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Clear**Revise**

Exam tutor and practice paper

OCR Cambridge National **Creative iMedia**

Levels 1/2
J834 (R093)

Complete
exam walk
through



Clear**Revise**[®]

OCR Cambridge National **Creative iMedia** J834 (R093)

Exam tutor and practice

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CONTENTS AND CHECKLIST

Section 1 - Exam Topics

Spec	R093/01 Creative iMedia in the media industry	1	<input checked="" type="checkbox"/>
1.1	Sectors in the industry	2	<input type="checkbox"/>
1.2	Job roles in the media industry	4	<input type="checkbox"/>
2.1	Style, content and layout.....	6	<input type="checkbox"/>
2.2, 2.3	Client requirements and audience demographics	8	<input type="checkbox"/>
2.4	Research methods	10	<input type="checkbox"/>
2.5	Media codes	12	<input type="checkbox"/>
	Camera techniques and transitions.....	14	<input type="checkbox"/>
	Mise-en-scène.....	16	<input type="checkbox"/>
3.1	Workplans.....	18	<input type="checkbox"/>
3.2	Mind maps.....	20	<input type="checkbox"/>
	Mood boards	22	<input type="checkbox"/>
3.3	Visualisation diagrams.....	24	<input type="checkbox"/>
	Scripts.....	26	<input type="checkbox"/>
	Storyboards.....	28	<input type="checkbox"/>
	Wireframe layouts and flow charts	30	<input type="checkbox"/>
	Asset logs.....	32	<input type="checkbox"/>
3.4.1, 3.4.2	Legal issues to protect individuals and property	34	<input type="checkbox"/>
3.4.3	Regulation and certification	36	<input type="checkbox"/>
3.4.4	Health and safety.....	38	<input type="checkbox"/>
4.1	Distribution platforms	40	<input type="checkbox"/>
4.2.1, 4.2.4	Image files and compression	42	<input type="checkbox"/>
4.2.2	Audio files.....	44	<input type="checkbox"/>
4.2.3	Moving image files	46	<input type="checkbox"/>

Section 2 - Practice Paper

Level 1/2 Cambridge National in Creative iMedia (R093/01 Creative iMedia in the media industry).....	51	<input type="checkbox"/>
Practice paper: Answers	64	
Specification and question map.....	70	
Command words.....	71	
Notes, doodles, grades and dates.....	72	
Examination tips	73	

WHAT MAKES THIS GUIDE SPECIAL?

This guide is your personal exam tutor. It offers you a complete walk-through of the specification and related questions in a convenient format.

The best way to ace an exam is to practise... but that doesn't mean just endlessly doing past exam papers.

Imagine you were going to run a 100-metre race. If you really wanted to win it, you'd need a coach. They would analyse how you run and give you advice and lots of little improvements that you could make to win. Of course, you'd do some practice runs, but without coaching, you would have little idea how to improve.

Section 1

1

Left pages

Study questions with model answers

Start on the **left-hand pages**. Left-hand pages coach you through each topic area on the specification. We show you some questions and model answers that would get full marks. We also give you exam tips on exactly what the examiner is looking for from the question or question type.

2

Right pages

Apply your understanding to related topics

Now it is your turn! Once you have finished looking at the model answers on the left, **right-hand pages** provide you with a set of similar exam questions on the same topic. You should do really well in these as you've just seen model responses and tips on related questions.

3

[1]



Learn from the mark schemes

Mark your work using the mark scheme provided at the bottom of each page.

By the end of Section 1, you will have gone through lots of model answers and had a go at questions on every topic in the entire specification.

If you still feel that a topic needs more work, just use the smile icons 😊 or make a note on the page so that you can look up the topic later or ask your teacher for help.

Section 2

Exam paper

Complete a full practice exam paper

Now is your chance to have a go at a real exam paper. You need to attempt 70 marks in 90 minutes, so allow yourself around 1 mark per minute, plus 20 minutes at the end for improving any sketches, adding annotation to diagrams and correcting those silly mistakes we all tend to make.

When you take the paper, make sure you have a clear desk, turn off your phone and find somewhere quiet. Give yourself the same amount of time as a real exam.

Once you've completed each paper, the answers are in the back of the book for you to mark yourself. Good luck!



THE SCIENCE OF REVISION

'Low stakes' examination practice

Practising past examination questions is a powerful way to revise and improve your understanding of the subject. Mark schemes and professional guidance provide valuable information too. Without the added pressure of the big day and the stressful atmosphere that an exam hall may create, studying all of this in a calm atmosphere where the results don't matter to anyone but yourself, creates the most effective environment for the retrieval of information.

Retrieval of information

Retrieval practice encourages students to come up with answers to questions.¹ The closer the question is to one you might see in a real examination, the better. Also, the closer the environment in which a student revises is to the 'examination environment', the better. Research shows that students who had a test 2–7 days away did 30% better using retrieval practice than students who simply read, or repeatedly reread material. Students who were expected to teach the content to someone else after their revision period did better still.² What was found to be most interesting in other studies is that students using retrieval methods and testing for revision were also more resilient to the introduction of stress.³

Feedback and note-taking

The tips and advice included with each model answer constructively focus purely on how to get more out of each question or type of question. Every topic shows model questions and answers, along with advice from experienced teachers and opportunities for students to try further similar questions. Answers and tips are displayed on the same page allowing for immediate feedback.⁴ There is space for notes – use this if you need to. Making summarised points at the end of a revision session is the most effective way to use notes.⁴

Ebbinghaus' forgetting curve and spaced learning

Ebbinghaus' 140-year-old study examined the rate in which we forget things over time. The findings still hold true. However, the act of forgetting facts and techniques and relearning them is what cements things into the brain.⁵ Spacing out revision is more effective than cramming – we know that, but students should also know that the space between revisiting material should vary depending on how far away the examination is. A cyclical approach is required. An examination 12 months away necessitates revisiting covered material about once a month. A test in 30 days should have topics revisited every 3 days – intervals of roughly a tenth of the time available.⁶

Summary

Students: the more tests and past questions you do, in an environment as close to examination conditions as possible, the better you are likely to perform on the day. If you prefer to listen to music while you revise, tunes without lyrics will be far less detrimental to your memory and retention. Silence is most effective.⁵ If you choose to study with friends, choose carefully – effort is contagious.⁷

1. Roediger III, H. L., & Karpicke, J.D. (2006). Test-enhanced learning: Taking memory tests improves long-term retention. *Psychological Science*, 17(3), 249–255.
2. Nestojko, J., Bui, D., Kornell, N. & Bjork, E. (2014). Expecting to teach enhances learning and organisation of knowledge in free recall of text passages. *Memory and Cognition*, 42(7), 1038–1048.
3. Smith, A. M., Floerke, V. A., & Thomas, A. K. (2016) Retrieval practice protects memory against acute stress. *Science*, 354(6315), 1046–1048.
4. Kluger, A & DeNisi, A. (1996). The effects of feedback interventions on performance. *Psychological bulletin*, 119(2), 254–284.
5. Perham, N., & Currie, H. (2014). Does listening to preferred music improve comprehension performance? *Applied Cognitive Psychology*, 28(2), 279–284.
6. Cepeda, N. J., Vul, E., Rohrer, D., Wixted, J. T. & Pashler, H. (2008). Spacing effects in learning a temporal ridgeline of optimal retention. *Psychological Science*, 19(11), 1095–1102.
7. Busch, B. & Watson, E. (2019). *The Science of Learning*, 1st ed. Routledge.

HOW TO FIX MISTAKES IN YOUR EXAM

We all make mistakes, and the chances are that you'll make one or two in the exam.

If you realise that you've made a mistake in an answer, it's no problem.

Cross the answer out so that it is obvious that it's a mistake.

Example 1 – Put a line through the incorrect answer:

- (c) A spy in a film hides around a corner out of breath. They are extremely worried. Explain **one** camera angle or shot type that could be used for this shot.

~~An extreme wide shot would help to show the spy in their surroundings~~

An extreme close up of the eyes would help to show the fear in them.

Example 2 – Put a line through each incorrect word.

- (c) A spy in a film hides around a corner out of breath. They are extremely worried. Explain **one** camera angle or shot type that could be used for this shot.

A ~~long shot~~ extreme close up of the eyes would help to show the fear in them.

Example 3 – Put a cross through a section of writing.

- (a) Describe how the lighting chosen for this scene could help to create a warm and friendly mise-en-scène.

~~The shot type that has been chosen allows for the main actors to be seen in the surroundings.~~

~~Extra cast is seen enjoying themselves in the background along with other props such as tables and chairs add to the warm feel of the location.~~

They could choose to use lighting colours which have warm tones such as orange. The position of the lighting highlights different areas of the scene and helps to create a happy atmosphere around

the main characters and other actors.

But DON'T scrub out answers:

- (c) A spy in a film hides around a corner out of breath. They are extremely worried. Explain **one** camera angle or shot type that could be used for this shot.

~~[The answer area has been completely scribbled out with black ink]~~

Exam tip

If you cross out an answer but don't write anything else, the examiner is allowed to mark it.

But they can't mark it if they can't read it because you scrubbed it out.

PAPER 1

CREATIVE iMEDIA IN THE MEDIA INDUSTRY

R093/01

Information about Paper 1

Written exam: 1 hour and 30 minutes

40% of the qualification

70 marks

All questions are mandatory.

Section A consists of 7-10 closed response, multiple choice and short answer questions. Questions will be chosen from across all topic areas.

Section B consists of a short scenario which will develop throughout the rest of the paper. Any type of question may be asked along with three extended response questions. Questions will be chosen from across all topic areas.



You will need:

A black pen (and some spares)

You may also use:

An HB pencil

A ruler

1.1

SECTORS IN THE INDUSTRY

②

Left pages contain example questions with model answers. The answers will get full marks.

① Start on the left hand page.

1 (a) Identify **two** sectors of the traditional media industry.

1 Print publishing

2 Film

[2]

Exam tip

Identify questions ask for an answer from a number of possibilities. They require short answers.

Exam tip

There may be more than one answer that is correct. In this case, **radio** and **television** are two other media sectors you need to know about in the **traditional media industry**. The **new media** industry includes the sectors of **computer games**, **interactive media**, **internet** and **digital publishing**.

(b) Which **one** the following is a product produced by the digital publishing sector of the media industry?

Tick (✓) the correct box.

A Special effects (SFX, VFX)

B Music

C eBooks

D Video

[1]

Exam tip

Special effects (SFX) occur on set during filming, such as prosthetics and explosions. **Visual effects (VFX)** are computer generated, and added in post production.

Do you remember?

Give a list of products that the media industry creates.

- Video
- Audio
- Animation
- Special effects (SFX, VFX)
- Digital imaging and graphics
- Social media platforms/apps
- Comics and graphic novels
- Digital games
- Websites
- Multimedia
- eBooks
- Augmented Reality (AR) / Virtual Reality (VR)

③ Do you remember boxes often include revision questions to help you think about the topic. Cover the answer and try the question.

Exam tip

Multiple choice questions usually use the command word **Tick**. Make sure to only tick one box unless the question says otherwise.

4 Look at the right-hand page and have a go at some exam style questions on the same topic. The questions below are worth five marks, so you should be able to finish them in five minutes.

2 (a) Below are four sectors of the media industry. Which is a new media sector? Tick (✓) the correct box.

- A Radio
- B Television
- C Film
- D Digital publishing

[1]

(b) Identify two other new media sectors that are not given in part (a).

- 1
- 2

[2]

3 An app is being built for a clothing shop.

Identify two media products that could be contained in the app.

- 1
- 2

[2]

5 Cover the answers with a sheet of paper so that you're not tempted to cheat!

6 Mark yourself
Once you've finished the questions, mark them using the answers at the bottom of the page.

7 Are you confident?
Fill in one of the faces to show whether you feel you did well in the topic or if it needs more revision.

Answers

2 (a) D – Digital publishing [1].

(b) Computer games[1], interactive media[1], internet[1].

3 Images[1] (showing items of clothing), Video[1] (of models wearing the clothing), Graphics[1] (such as for icons or the interface), Animation[1] (such as for an animated logo or a button press).

Total _____ / 5

☹️ 😐 😊

2.5 MEDIA CODES

- 1 The final scene in a period drama shows a couple leaving a church having just got married. The bride is wearing a traditional white wedding dress. The shot changes to an aerial shot which zooms out to show a beautiful view of the couple at the church surrounded by all their friends and family. The text 'Some dreams come true.' appears in a traditional serif font.

(a) Identify a symbolic code, technical code and written code that has been used in this film.

Symbolic code *The white wedding dress and a church are both symbols that are associated with weddings.*

Technical code *Zooming out from a scene, especially when an aerial shot is used is a technical code which helps to suggest the end of a film.*

Written code *The use of a traditional serif font is a written code which helps to place the drama in a time from the past.*

[3]

Do you remember?

What is the difference between a serif and sans-serif font?

Serif fonts have small lines or strokes on the beginnings and ends of letters.

Sans-serif fonts do not have these (sans means 'without' in French).

Serif font Sans-serif font

One scene in the film shows the main character peacefully reading a book as she sits alone in the grounds of a stately home shown in **Fig. 1**.



Fig. 1

(b) Explain **two** possible shot types that would be suitable for this scene.

- 1 *A close up of the character which helps to show her face and emotions as she is reading the book.*
- 2 *A wide shot of the character which establishes the character in the surroundings to show the viewer it is peaceful and grand.*

[4]

- 2 A computer game features Captain Jolly, a pirate. **Fig. 2** shows one scene from the game which is set in the 1700s.
In the scene, Jolly is seen relaxing on the beach of Lagoon Island. Slow pans and fades are used.

Write your mark here



Fig. 2

Identify a symbolic code, technical code and written code that has been used in this shot.

Symbolic code

.....

Technical code

.....

Written code

.....

[3]

Total
/ 3



Answers

2 **Symbolic code:** A pirate's hat / earring are commonly used to suggest a typical pirate.^[1]
Palm trees help to suggest a desert island.^[1]

Technical code: The slow pans and fades help to give a relaxing feeling.^[1]

Written code: The text Lagoon Island is written in an old fashioned font style (Old English), helping to give a feel of the 1700s.^[1]

3.2 MOOD BOARDS

- 1 The Burger Pit is a restaurant based on the style of a 1950s American Diner. It serves both meat and vegetarian burgers, hot dogs, steaks, milkshakes and ice cream. They have just commissioned a company to produce their new website.

Fig. 1. Shows a pre-production mood board for The Burger Pit's new website.



Fig. 1

Exam tip

Discussion questions are normally long answer questions. When completing these questions, use the following advice:

- Highlight key parts of the question first.
- In this case, you need to consider the suitability for the target audience.
- You need to give a balanced review that covers strengths, weaknesses and suggested improvements.

Discuss the suitability of the mood board in **Fig. 1** for the website design. You should include any areas for improvement.

The target audience for this mood board will be a web designer so that they are able to design and build the website, so I will discuss the suitability mainly from their perspective. I will also consider how suitable the mood board is for the client, who in this case is The Burger Pit.

A mood board should give a feeling of the potential style of a media product. The photos given here show the products that could be on offer to the customers and these have strong links to the style of a 1950s diner which is the style the client is looking to achieve. A website designer (or a graphic designer) will be able to pick out certain aspects, such as the car style or American flag style or colours for use in the website theme. Two different styles of photography are shown for the food: one is more rustic whilst the other is very clean and bright. These clearly help to show the products being sold. As two different styles are used, this is confusing for a designer. One style should be chosen so the designer gets the correct feeling from the mood board.

There are a number of items missing from the mood board. No examples of text and typography are shown and adding these would help the web designer when choosing particular font styles. Equally, no colour swatches or colour scheme is included, and adding this would help to see exactly which colours are most desired. No annotation has been used on the mood board. Annotation would help explain certain styles or features of the photos that could be focused on. Including textures of plastics or fabrics would also help when getting inspiration for the web design. In particular, there is no inclusion of styles for website menus, buttons or other GUI (Graphical User Interface) objects. Adding these would be very helpful to a web designer in understanding the desired look and feel.

[9]

Suitability for the target audience

Strengths

Weakness

Suggested improvements

Read this box before you have a go at question 2

- 2 Sunny Holidays are creating their new holiday brochure for families. The audience for the brochure is 20-45 year-old parents with children who are aged 1-15. As part of the pre-production planning, Sunny Holidays have created a mood board shown in **Fig. 2**.

Write your mark here



Fig. 2

Discuss the suitability of the mood board in **Fig. 2** for the brochure design. You should include any areas for improvement.

.....

.....

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Continue on a separate sheet if necessary

[9]
See page 48 for how to mark your answer.

Total / 9



Exam tip

For discuss questions make sure you show the following:

- A range of strengths
- A range of weaknesses
- A range of improvements
- Detailed knowledge and understanding of the suitability for the audience (in this case a web designer)
- Consistent use of appropriate terminology

From **3.3** Visualisation diagram on page on **page 25**.

Answers	
How to mark your answer	Possible content you could include
<p>Your answer should include similar points to those made on the right.</p>	<p>Book layout</p> <ul style="list-style-type: none"> • The book cover shows the front and back pages. • The back page is on the left and the front page is on the right. • A spine is in the centre with text reading from top to bottom. <p>Relevance of content</p> <ul style="list-style-type: none"> • The format and styles used are suitable for the age group and outdoors topic. <p>Clarity of the idea</p> <ul style="list-style-type: none"> • The overall design works well together. <p>Components of the visualisation diagram</p> <ul style="list-style-type: none"> • Images. • Shapes. • Publisher logo. • Bar code. • Colours/colour scheme. • Font styles. • Font sizes. • Layout and positioning information. <p>Justifications for improvements</p> <ul style="list-style-type: none"> • Promotes the book. • Informs the reader about the contents of the book. • Appearance of the cover. • Use of a house style for other books in a series. • Consideration of different distribution channels (ebook, physical book, images on a sales website). • Consideration of viewing devices/technologies (tablet, computer, epaper). • Accurate dimensions and layout.
<p>Give your answer 7-9 marks if it has the following features:</p> <ul style="list-style-type: none"> • A comprehensive document showing detailed understanding. • A range of suggested improvements are identified. • Improvements cover a range of components. • Conventions are effectively applied. • Justifications show detailed knowledge and understanding of the suitability of the document to meet the client's requirements. 	
<p>Give your answer 4-6 marks if it has the following features:</p> <ul style="list-style-type: none"> • 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 client's requirements. 	
<p>Give your answer 1-3 marks if it has the following features:</p> <ul style="list-style-type: none"> • 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 client's requirements. 	
<p>Give your answer 0 marks if you didn't attempt the question or it did not contain any points relevant to the question.</p>	

From 3.3 Visualisation diagram on page 25.

For the marking grid for this question see the previous page.

This is one example of a visualisation diagram that could be created. Whilst you should try to draw neatly, you are not being assessed on your drawing abilities. You are being assessed on the ideas that you have given in your design along with the justifications of how your design improves on the original.

Icon shapes have been added to make the back more appealing to the age group

Title uses a sans-serif font so it's easy to read

Some introductory text gives an overview of the book

Book title on spine so the book is easily identified on the shelf

The word 'Big' is emphasised by being large. The construction font style emphasises the D.I.Y. nature of the book

THE BIG OUTDOORS

THE BIG OUTDOORS

FREYA WALKINGSHAW

TIME TO GET OUT THERE

ADVENTURE PRESS

£9.99

The subtitle (slogan) has been moved to the back so it becomes a call to action to 'get out there' and therefore by the book to help achieve this

The publisher name/logo is included on both the back and spine. The author name is prominent on the front. This is the convention for books and helps people that like their books identify this is another book they may like

The photos on the front should include children in the target age range, so they will find it easier to associate with the book

The colour scheme of the book should use greens and browns to help place the book in the context of outdoors and nature

PRACTICE PAPER

Information about the practice paper

Before attempting the paper, go through the previous section of the book and revise any sections that you weren't confident about. Use the face icons at the end of each topic to reflect on your level of understanding and make your own judgement of what needs more revision.

Now to the paper.

Section A of the paper is worth 10 marks.

- These consist of 7-10 short answer, multiple-choice or close response questions.
- There will be at least one question related to each topic area on the specification.

Section B of the paper is worth 60 marks.

- A short scenario will be given which will develop throughout the rest of the paper.
- Questions will be closed response, short answer and three extended response questions.
- There will be at least one question related to each topic area on the specification.

You should do this paper under exam conditions.

Aim to make the desk you sit at look as similar to that in the exam room.

Turn off your mobile phone, music and remove all other distractions.

Let everyone in the house know that you can't be disturbed for 90 minutes whilst you do the paper.



You will need:

A black pen (and some spares)

HB pencil may be used for graphs and diagrams only.

Please write clearly, in BLOCK CAPITALS and black ink

Centre number Candidate number

First name(s)

Last name

Date attempted Time allowed: **1 hours 30 minutes**

LEVEL 1/2 CAMBRIDGE NATIONAL IN CREATIVE iMEDIA

R093/01 Creative iMedia in the media industry

PRACTICE PAPER

DO NOT USE

- A calculator.

INSTRUCTIONS

- Write in black ink
- Write your answer to each question in the space provided.
- Answer **all** the questions.

INFORMATION

- The total mark for this paper is **70**.
- The marks for each question are shown in brackets [].
- This paper has 12 pages.

ADVICE

- Read each question carefully before you start to answer.

Final mark / 70 =%

Section A

1 Identify **one** product produced by the print publishing sector.

.....
[1]

2 Identify **one** job role that is responsible for creating the spoken dialogue used for a film.

.....
[1]

3 The BBFC is responsible for rating films. What does BBFC stand for?

Tick (✓) the correct box.

A British Board of Film and Cinema

B British Board of Film Certification

C British Board of Film Censorship

D British Board of Film Classification

[1]

4 Identify **one** primary research method.

.....
[1]

5 What is **one** purpose of a music track on a band's album?

Tick (✓) the correct box.

A To advertise

B To educate

C To entertain

D To inform

[1]

6 Identify **two** types of audio that are used to build suspense in films.

1

2

[2]

7 Complete the sentence.

In video resolution, UHD stands for:

U H D

[1]

PRACTICE PAPERS ANSWERS

LEVEL 1/2 CAMBRIDGE NATIONAL IN CREATIVE iMEDIA

Section A

Question	Answer	Marks	Topic number
1	Books ^[1] , posters ^[1] , magazines ^[1] , comics ^[1] . <i>Accept other common print publishing products. Do not accept ebooks.</i>	1	1.1
2	Scriptwriter ^[1] .	1	1.2
3	D – British Board of Film Classification. ^[1]	1	3.4.3
4	Focus groups ^[1] , interviews ^[1] , online surveys ^[1] , questionnaires ^[1] .	1	2.4
5	C – To entertain ^[1]	1	2.1
6	Dialogue ^[1] , soundtrack ^[1] , silence ^[1] , sound effects ^[1] , vocal intonation ^[1] .	2	2.5
7	Ultra High Definition. ^[1]	1	4.2.3
8	Lighting ^[1] , composition ^[1] costume ^[1] , production design / location ^[1] , hair and makeup ^[1] , props ^[1] .	2	2.5

Section B

9

9 (a)	Film ^[1] , Television ^[1] , Radio ^[1] , Print publishing ^[1] .	1	1.1
9 (b)	TV advert ^[1] , radio advert ^[1] , billboard advert/poster ^[1] , magazine advert ^[1] . <i>Accept other appropriate products that use traditional media.</i> <i>Do not accept products such as digital images, websites or social media posts as these are new media and the question asked for traditional media.</i>	1	
9 (c) (i)	A description for just one way from the following: <ul style="list-style-type: none"> Content should be age relevant Content should be relevant for the interests Content should be relevant to lifestyle Content should be relevant to parental income Example descriptions: <ul style="list-style-type: none"> The content should appeal to children aged 8-12 years old.^[1] One way to do this would be to show children from the age group playing with the new keyboard.^[1] The content should appeal to musical children.^[1] It could show children making high quality music with the toys/ keyboard.^[1] <i>Accept other appropriate responses that describe how the campaign would fit one appropriate target audience.</i>	2	2.3
9 (c) (ii)	A group of people is chosen to represent the target audience ^[1] . One or more people from myBand (or a company commissioned to carry out the focus group) will lead the focus group ^[1] . They will then discuss with the group their thoughts/feelings towards the toys ^[1] . The session may be filmed / key points will be written down ^[1]	2	2.4

10

10 (a)	A girl within the target age of 8-12 years-old is shown playing the keyboard. ^[1] <i>Accept other explanations that are appealing to the age group.</i>	1	2.2
10 (b)	A larger font size is used for the slogan/main text, which helps draw the reader's eye to the text ^[1] . The key sentences have been formatted in bold which helps to emphasise them. ^[1] Capitalisation/capital letters has been used for 'NEW' which helps emphasise this feature. ^[1] Capitalisation has been used for 'BUY NOW' which encourages users to take this action. ^[1] Vertical lines help to separate each of the features of the piano. ^[1] The text contrasts well with the background making it easy to read. ^[1] <i>Accept other appropriate responses.</i>	1	2.5
10 (c)	The 'Buy Now' button is located in the bottom-right which is the conventional place you would expect to click a button. ^[1] There is white space left around the text/images which helps them to stand out. ^[1] There is space around the logo, which makes it clearly visible ^[1] and helps build brand recognition ^[1] . Key features are centre aligned/central to the advert making them easy to see. ^[1] <i>Accept other appropriate responses.</i>	2	2.1
10 (d)	The sound wave suggests music ^[1] which will be appealing to those who like music. ^[1] The sound wave looks technical ^[1] and will help entice those interested in the technical/electronic side of music making. ^[1] The logo makes use of a music note/quaver which helps to emphasise the musical theme. ^[1]	2	
10 (e)	Interactivity / the ability to click a button. ^[1] Audio/sound effects. ^[1]	1	2.5

SPECIFICATION AND QUESTION MAP

		Question number (part)
Topic Area 1	The media industry	
1.1	Media industry sectors and products	1, 9(a,b)
1.2	Job roles in the media industry	2, 12(b)
Topic Area 2	Factors influencing product design	
2.1	How style, content and layout are linked to the purpose	5, 10(c-d)
2.2	Client requirements and how they are defined	10(a)
2.3	Audience demographics and segmentation	9(c)(i)
2.4	Research methods, sources and types of data	4,9(c)(ii)
2.5	Media codes used to convey meaning, create impact and/or engage audiences	6, 8, 10(b,e)
Topic Area 3	Pre-production planning	
3.1	Work planning	13(a)
3.2	Documents used to support ideas generation	12(a)
3.3	Documents used to design and plan media products	14,15
3.4	The legal issues that affect media	
3.4.1	Legal considerations to protect individuals	11(d)
3.4.2	Intellectual property rights	10(g)
3.4.3	Regulation, certification, and classification	3, 10(h)
3.4.4	Health and safety	11(a,b)
Topic Area 4	Distribution considerations	
4.1	Distribution platforms and media to reach audiences	13(d)
4.2	Properties and formats of media files	
4.2.1	Image files	10(f), 11(c)
4.2.2	Audio files	13(c)
4.2.3	Moving image files	7
4.2.4	File compression	13(b)

COMMAND WORDS

The OCR **command words** given below will be used in exam questions. They have been reproduced from the J834 specification with kind permission from OCR.

Command word	What you need to do
Analyse	Separate or break down information into parts and identify their characteristics or elements. <ul style="list-style-type: none"> • Explain the pros and cons of a topic or argument and make reasoned comments. • Explain the impacts of actions using a logical chain of reasoning.
Annotate	<ul style="list-style-type: none"> • Add information, for example, to a table, diagram or graph until it is final. • Add all the needed or appropriate parts.
Calculate	<ul style="list-style-type: none"> • Get a numerical answer showing how it has been worked out.
Choose	<ul style="list-style-type: none"> • Select an answer from options given.
Circle	<ul style="list-style-type: none"> • Select an answer from options given.
Compare and contrast	<ul style="list-style-type: none"> • Give an account of the similarities and differences between two or more items or situations.
Complete	<ul style="list-style-type: none"> • Add all the needed or appropriate parts. • Add information, for example, to a table, diagram or graph until it is final.
Create	<ul style="list-style-type: none"> • Produce a visual solution to a problem (for example: a mind map, flowchart or visualisation).
Describe	<ul style="list-style-type: none"> • Give an account including all the relevant characteristics, qualities or events. • Give a detailed account of.
Discuss	<ul style="list-style-type: none"> • Present, analyse and evaluate relevant points (for example, for/against an argument).
Draw	<ul style="list-style-type: none"> • Produce a picture or diagram.
Evaluate	<ul style="list-style-type: none"> • Make a reasoned qualitative judgement considering different factors and using available knowledge/experience.
Explain	<ul style="list-style-type: none"> • Give reasons for and/or causes of. • Use the words or phrases such as 'because', 'therefore' or 'this means that' in answers.
Fill in	<ul style="list-style-type: none"> • Add all the needed or appropriate parts. • Add information, for example, to a table, diagram or graph until it is final.
Identify	<ul style="list-style-type: none"> • Select an answer from options given. • Recognise, name or provide factors or features.
Justify	<ul style="list-style-type: none"> • Give good reasons for offering an opinion or reaching a conclusion.
Label	<ul style="list-style-type: none"> • Add information, for example, to a table, diagram or graph until it is final. • Add all the necessary or appropriate parts.
Outline	<ul style="list-style-type: none"> • Give a short account, summary or description.
State	<ul style="list-style-type: none"> • Give factors or features. • Give short, factual answers.

EXAMINATION TIPS

With your examination practice, use a boundary approximation from the following table. Be aware that boundaries are usually a few percentage points either side of this.

	Level 2				Level 1		
Grade	Distinction*	Distinction	Merit	Pass	Distinction	Merit	Pass
Boundary	90%	80%	70%	60%	50%	40%	30%

1. Make sure your answers are given in the context of any scenario you are given.
2. Read questions carefully, you won't get any marks if you answer a different question that you think is being asked for.
3. When creating drawings such as a visualisation diagram, wireframe or storyboard, make sure you consider which job role(s) you are creating it for. For example, a visualisation diagram for a website homepage will require visual aspects along with annotation to explain the functionality and technical aspects.
4. Annotation of diagrams is important; for instance, adding notes about choices of font type, size and colour choices will be typical additions along with anything else relevant to the question.
5. You should include enough detail in your annotation so that a third party (such as a designer) could create the final product.
6. Don't focus on the quality of your drawing as much as the concept, annotation and explaining your choices.
7. If you use a pencil for sketches, make sure you press down to make clear marks. Light sketches won't scan well which will make it hard for the examiners to read.
8. Wherever possible, use the correct technical terms. For instance, saying that a shot type would 'show an actor's head full size on the screen' won't get the marks, whilst a 'close-up of the actor's head' will as it uses the correct technical term.
9. If you are given a discuss question, it often has a number of components that the examiner is looking for in your answer. For example, if you were asked to discuss the advantages and disadvantages of sharing photos on a CD or memory stick, you need to make sure your answer gives the advantages and disadvantages of using CDs and the advantages and disadvantages of using memory sticks. You could consider this question as having four sub-questions to it.
10. Do not give vague answers. For example, when describing hardware to produce an illustration, a 'tablet' won't get the marks. A 'graphics tablet' or 'tablet computer' would both be appropriate answers.
11. It's likely that you'll be asked to discuss or create an improvement of at least one of the following documents:
 - a. Mind map
 - b. Mood board
 - c. Asset log
 - d. Flow chart
 - e. Script
 - f. Storyboard
 - g. Visualisation diagram
 - h. Wireframe layout

Make sure that you know the key components expected on each of them.

Remember, annotation would be expected on all these documents except an asset log.

Good luck!

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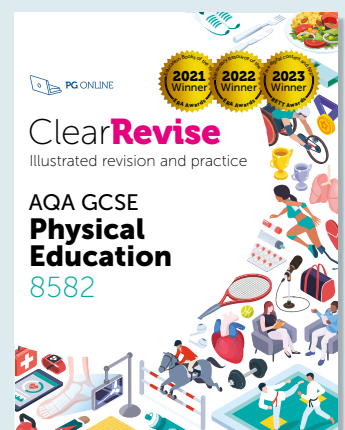
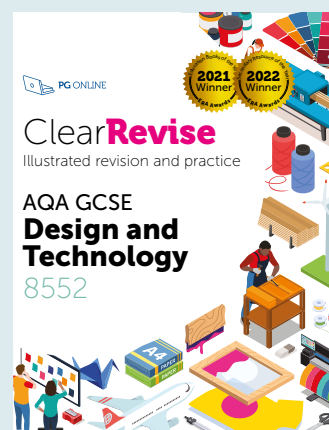
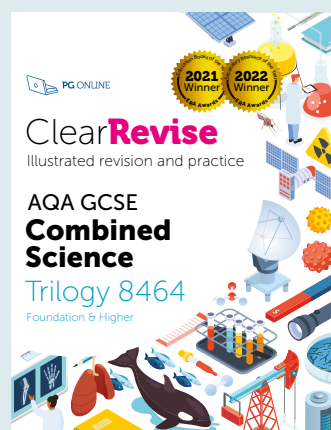
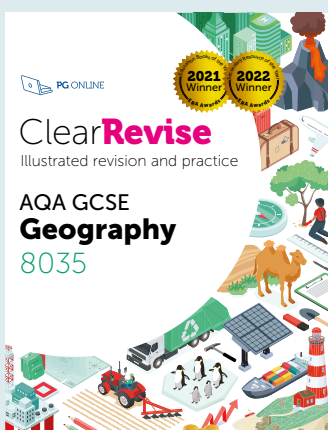
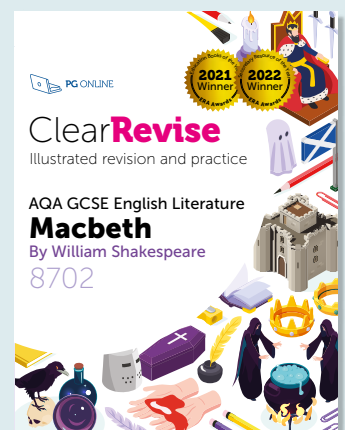
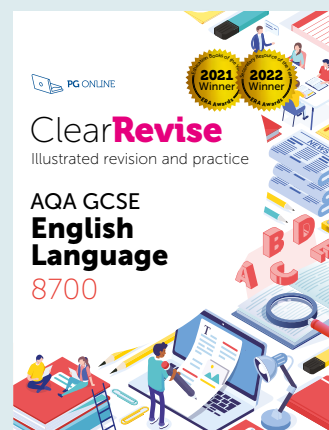
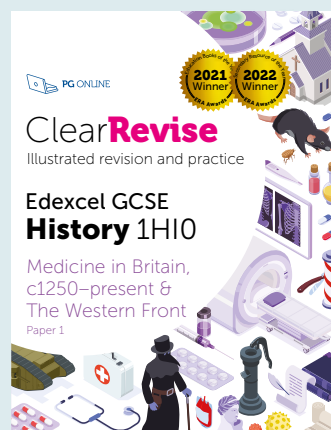
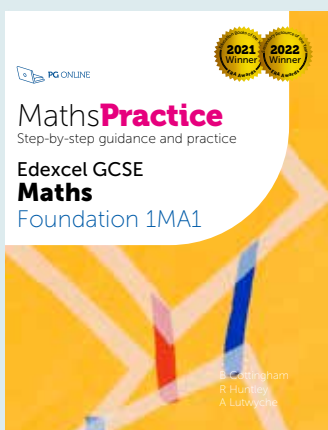
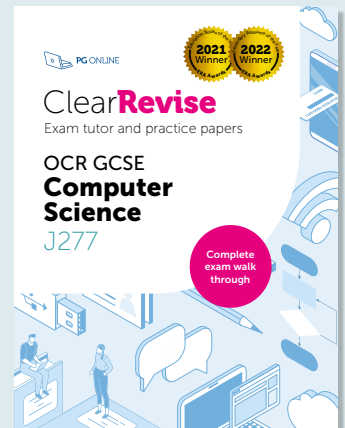
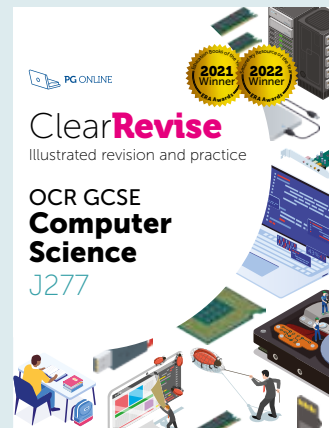
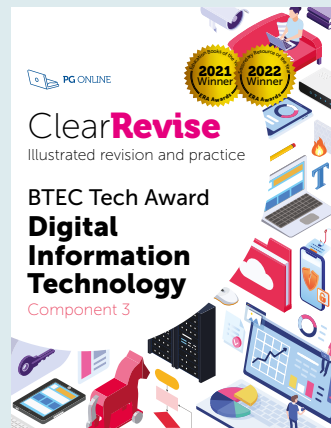
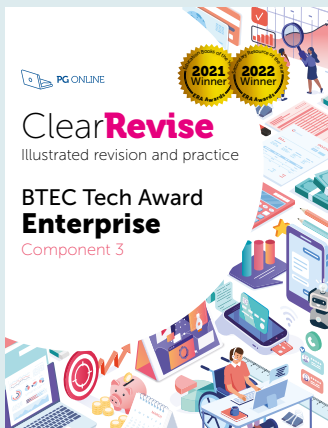
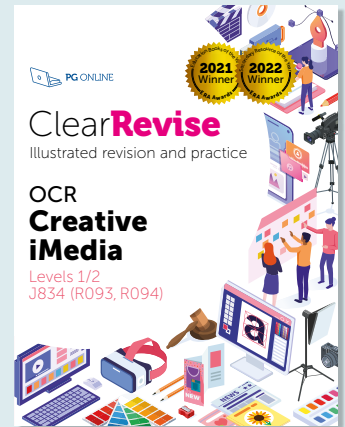
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