

Cambridge National

Creative iMedia

R093/01: Creative iMedia in the media industry

Level 1/2 Cambridge National Certificate/Award/Diploma

Mark Scheme for June 2025

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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.

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RM ASSESSOR

1. Make sure that you have accessed and completed the relevant training packages for on-screen marking: *RM 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 available in RM Assessor
3. Log-in to RM Assessor and mark the **required number** of practice responses (“scripts”) and the **required number** of standardisation responses.

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, email or via the RM Assessor messaging system.
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 the annotation 'SEEN' to confirm that the work has been seen and mark any responses using the annotations in section 11.

7. There is a NR (**No Response**) option. Award NR (No Response):

- if there is nothing written at all in the answer space
- OR if there is a comment which does not in any way relate to the question (e.g., 'can't do', 'don't know')
- OR if there is a mark (e.g., a dash, a question mark) which is not an attempt at the question.

Note: Award 0 marks – for an attempt that earns no credit (including copying out the question).

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.**

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: Not applicable in F501

To determine the level – start at the highest level and work down until you reach the level that matches the answer

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

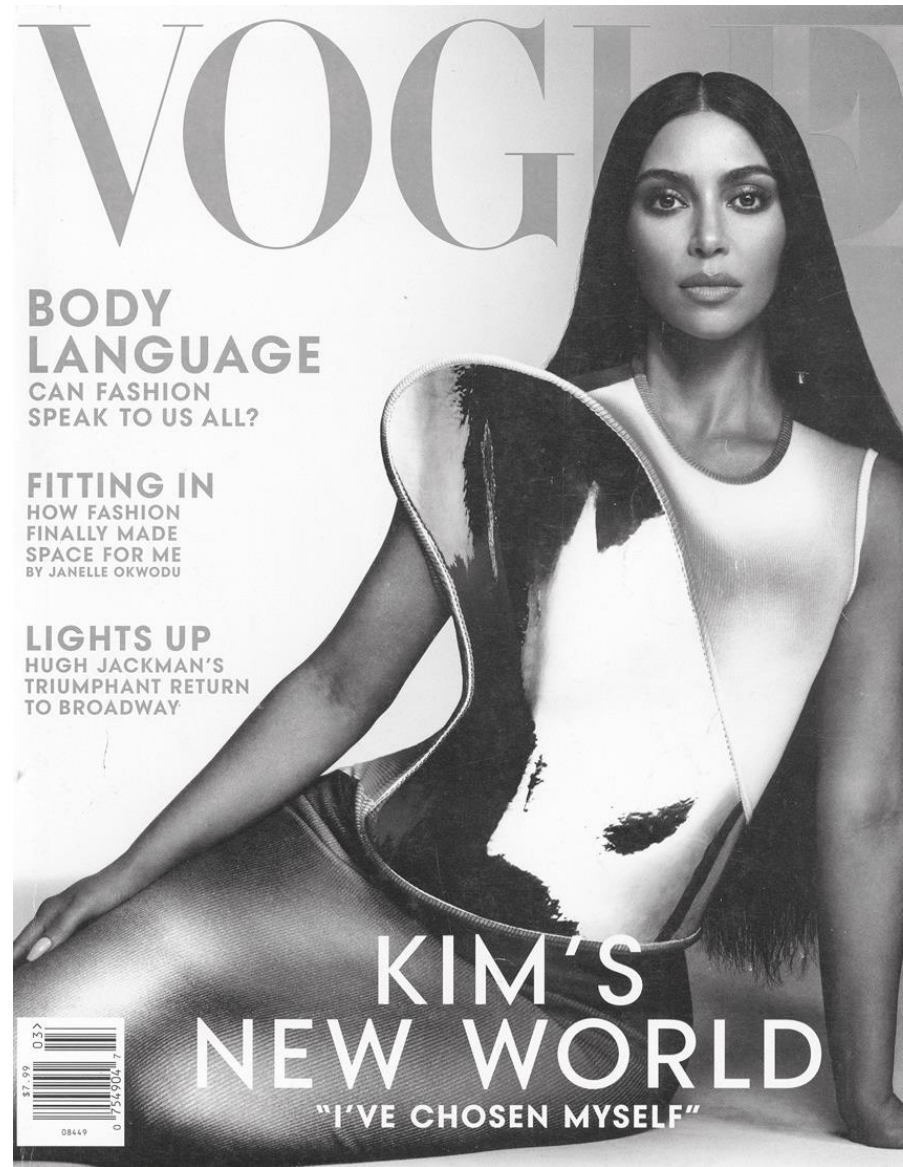
Annotation	Meaning
	Tick
	Cross
	Blank page (mandatory for all units)
	Benefit of doubt (This does count as a mark – so do not ‘tick’ as well)
	Too vague
	Noted but no credit given
	No example
	Benefit of doubt not given
	Not answered question
	Level 3
	Level 2
	Level 1
	Repeat
	

12. Subject Specific Marking Instructions

Question			Answer	Mark	Guidance						
SECTION A											
1			One from: (Computer/Digital) Games (1) - Gaming (1)	1	Accept equivalent terminology						
2			<table><tr><td>Space</td><td>Answer</td></tr><tr><td>1</td><td>Web designer (1)</td></tr><tr><td>2</td><td>Web developer (1)</td></tr></table>	Space	Answer	1	Web designer (1)	2	Web developer (1)	2	Correct Answers Only Spelling not important
Space	Answer										
1	Web designer (1)										
2	Web developer (1)										
3			(A) / Back light (1)	1							
4			- A – Task (1) - B – Milestone (1)	2	Do not accept Activities						
5			Patents (1)	1							
6			- Sample rate (1) - Sample frequency (1)	1							
7			Videos (1)	1	Correct answer only						
8			(A) / 33 (1)	1	Correct answer only						

Question			Answer	Mark	Guidance
SECTION B					
9	(a)		One from e.g. - Educate (1) - Entertain (1) - Influence (1) - Inform (1) - Promote/Advertise (1)	1	Accept equivalent terminology
9	(b)		Up to two marks for an explanation e.g.: - Use of controls by a user (such as typing/ press play button) (1) - to use text/video/images to impart information (1) - Digital content (1) - That reacts to user actions (1) - Webpages/links (1) - Touch/Click/swipe on to move to different part (1) - Magazine on the internet (1) - Where you can lock/turn the pages (1) - Map/3D Globe (1) - Click/pinch to zoom in/out (1) Award credit for any other appropriate response	2	Read whole response and award: - One mark for what media is/example of AND/OR - One mark for what interact/interactive is
9	(c)		One from e.g. - Film (1) - Television (1) - Radio (1) Award credit for any other appropriate response	1	Do not accept: - Print publishing/ examples of Accept examples of correct media e.g.: - Captain America, - Radio 2 Drive Time

Magazine cover for question 10 (a), 10 (b) 10 (c)



10	(a)	Up to two marks for description of typography changes e.g.: • Case change • Colour changes • Emphasis • Font size • Font type • Positioning • Award credit for any other appropriate response e.g.: • Text/Font size changes (1) ○ with the largest text/font at the top of the page (1) ○ Award credit for any other suitable response • Darker text is at the top and lighter at the bottom (1) ○ So, the text colour is changed (1) ○ Award credit for any other suitable response ○ Award credit for any other suitable response • The font changes (1) ○ In the title/ subheadings/highlighting sections (1) ○ Award credit for any other suitable response • Award credit for any other appropriate response	2	Read whole response and award: • One mark for typography aspect/example AND/OR • One mark for description of change
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10	(b)	Up to two marks for description of position of elements e.g.: • Alignment • Hierarchy positioning • Use of layers • Sizing of elements • Award credit for any other appropriate response e.g.: • Person is on the side of page/central (1) ○ the text fits into the background (1) ○ text fits to the side of them (1) ○ highlight main article subject (1) ○ attract the audience to the magazine (1) ○ Award credit for any other suitable response • The title of the magazine is at the top of the page (1) ○ with the less important information at the bottom (1) ○ promotes the name of magazine (1) ○ Award credit for any other suitable response • The title is behind the person (1) ○ so that the text does not go across their face. (1) ○ grab attention by focus on celebrity (1) ○ Emphasising the image (1) ○ Award credit for any other suitable response • Award credit for any other appropriate response	2	Read whole response and award: • One mark element positioning AND/OR • One mark for how meets purpose
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10	(c)	Up to two marks for an explanation of informality of language used e.g.: • Sentence length • Questioning • Directed wording • Colloquialisms • Lack of grammar/punctuation • Award credit for any other appropriate response e.g.: • Rhetorical/Short questions (1) ○ to ask readers to think about the article inside (1) ○ to start a chat with the viewer (1) ○ Award credit for any other suitable response • Language is used in speech marks (1) ○ as if the content is spoken by 'Kim'/ the photo content (1) ○ personalises content/in the first person (1) ○ Award credit for any other suitable response • As puns/word play (1) ○ Joke about the stage show (1) ○ Promote article about movie star on stage (1) ○ Award credit for any other suitable response • Award credit for any other appropriate response	2	Read whole response and award: • One mark example of informal language AND/OR • One mark for how/why used on cover Accept examples taken from the magazine cover for mark one.
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10	(d)	Up to two marks from e.g.: • Advertisements (1) • Billboard/Poster (1) • Books/eBooks (1) • Internet/Websites (1) • Journals (1) • Newspapers (1) • Podcasts/Blogs (1) • Radio (1) • Reports (1) • Reviews (1) • Social media (1) • The news (1) • TV (1) • Award credit for any other appropriate response	2	Do not accept: • Magazines or examples of • Article without clarification =TV Accept examples of other secondary sources e.g.: • BBC News • Documentaries • Expedia
10	(e)	Up to two marks for a description what a symbolic media code is e.g.: • The use of a colour/item/font style/icon (1) • to convey a message/meaning/idea/associated stereotype/metaphor (1) • Use of red (1) • to convey danger (1) • A person giving flowers/roses (1) • can be used to convey the idea of love/emotion (1) • a visual representation (1) • of a mood/theme (1) • Award credit for any other appropriate response	2	Read whole response and award: • One mark for symbolic code/ example AND/OR • One mark for meaning/use

11	(a)	Indicative content Answers may include reference to the following aspects about the contribution of a Production Manager: • Production coordination/overseeing to ensure smooth production ◦ timelines, ◦ budgets, ◦ permissions ◦ risk assessment ◦ resources. • Content Management/Quality Control ◦ Collaborating with writers, photographers, and designers ◦ Reviewing layouts, designs, and interactivity before publication. • Technical oversight to ensure correct functionality: ◦ That interactive elements like animations, videos, and hyperlinks function seamlessly. • Workflow Efficiency: ◦ Streamlining processes to maximize productivity and reduce delays. • Liaise with other companies: ◦ software developers, and advertisers. • Audience Engagement: ◦ Assessing reader feedback and usability testing to improve the magazine's experience. Award credit for any other appropriate response	6	Level 3 (high) 5–6 marks A thorough explanation which shows detailed understanding: • Two ways are identified – and two explanations attempted. • Shows detailed knowledge and understanding of the role. • Contribution is clearly explained. • Consistently uses appropriate terminology. Level 2 (mid) 3–4 marks An adequate explanation which shows sound understanding: • Two ways are identified – at least one explanation attempted. • Shows sound knowledge and/or understanding of the job role. • Contribution is adequately explained. • Sometimes uses appropriate terminology. Level 1 (low) 1-2 marks A brief explanation which shows limited understanding: • At least one way is identified – at least one explanation is attempted. • Shows limited knowledge and/or understanding of the job role. • Contribution is explained in a basic way. • Use of appropriate terminology is limited. 0 marks Response is not worthy of credit
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11	(b)	Two from e.g.: • Coming up with ideas (1) • Keep up with trends (1) • Lead a team (1) • Manage the project budget (1) • Manage the project time (1) • Managing budget (1) • Monitoring progress (1) • Overseeing the branding (1) • Pitch their ideas (1) • Plan the design concept (1) • Work with client to meet their needs (1) • Work with the client (1) • Award credit for any other appropriate response	2	
12	(a)	One mark from: • Pre-production (1) • Production (1)	1	Correct answer only

12	(b)	Indicative content Answers may include reference to the following aspects are used and how their use can be improved. - Headings for log - Structure of log - Included elements - Missing asset details - Missing column headings - Elements to be added - Details provided for each asset - Missing - To be added - Relevance of assets/content to tasks for creating magazine - Relevance of assets/content to job role of Graphic Artist - Ease of use/reading - Font type - Font size - Font consistency Award credit for any other appropriate response Improvements should be related to use by the Graphic Artists' use OCR provided template for the NEA includes the following headings: - Asset - Properties - Source - Legal issues - Use There may be other headings and industry templates used in centres.	9	Level 3 (high) 7- 9 marks A thorough discussion which shows detailed understanding: - Shows detailed knowledge and understanding of the suitability of the asset log for the Graphic Artist. - A range of suggested improvements are identified. Clearly explains how effectiveness is improved. Consistently uses appropriate terminology Level 2 (mid) 4 – 6 marks An adequate discussion which shows sound understanding: - Shows sound knowledge and understanding of the suitability of the asset log for the Graphic Artist or other users/consumers. Some suggested improvements are identified. Adequately explains how effectiveness is improved. Sometimes uses appropriate terminology. Level 1 (low) 1-3 marks A brief discussion which shows limited understanding: - Shows limited knowledge and understanding of the suitability of the asset log for consumers/users. Few suggested improvements are identified. - Where improvements to effectiveness are explained, this is done in a limited way. - Use of appropriate terminology is limited.
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12	(c)	One from e.g.: • Database (1) • DTP (1) • Spreadsheet (1) • Word processor (1) • Award credit for any other appropriate response	1	Accept • Brand names e.g. Excel, Google docs, • Online versions and software Do not accept • Suites e.g. Google Workspace, Office 365,
13	(a)	Up to two marks for description action required e.g.: • Get permission to use (1) • From location/model/people in photo (1) • Get photographer/people in images (1) • sign a release form (1) • Pay photographer (1) • to authorise the use of the image (1) • use copyright free images (1) • as they can be used with no restrictions (1) • check the copyright/legal position of the image (1) • use/not use as required (1) • take the images themselves (1) • so that they are “free” to use (1) • Award credit for any other appropriate response	2	Read whole response and award: • One mark action AND/OR • One mark for reasoning Accept equivalent wording Do not accept • Creative Commons without correct clarification • Trademark- not relevant to photographs • UniqJny must copyright the images

13	(b)	Up to two marks for explanation of how to protect images e.g.: • Add watermark to the images (1) • with a watermark free version being released once permission granted/makes it unsuitable for use (1) • Display low-resolution image (1) • this would not be suitable for full use (1) • The image could be copyrighted (1) • which would allow the photographer to then take legal action if used (1) • include their data in the metadata (1) • to show it's their image when taking legal action (1) • when sharing on the internet (1) • disable Right Click to prevent easy download/saving (1) • publish the image (1) • with a clear copyright notice (1) • Use a licensing platform/ Shutterstock/Flickr (1) • Which provides clear usage requirements (1) • Release the image for public/free use (1) • So will always be legally used (1) • Award credit for any other appropriate response	2	Read whole response and award: • One mark for action AND/OR • One mark for impact on illegal use Accept equivalent wording Do not accept • Trademark- not relevant to photographs
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13	(c)	Up to two marks for explanation of PPI and its consideration e.g.: • PPI is the resolution of the image (1) • the higher the resolution better the image quality (1) • Lower PPI (will lead to) (1) • lower quality/ blur/pixelated images. (1) • Higher PPI resolution (1) • Slows loading (interactive magazine) (1) • High PPI (1) • high-quality images/ audience understands the location/information better (1) • Pixelation will lead to poor image quality (1) • Which may turn people away from magazine/holiday/looks unrepresentable (1) Award credit for any other appropriate response	2	Read whole response and award: • One mark for PPI aspect AND/OR • One mark for reasoning Do not accept: • Size of image- TV
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13	(d)	Up to two marks for each description of an online platform e.g.: • Amazon (1st) • to view a film (1) • App (1st) • to view the product on a device (1) • App Store (1st) • allow a product to be downloaded on to the device for use (1) • Email (1st) • To send a product as an attachment/link for download (1) • Etzy (1st) • can download PDF versions of product (1) • Instagram(1st) • To click on link to buy product (1) • Multimedia (1st) • would allow a blog/podcast to be streamed/viewed (1) • Social media (1st) • To share a product (1) • Web(1st) • allows content to be embedded in a website for viewing /listening to (1) • YouTube(1st) • to watch a tutorial video (1) • Award credit for any other appropriate response	4	Read whole response and award: • First mark for each identifying platform AND • Second mark for distribution action Accept equivalent wording Question does not ask for type of platform Do not accept • Physical platforms e.g. smartphone, PC, kiosks, DVD • Reference to advertising • Search Engines = TV
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13	(e)	Up to two marks for a description of a difference e.g.: • Lossy reduces the file size significantly (1) • Lossless only makes the file size slightly smaller (1) • Lossy removes some of the data (1) • Lossless does not remove any data (1) • Lossy compression can lose some quality (1) • Lossless compression does not lose quality (1) • Award credit for any other appropriate response	2	Read whole response and award: • One mark for saying what lossy is AND/OR • One mark for saying what lossless is Points must be linked for both marks Accept equivalent wording
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14	(a)	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: ○ Clear structure of the page(s) ○ Indication of images ○ Indication of interactions ○ Indication of links/navigation ○ Identification of text location ○ Use of white space • Annotations of colours, fonts, headings, sizes, styles etc are possible • Layout of page/wireframe ○ Easy to see/read/use ○ Higher resolution image/no blurring • Annotations explaining how improvements ○ Aid graphic artist ○ Gives more detail about what they need to create ○ Clarity of elements on pages Award credit for any other appropriate response	9	Level 3 (high) 7- 9 marks A comprehensive document which shows detailed understanding: • A range of suggested improvements are included. • Improvements cover a range of components • Conventions are consistently and effectively applied • Justifications show detailed knowledge and understanding of the suitability of the document to meet the graphic artists' requirements. Level 2 (mid) 4 – 6 marks An adequate document which shows sound understanding: • Some suggested improvements are identified. • Improvements cover some components • Conventions are adequately applied • Justifications show sound knowledge and understanding of the suitability of the document to meet the graphic artists' or other users/consumers requirements. Level 1 (low) 1-3 marks A basic document which shows limited understanding: • Few suggested improvements are identified. • Improvements cover few components • Conventions are applied in a limited way • Justifications show limited knowledge and understanding of the suitability of the document to meet the other users/consumers requirements. 0 marks Response is not worthy of credit
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	(b)	Two from e.g.: • Computer/Laptop/Tablet (1) • Drawing tablet (1) • Keyboard (1) • Monitor (1) • Mouse (1) • Award credit for any other appropriate response	2	
	(c)	Up to two marks for explanation how audience demographic influences design and production e.g.: • lifestyle (1) • so, the next magazine may need to emphasise the environmental issues (1) • Interested in travel (1) • so, the magazine needs to include plenty of information that allows people to travel (1) • Occupation (1) • Content will include international conferences (1) • Age (1) • Age groups will require specific content/attractions/themes (1) • Award credit for any other appropriate response	2	Read whole response and award: • One mark for audience demographic AND • One mark for saying how influences design Accept examples of Audience demographics can include: • Age • Gender • Occupation • Education • Location • Income • Interests • Lifestyle

15		Up to two marks for one explanation of how libel laws affect content e.g.: • Libel is a written false statement (1) • so, media companies need to make sure that what they write is correct (1) • A false statement (1) • that can cause permanent damage to a reputation (1) • no inaccurate/fake content (1) • it should be checked to be fair/correct (1) • Award credit for any other appropriate response	2	Read whole response and award: • One mark for what libel is AND/OR • One mark for saying how affects content
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