



Oxford Cambridge and RSA

Monday 10 June 2024 – Afternoon

Level 1/2 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 a **traditional media** sector?

Tick (✓) **one** box.

- | | |
|-----------------------------|--------------------------|
| A Digital publishing | <input type="checkbox"/> |
| B Entertainment | <input type="checkbox"/> |
| C Internet | <input type="checkbox"/> |
| D Television | <input type="checkbox"/> |

[1]

2 One **format** of a client brief is **written**.

Identify **one** other client brief format.

..... [1]

3 Identify **one** advantage of focus group research.

..... [1]

4 Identify **two** headings that could be used in an asset log.

1

2 [2]

5 Complete the sentence.

Use a word from the list.

Defamation **Libel** **Slander**

..... is to make a spoken or written statement that is false and hurtful to an individual's reputation. [1]

6 Which is a **property** of a digital moving image file?

Tick (✓) **one** box.

- A Animation
- B Frame rate
- C Raster
- D Video

[1]

7 A camera on a tripod **tilts** up and down to show the height of an object.

Which **camera technique** is this an example of?

..... [1]

8 Identify **one** safety hazard that needs to be considered when filming on a street.

..... [1]

9 Which **document** is used to assess hazards at a filming location?

..... [1]

Section B

Westwood Theme Park has a new ride opening next spring. The new ride is a roller coaster that travels through the history of space exploration. Riders on the new ride wear an augmented reality headset which provides details about space exploration.

10 Identify **four** media products that could be used to **promote** a theme park.

- 1
- 2
- 3
- 4

[4]

11 The development of a media product requires a number of different job roles.

(a) Describe **one** responsibility of a **copywriter**.

-
-
-
-

[2]

(b) Describe **one** responsibility of a **creative director**.

-
-
-
-

[2]

12 A **client brief** is provided by Westwood Theme Park.

The new ride will open in April after a 12-month production schedule. The project needs to be completed by the end of March. The ride will include augmented reality (AR) animations that riders will view by wearing headsets on the ride.

There are four sections to the ride. Each focuses on a different aspect of space exploration:

- Launch Pad: Into Space
- Moon Shot
- Space Shuttle
- Space Station

Each section of the ride needs its own AR animation. Each AR animation will take three months to create, one month to test and requires one month of contingency to resolve any problems.

The budget for the project will only allow you to employ a small team of developers to work on the animations. You will only be able to develop two animations at any one time.

The first two animations must be created, tested and any problems resolved before starting the development of the other two animations.

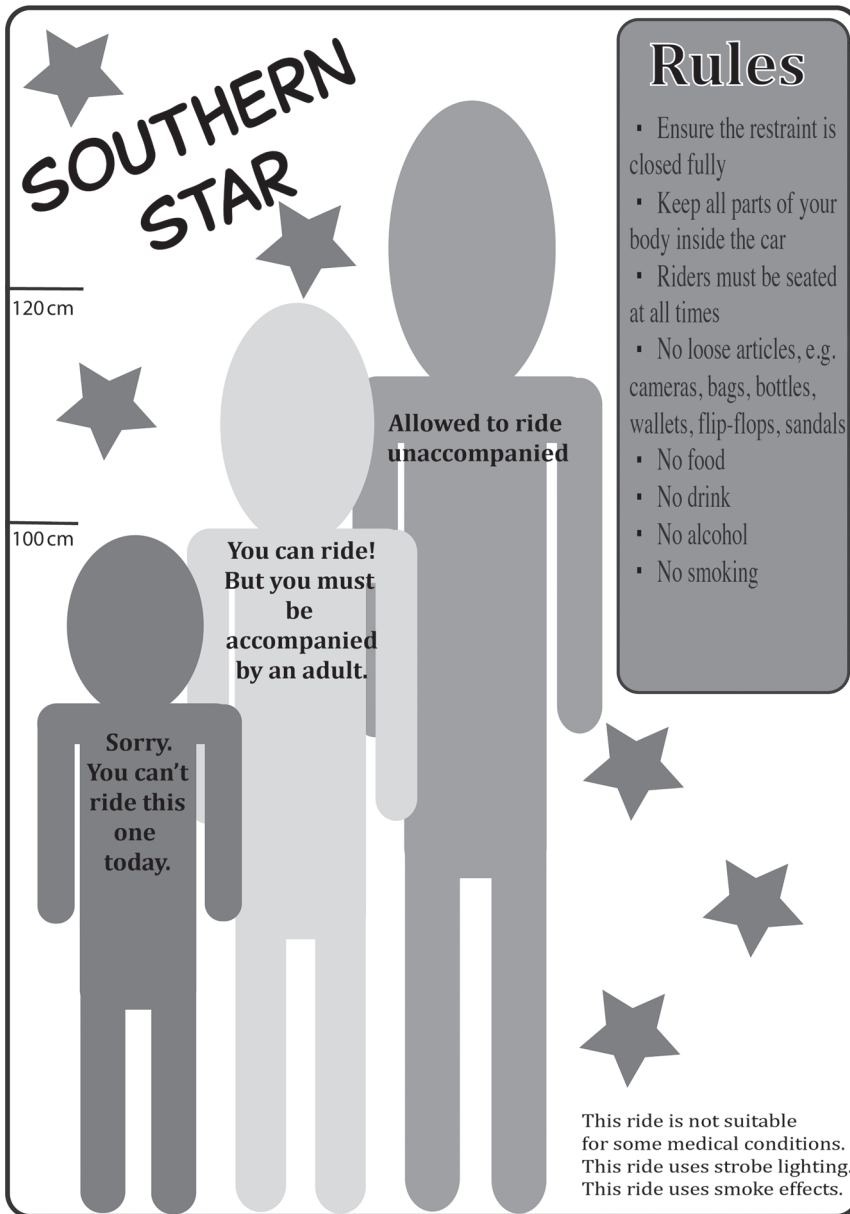
There needs to be two months' contingency before the ride opens to resolve any final problems.

Using the information in the **client brief**, create a **work plan** to meet the client requirements.

Tasks	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April

[6]

13 When researching signs to use for the new ride, an existing sign is found in use at Westwood Theme Park.



(a) What is the **purpose** of the sign?

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

(b) Explain **one way images** are used to meet the **purpose** of the sign.

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

(c) Explain **one** way **written media codes** are used to meet the **purpose** of the sign.

.....

.....

.....

..... [2]

(d) Explain **one** way **colour** could be used to convey meaning on the sign.

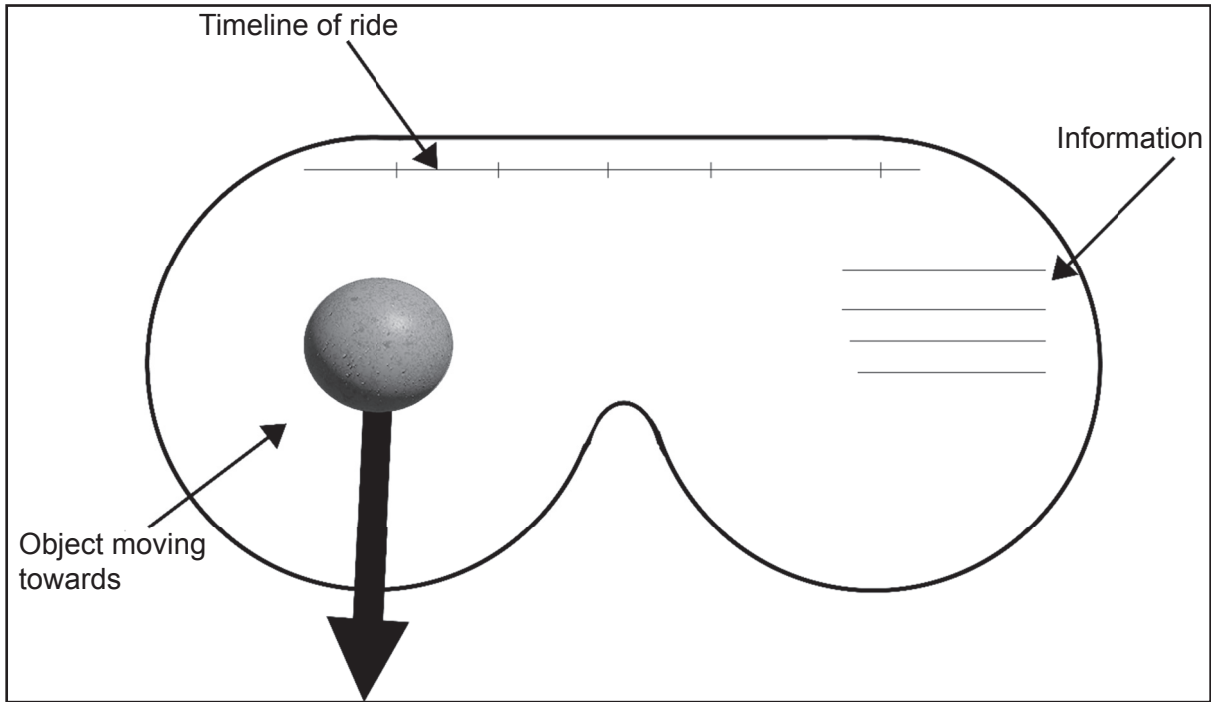
.....

.....

.....

..... [2]

14 A **visualisation diagram** of the view that riders will see in the augmented reality headset is given to an **animator** to develop the interface.



Discuss the suitability of the **visualisation diagram** for use by the **animator**.

Marks will be awarded for:

- Suggesting changes that improve the visualisation diagram
- Explaining how the changes you suggest will improve the effectiveness of the visualisation diagram for the **animator**.

[9]

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15 The animator needs to consider the **mise-en-scene**.

Explain what is meant by **mise-en-scene**.

.....

.....

.....

..... [2]

16 The animator is given a **physical mood board**.

Identify **four** components of a **physical mood board**.

1

2

3

4 [4]

18 Westwood Theme Park is updating its website to include a web page for the new ride.

(a) Explain **one** way a **web designer** contributes to the development of a website.

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

(b) The new web page will include images of the new ride that will change automatically.

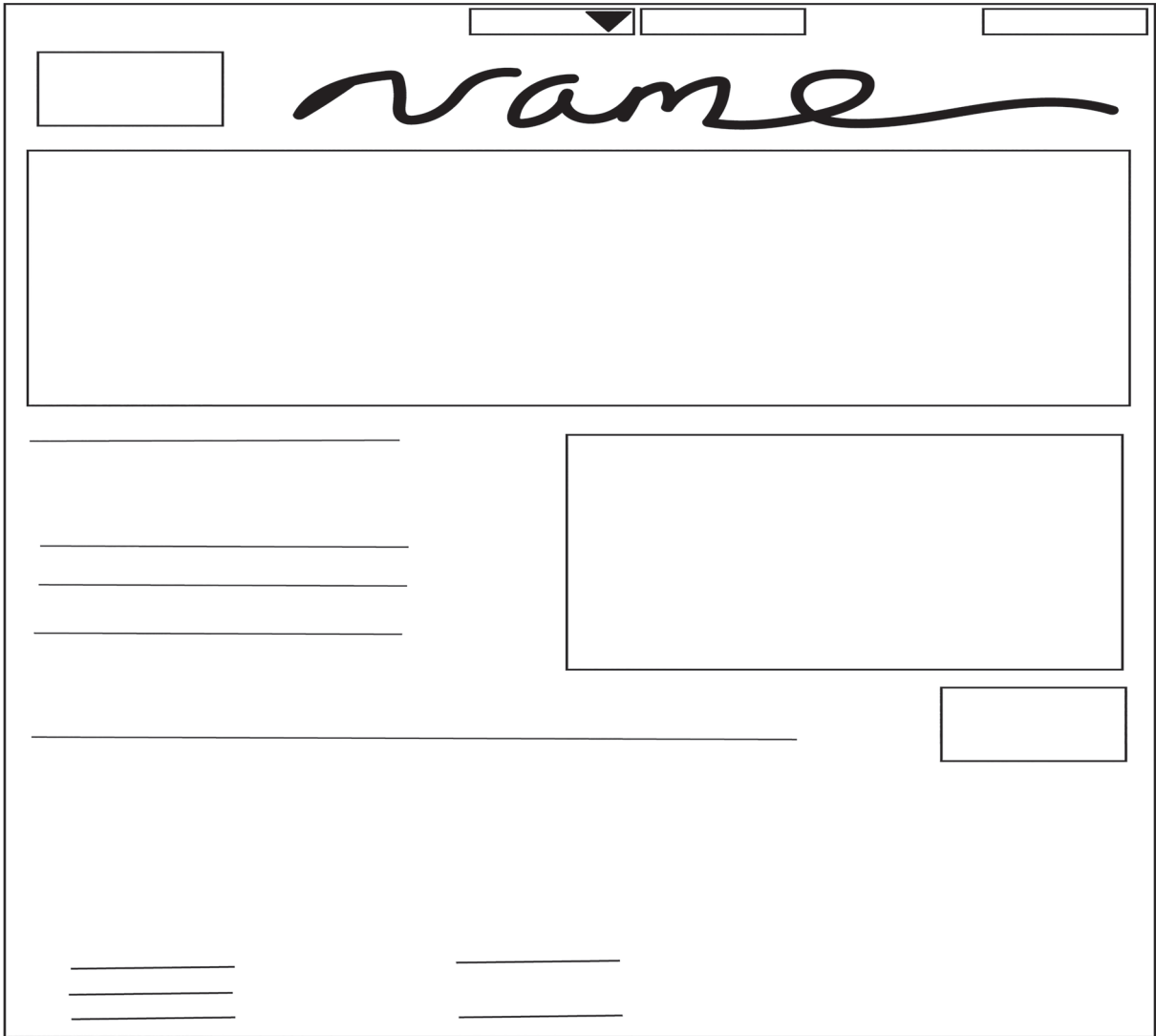
(i) Identify **one** type of **transition** that could be used when the images change.

..... [1]

(ii) Identify **two** static image **file formats** that are suitable for use on a website.

1
2 [2]

(iii) A **wireframe layout** of the web page for the new ride is given to the **web developer**.



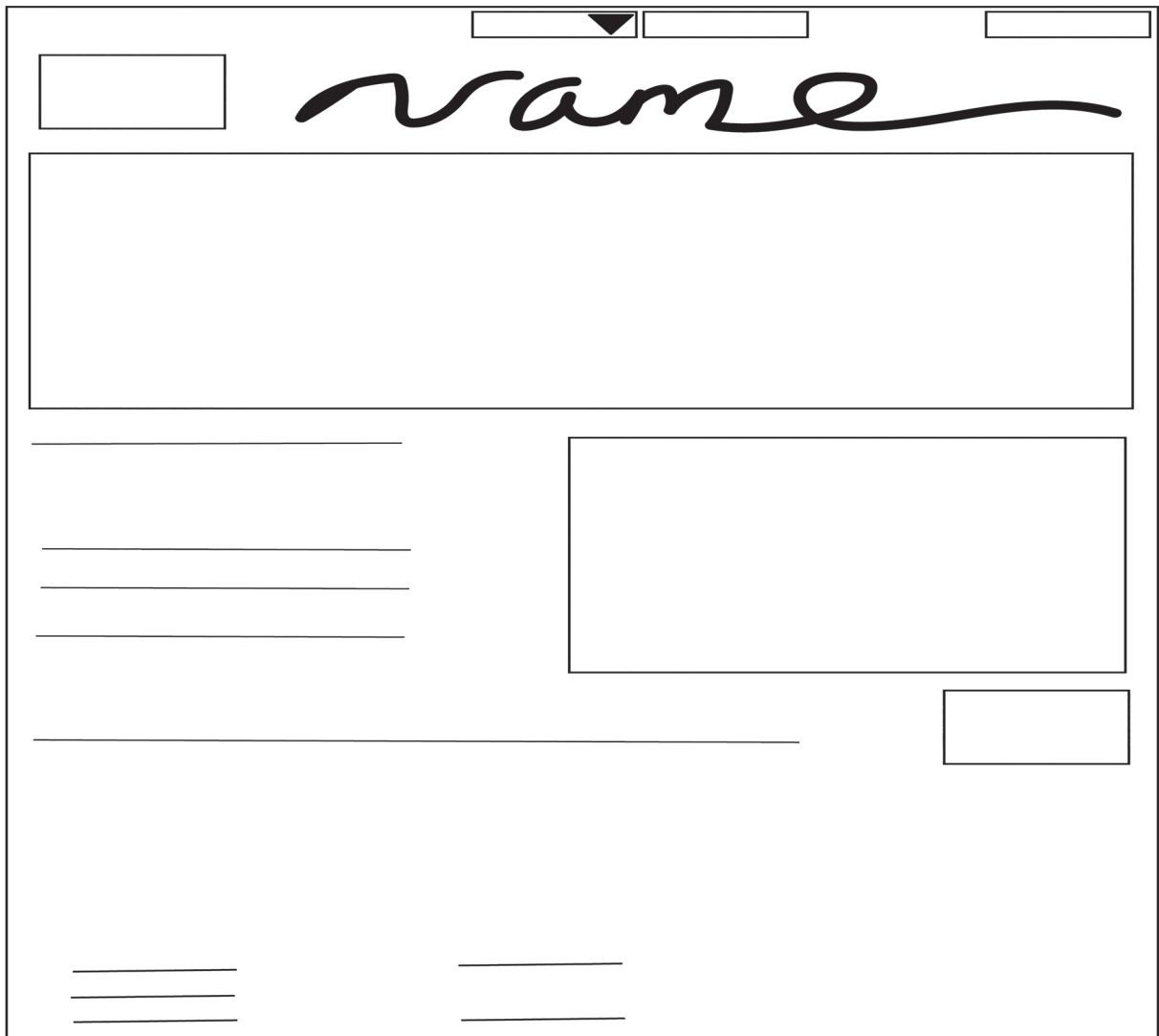
Improve the effectiveness of the **wireframe layout** for use by the **web developer**.

The wireframe layout 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 **web developer** in their role.

[9]



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.

A large area of horizontal dotted lines for writing answers, with a solid vertical line on the left side for a margin.

A large area of the page is filled with horizontal dotted lines, providing a space for writing answers. A solid vertical line runs down the left side of this area, creating a margin.

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