



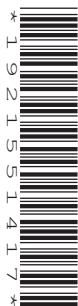
Oxford Cambridge and RSA

Monday 9 June 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

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Candidate number

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First name(s)

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Last name

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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.

Section A

1 Action, arcade, first person, puzzle and RPG are examples of which **new media** product?

.....[1]

2 Complete the sentences.

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

You can use each job role only once or not at all.

content creator graphic designer web designer web developer

A is responsible for planning the style and layout of a website.

A is responsible for creating the website. [2]

3 Which **lighting position** is used to create a **shadow effect** from behind?

Tick (✓) **one** box.

A Back light

7

B Low angle

11

C Practical lighting

7

D Side angle

7

[1]

4 Identify the **components** of the **workplan** labelled **A** and **B**.

[illegible]

A

B

[2]

- 5 Which **intellectual property** gives exclusive rights to the creator of a design?

..... [1]

- 6 Which **property of digital audio** files counts the number of pieces of data captured each second?

..... [1]

- 7 Complete the sentence.

Write **one** word or phrase from the list in the space.

icons	posters	still images	videos
-------	---------	--------------	--------

MP4 is an example of a file format used for [1]

- 8 Which is an example of **quantitative** information?

Tick (✓) **one** box.

- | | | |
|----------|------------|--------------------------|
| A | 33 | ☐ |
| B | Blue | ☐ |
| C | Television | ☐ |
| D | Workflow | ☐ |

[1]

Section B

UniqJny is a company that publishes interactive travel magazines about different parts of the world. Each issue of the magazine contains details about the tourist attractions, places to eat and places to stay in one area.

9

- (a) Identify the **purpose** of the interactive travel magazine.

..... [1]

- (b) Explain what is meant by **interactive** media.

.....

 [2]

- (c) Identify **one** example of **traditional** media **other than** print publishing.

..... [1]

- 10 When researching ideas for the next issue of the interactive travel magazine, an existing magazine cover is found. The purpose of this cover is to inform people about the magazine's content.



(a) Describe **one** way the **typography** changes on the front cover of this magazine.

.....

.....

.....

..... [2]

(b) Describe **one** way the **elements** are positioned to meet the purpose of this magazine cover.

.....

.....

.....

..... [2]

(c) Explain **one** way **informal language** is used on this magazine cover.

.....

.....

.....

..... [2]

(d) Identify **two** secondary research sources, **other than** magazines, that could be used to help plan the next issue of the interactive travel magazine.

1

2

[2]

(e) Describe what is meant by **symbolic media codes**.

.....

.....

.....

..... [2]

11

- (a) Explain **two** ways that a **production manager** could contribute to the production of the interactive travel magazine.

[6]

- (b)** Identify **two** responsibilities of a **creative director**.

1

2 [2]

BLANK PAGE

DO NOT WRITE ON THIS PAGE

..... [1]

	Name	Description	Properties		Use	
1	Lake	Image of lake 2	300 x300	Peter D ®	Heading	
2	Waterfall	Waterfall image 2	200 x 200 @300ppi	CC	Page 2	
3	Hotel A	Details of hotel a - room, facilities, prices	Text - D drive		Summary	
4	Waterfall B	Waterfall B image from above	50 x 500 90ppi	Peter D ®	Page 2	
5	Country Summary	Text for summary of country attractions	Text - D drive		Summary	
6	Country Logo	Logo of country	SVG	© of Norway gov	Button	
7	Trondheim	Image of town with river	SVG	© Inger Linnaea	Page 1	
8	Visby	Image of town streets	PNG 300ppi	© Sweden tourist board		
	Ice hotel in Lapland	Image of hotel made of ice	PNG 300 ppi	® Inger Linnaea	Page 1	
	Ice hotel summary	Summary details of hotel	Text - E drive	® Sweden tourist board	Page 1 summary by image	

Marks will be awarded for:

- [illegible]

..... [1]

13 Each issue of the interactive travel magazine includes photographs of tourist attractions in the area.

(a) Describe **one** action UniqJny must take to ensure photographs included in the interactive travel magazine can be used for **commercial** purposes.

.....

.....

.....

..... [2]

(b) Explain **one** way a photographer can protect the photographs they take from being used illegally.

.....

.....

.....

..... [2]

(c) Explain **one** reason why **pixels per inch (PPI)** should be considered when choosing photographs to use in the interactive magazine.

.....

.....

.....

..... [2]

(d) Identify **two** online **distribution platforms**. Describe **one** way each platform could be used to distribute a **digital product**.

1

.....

.....

.....

.....

2

.....

.....

.....

[4]

(e) Explain **one** difference between **lossy** and **lossless** compression.

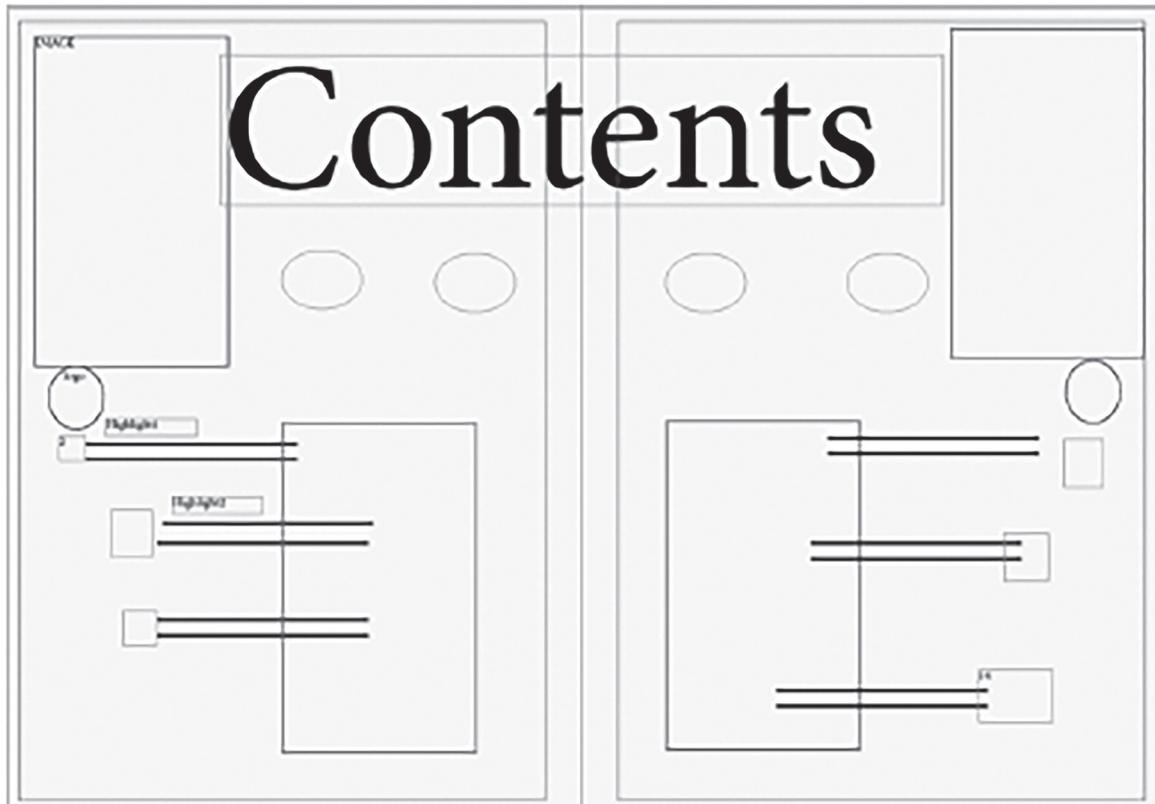
.....

.....

.....

..... [2]

- 14 A **wireframe** of the interactive index double page of the next issue of the interactive travel magazine is given to the **graphic artist**.



- (a) Improve the effectiveness of the **wireframe** for use by the **graphic artist**.

The wireframe 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 artist** in their role.

[9]

Contents

(b) Identify **two** pieces of **hardware** required to create a **wireframe**.

1

2 [2]

(c) Identify **one** category of **audience segmentation**. Explain **one** way this category could influence the **design** of the interactive travel magazine.

.....

.....

.....

..... [2]

15 Explain **one** way libel laws could affect the content of a magazine.

.....

.....

.....

..... [2]

END OF QUESTION PAPER

[illegible]

Oxford Cambridge and RSA

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