OCR
Oxford Cambridge and RSA

# Wednesday 10 January 2024 – 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.

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## Section A

**1** What is meant by **traditional media**?

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

**2** Which media product does **not** use audio?

Tick (✓) **one** box.

Animation ☐

Digital game ☐

Graphic novel ☐

Video ☐

**[1]**

**3** **Production** is one phase of a work plan.

What are **two** other phases?

1 .....

2 .....

**[2]**

**4** Complete the sentence.

The amount of money that a person earns is known as their ..... . This is used as a category of **audience segmentation**. **[1]**

**5** Identify **one** colour that is associated with creating a feeling of energy.

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

**6** Identify **two** physical media used to **distribute** media products or content.

1 .....

2 .....

**[2]**

**7** Which shape is used to show a **decision** on a flow chart?

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

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**8** Which of the following is an audio file **property**?

Tick (✓) **one** box.

- Bit depth ☐
- Bitmap ☐
- PPI ☐
- Resolution ☐

**[1]**

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## Section B

Progress African Elephant World (PAEW) is a new conservation charity. Its aim is to raise awareness of the issues faced by elephants in Africa.

PAEW is creating a social media digital campaign to raise these issues to a wide target audience. The purpose of the campaign is to motivate people to help conserve the elephants' natural environment.

The style and content of PAEW's social media posts will be important if the campaign is to achieve its purpose.

You are planning and creating the social media digital campaign for PAEW.

**9**

**(a)** Describe what is meant by a **social media platform**.

.....

.....

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

**(b)** Explain **one** way that the tone of language used in PAEW's social media posts could help the campaign achieve its purpose.

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

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**10** PAEW could use a **formal** client brief or a **commission** style client brief to inform you of their requirements.

**(a)** Explain **two** differences between a **formal** client brief and a **commission** style client brief.

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..... **[6]**

**(b)** Identify **three** client requirements that could be included in a client brief.

1 .....

2 .....

3 .....

**[3]**

**11** Describe **one** way secondary research could be used by PAEW for its social media digital campaign.

.....

.....

.....

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

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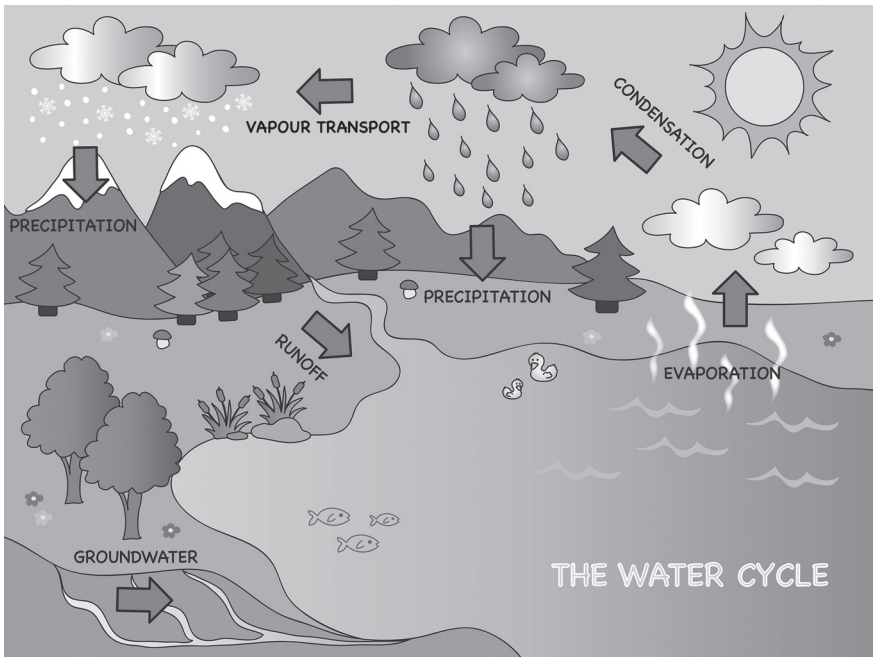
**12** When researching ideas relating to the environment for the social media digital campaign, you found a diagram demonstrating the water cycle.




**(a)** Identify **one** purpose of the diagram.

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

**(b)** Explain **one** way that the layout of the content meets the purpose of the diagram.

.....

.....

.....

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

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**TURN OVER FOR QUESTION 13**

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**13** A draft digital **mood board** is given to the PAEW **campaign content creator**.

**(a)** Discuss the suitability of the draft digital **mood board** for use by the **campaign content creator**.

Marks will be awarded for:

- Suggesting changes that improve the digital mood board.
- Explaining how the changes you suggest will improve the effectiveness of the digital mood board for the **campaign content creator**.

**[9]**

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**(b)** Identify **three** pieces of **hardware** that could be used to create a digital mood board.

1 .....

2 .....

3 .....

**[3]**

Some images used on the draft digital mood board included a watermark.

**(c)** Explain **one** reason for including a **watermark**.

.....

.....

.....

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

PAEW will use advertisements as part of the social media digital campaign.

**(d)** Which organisation is responsible for **regulating** the content of advertisements in the UK?

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

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**14** A **content creator** and a **graphic designer** will both be involved in the development of PAEW's social media digital campaign.

**(a)** One responsibility of a **content creator** is to create content.

Describe **one** other responsibility of a **content creator**.

.....

.....

.....

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

**(b)** Describe **one** responsibility of a **graphic designer**.

.....

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.....

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

**(c)** Explain **one** reason why both **content creator** and **graphic designer** roles are required when developing PAEW's social media digital campaign.

.....

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

**(d)** Identify **one** image file format that could be used in a social media digital campaign.

.....

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

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**BLANK PAGE**

**TURN OVER FOR QUESTION 15**

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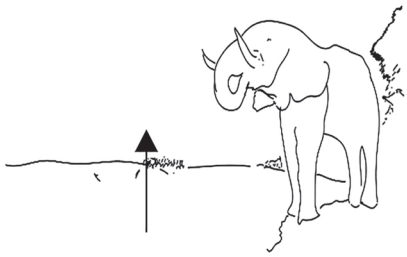
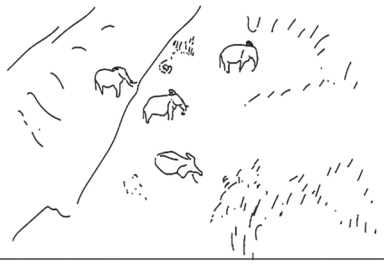
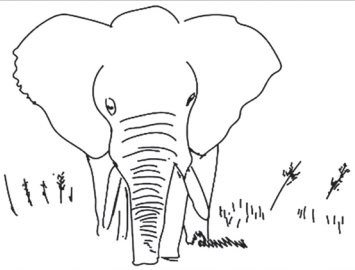
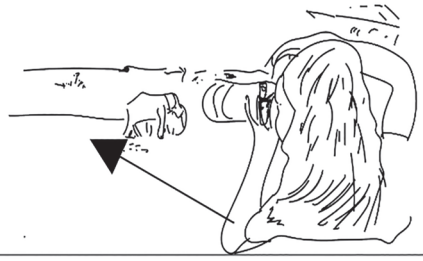
**15** A **storyboard** will be given to the **camera operators** filming the promotional video that PAEW will use on social media.

<table>
<tr>
<td>  </td>
<td>  </td>
<td>  </td>
</tr>
<tr>
<td>Twilight/Low Light<br>Elephant drinking</td>
<td>Aerial</td>
<td></td>
</tr>
<tr>
<td>  </td>
<td>Donate Today:<br>• Online<br>• By Phone</td>
<td>Help Us Today Please<br>• Help Save Our Elephants<br>• Help Preserve Their Lands<br>• Help Keep These Wonderful, Majestic Animals Alive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Green Backgound - Black text<br>2 second fade in from 5<br>15 seconds to end</td>
</tr>
</table>

**(a)** Improve the effectiveness of the **storyboard** for use by the **camera operators**.

The storyboard images have been inserted into the template for you on **page 13**.

Marks will be awarded for:

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

**[9]**

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**Help Us Today Please**

- Help Save Our Elephants
- Help Preserve Their Lands
- Help Keep These Wonderful, Majestic Animals Alive

**Donate Today:**

- Online
- By Phone

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**(b)** Explain **one** way that **audio** could be used to convey meaning in the promotional video.

.....

.....

.....

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

**(c)** Explain **two** ways that **lighting** could be used to create impact in the promotional video.

1 .....

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.....

.....

2 .....

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.....

**[4]**

**(d)**

**(i)** Identify **one** moving image file format that could be used for the promotional video.

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

**(ii)** Explain **one** reason why the **properties** of the file format you have chosen make it suitable for use in the promotional video.

.....

.....

.....

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

**(e)** Explain **one** way that **frame rate** can affect the quality of a video product.

.....

.....

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

**END OF QUESTION PAPER**

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## EXTRA ANSWER SPACE

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

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