

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

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
plus your additional time allowance**

No extra materials are needed.

Please write clearly in black ink.

Centre number

--	--	--	--	--

Candidate number

--	--	--	--

First name(s) _____

Last name _____

READ INSTRUCTIONS OVERLEAF



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 [].

ADVICE

Read each question carefully before you start your answer.

BLANK PAGE

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. [1]

A Back light

☐

B Low angle

☐

C Practical lighting

☐

D Side angle

☐

- 4 Look at the workplan opposite. Identify the **COMPONENTS** of the **WORKPLAN** labelled A and B.

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. [1]

A 33

☐

B Blue

☐

C Television

☐

D Workflow

☐

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 Look at the magazine cover on the next page. 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.**



VOGUE

BODY LANGUAGE

CAN FASHION
SPEAK TO US ALL?

FITTING IN

HOW FASHION
FINALLY MADE
SPACE FOR ME
BY JANELLE OKWODU

LIGHTS UP

HUGH JACKMAN'S
TRIUMPHANT RETURN
TO BROADWAY

KIM'S NEW WORLD

"I'VE CHOSEN MYSELF"



The magazine cover says:

VOGUE

BODY LANGUAGE

Can fashion speak to us all?

FITTING IN

**How fashion finally made space for me by
Janelle Okwodu**

LIGHTS UP

Hugh Jackman's triumphant return to Broadway

KIM'S NEW WORLD

"I've chosen myself"

(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

12 A GRAPHIC ARTIST has been employed to develop the next issue of the interactive travel magazine.

(a) Identify the PHASE OF PRODUCTION in which a GRAPHIC ARTIST is involved.

_____ **[1]**

(b) An ASSET LOG opposite has been provided for the GRAPHIC ARTIST.

	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	

Discuss the suitability of the ASSET LOG for use by the GRAPHIC ARTIST.

Marks will be awarded for:

Suggesting changes that improve the ASSET LOG. Explaining how the changes you suggest will improve the effectiveness of the ASSET LOG for the GRAPHIC ARTIST. [9]

[illegible]

[illegible]

(c) Identify ONE piece of SOFTWARE that could be used to create an ASSET LOG.

[1]

BLANK PAGE

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 on the opposite page of the interactive index double page of the next issue of the interactive travel magazine is given to the GRAPHIC ARTIST.

Contents

22003

- (a) Improve the effectiveness of the WIREFRAME for use by the GRAPHIC ARTIST.**

The wireframe opposite 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

22003

(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

EXTRA ANSWER SPACE

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

[illegible]

[illegible]

[illegible]



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact The OCR Copyright Team, The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.