one characteristic** of mobile devices that make them suitable for delivering the promotional campaign.  
.....  
.....  
.....  
..... [2]

(b) Identify **two other physical platforms** that could be used to deliver a media product to an audience.  
1 .....  
2 ..... [2]

(c) Explain **one property** of vector images that make them suitable for use on mobile devices.  
.....  
.....  
.....  
..... [2]

(d) Identify **one static image file format** that is suitable for use on a mobile device.  
..... [1]

13

(a) Explain **two** ways that an **audio technician** could contribute to the promotional campaign.

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

[6]

(b) Explain what is meant by audio **bit depth**.

.....

..... [1]

14 A script is given to the **director** for filming the multimedia product.

Alooshi Advert

Camera shot of outside of shop

Voiceover by owner: Are you looking for a delicious and healthy meal that will satisfy your taste buds and your budget?

Alooshi can do that for you – fast and fresh Asian-inspired food made from natural ingredients.

Inside Kitchen

Voiceover by owner: All our meals are made on the premises by our skilled chefs

Using fresh ingredients every day.

Prepared and cooked ready for you to eat on the go.

Camera shots of different meals being prepared and packaged up

Shot of outside shop with Owner on street talking to camera

Owner: Visit one of our new shops – if you visit this month you can take advantage of our special offer buy one, get one free on all our rice dishes.

That's right, you can get two delicious dishes for the price of one. But hurry, this offer is only valid until the end of the month.

People eating food in shop

Voiceover by owner: if you don't have time to queue, order online using our App.

Alooshi – fast, fresh healthy Asian-inspired food.

Image of logo and details of website and App stores icons on screen.

(a) Discuss the suitability of the **script** for use by the **director**.

Marks will be awarded for:

- Suggesting changes that improve the **script**.
- Explaining how the changes you suggest will improve the effectiveness of the **script** for the **director**.

[9]

.....

.....

.....

.....



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

(b) Identify **two** pieces of hardware that could be used to produce a **script**.

1 .....  
2 .....

[2]

(c) Explain **one** way the **director** could **engage** the audience when recording the multimedia product.

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

[2]

15

(a)

(i) Describe **one** health and safety risk that a **camera operator** could face.

.....  
.....  
.....  
..... [2]

(ii) Explain **one** way to mitigate the risk faced by the camera operator.

.....  
.....  
.....  
..... [2]

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

.....  
.....  
.....  
..... [2]

END OF QUESTION PAPER

**EXTRA ANSWER SPACE**

If you need extra space use these lined pages. You must write the question numbers clearly in the margin.

This section of the page is a large, empty area for writing answers. It consists of a vertical solid line on the left side, creating a margin, and a series of horizontal dotted lines extending across the page to the right. The dotted lines are spaced evenly down the page, providing a guide for writing.



A large rectangular area with a solid vertical line on the left side and horizontal dotted lines extending across the page, providing a grid for writing answers.



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