OCR
Oxford Cambridge and RSA

Thursday 8 January 2015 – Morning

LEVEL 1/2 CAMBRIDGE NATIONALS IN CREATIVE iMEDIA

R081/01   Preproduction skills

Candidates answer on the Question Paper.

OCR supplied materials:
None

Other materials required:
None

Duration: 1 hour 15 minutes

Candidate forename		Candidate surname	

Centre number						Candidate number				

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets **[ ]** at the end of each question or part question.
- The total number of marks for this paper is **60**.
- Your Quality of Written Communication will be assessed in the question marked with an asterisk (*****).
- This document consists of **12** pages. Any blank pages are indicated.

OCR is an exempt Charity

Turn over

2

Answer **all** the questions.

SECTION A

Youth# is a new youth centre. It is opening up ready for the start of the new school year so that there is somewhere for teenagers to go in the evening. It is a joint project between local youth workers and the Police Community Support Officers (PCSO). Youth# wants to develop a website to promote the centre. You have been asked to develop a number of pre-production documents to do this.

1 Youth# wants to set up a website that will allow teenagers in the town to find out more information about the centre. One of the first pre-production documents that you have been asked to produce is a visualisation diagram of the website homepage.

(a) (i) State **one** purpose of the visualisation diagram.

....

.... **[1]**

(ii) State **two** items that could be included in the visualisation diagram for a website homepage.

1 ....

2 ....
 [2]

(b) Explain **one** reason why the visualisation diagram is a suitable choice for the website homepage for Youth#.

....

....

....

.... **[2]**

2 Youth# has asked for a mind map of the website to be created.

State **one** purpose of a mind map when planning the website.

....

.... **[1]**

3 Youth# wants you to create a mood board for the website.

Identify **four** items that could be included on the mood board for the website.

1 ....

2 ....

3 ....

4 ....

[4]

4 Youth# has given you a sketch of the new logo. The logo will be used on the website and other documents. The digital version of the logo is to be created in a .png file format.

(a) Explain **one** reason why .png is a suitable file format for this type of image.

....

....

....

....**[2]**

(b) The website will include other images of the facilities and activities at Youth#. These images need to be saved for use on the website.

(i) Explain **one** issue that needs to be considered when deciding what format to use for these images.

....

....

....

....

....

....**[3]**

(ii) Identify a suitable file format, other than .png, for these images to be saved.

....**[1]**

4

SECTION B

Youth# has provided you with the following project brief:

> We at Youth# want a new multimedia website that is modern in its look, is dynamic and interactive and appeals to the young people of the local area. The website needs to provide its users with enough information about the youth centre so that they know what is happening and when.
>
> The youth centre has a coffee shop, basketball courts, table tennis, computer access and a music studio. It is open every evening, Monday to Friday, between 6 and 9 p.m. There will also be visits to other places such as ice-rinks and ten-pin bowling.
>
> The website needs to launch on 5 July in time for the summer holidays. We also want to enable people to sign up to email alerts about news and events at Youth#.

5 **(a)** Identify **four** client requirements, other than the launch date, for the finished website.

1 ....

2 ....

3 ....

4 ....

[4]

The project will require you to create a work plan.

(b) Explain **one** effect the time requirements of the project brief will have on the timeline of the work plan.

....

....

....

....

....

.... **[3]**
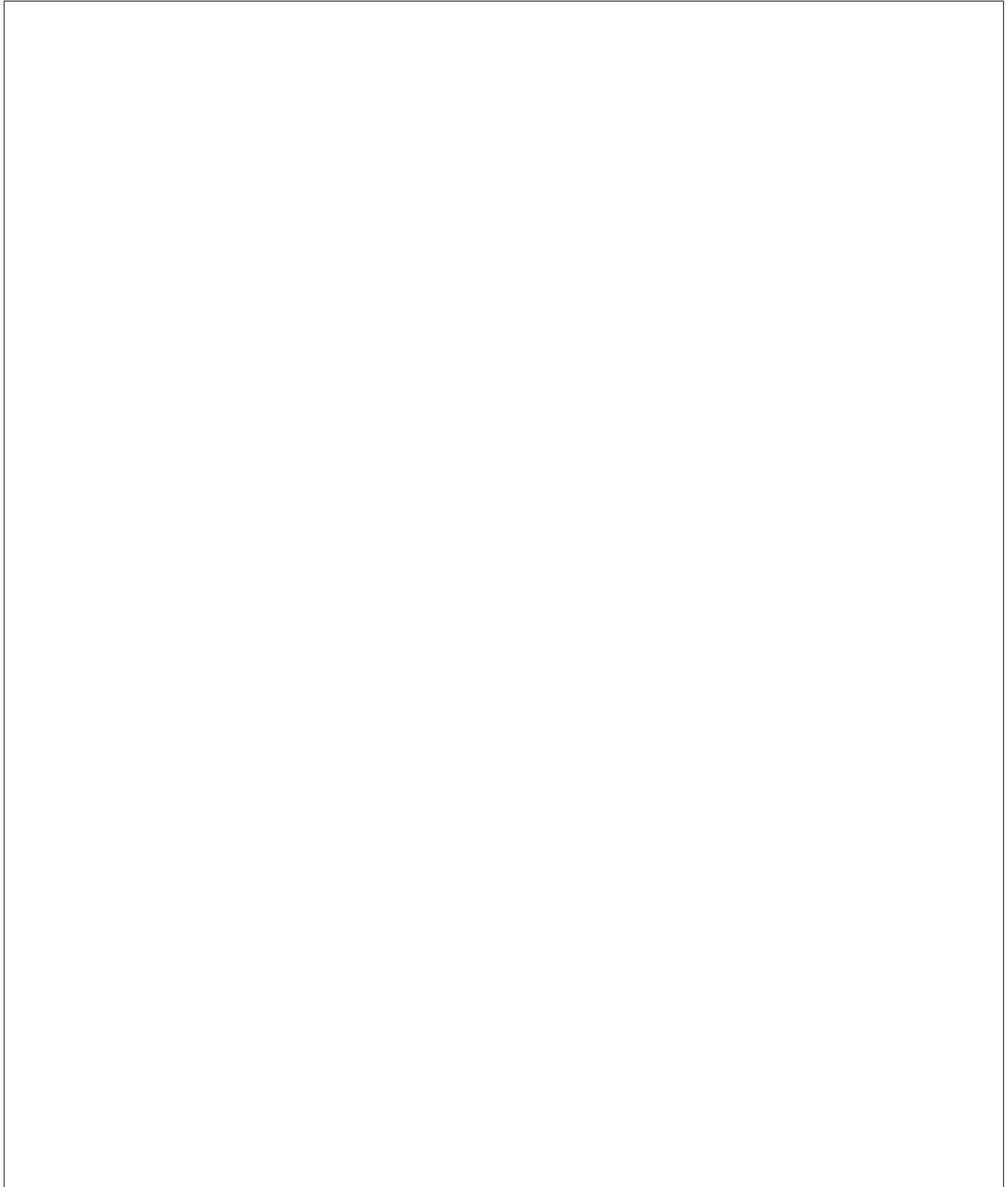
6 Using the information contained in the project brief, create a mind map of the possible content of the website.

Marks will be awarded for:

- structure
- content
- relevance. **[12]**

Turn over

7   Youth# caters for a diverse target audience.

Explain **one** factor that will need to be considered to enhance the website's accessibility.

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.... **[3]**

8   The website will include a membership section where people can sign up for email alerts.

(a) State the Act that controls the storage of personal data.

.... **[1]**

(b) Identify **two** steps that Youth# must take when collecting members' data.

1 ....

....

2 ....

....
                                                                                                                        [2]

(c) Identify **two** steps that Youth# must take when storing members' data.

1 ....

....

2 ....

....
                                                                                                                        [2]

(d) Identify **one** possible implication for Youth# if it fails to keep the data secure.

....

.... **[1]**

Turn over

9 Youth# has asked if the website could include a section where members will be able to post comments.

   (a) Identify **two** actions that members should take when signing up to Youth# to protect their privacy.

   1 ....

   2 ....
   [2]

   (b) Youth# is concerned that in the future a member might post a defamatory comment about another member.

   Explain what is meant by a defamatory comment.

   ....

   ....

   ....

   .... **[2]**
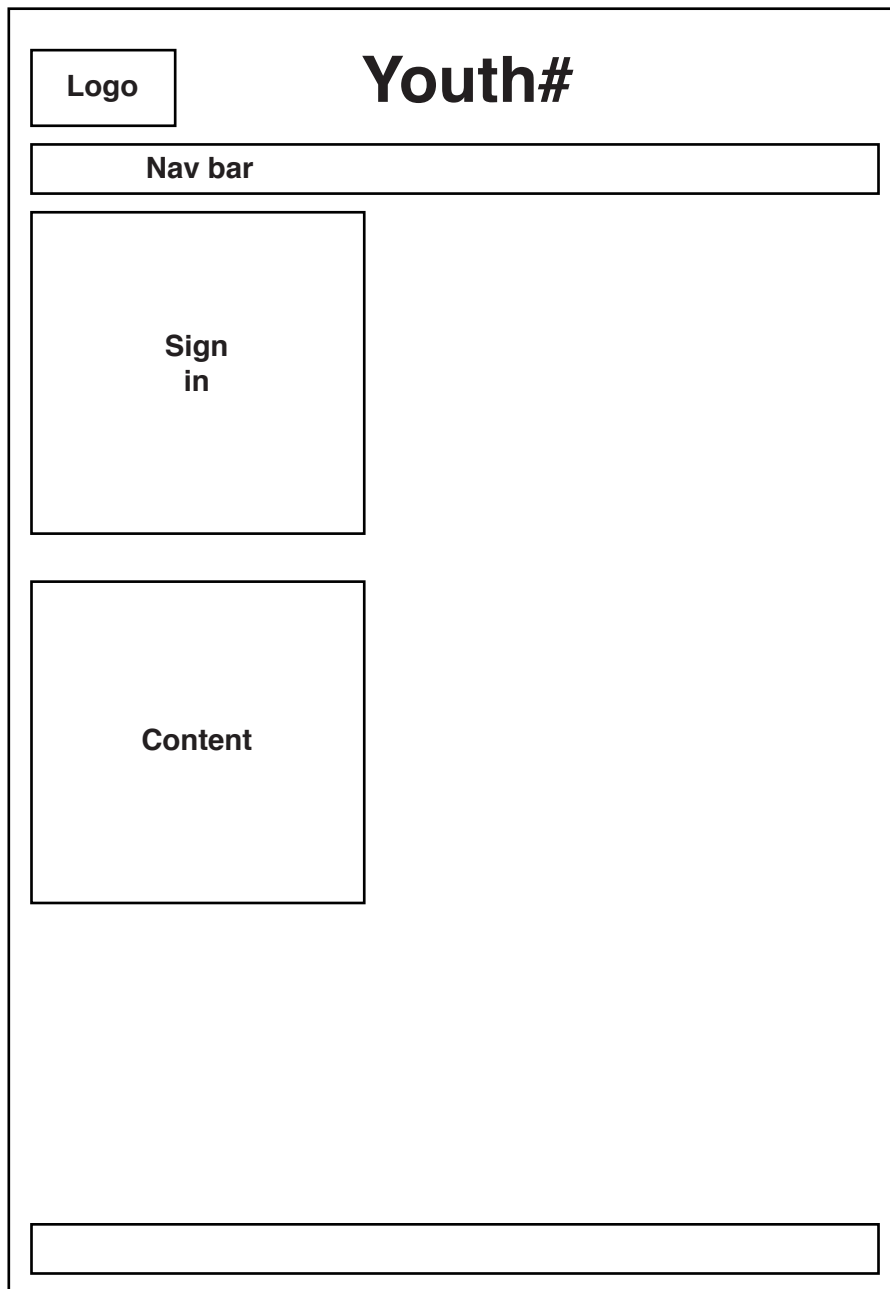
9

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Question 10 begins on page 10

PLEASE DO NOT WRITE ON THIS PAGE

Question 10 is based on **Fig. 1**

Fig. 1 is the first draft of a visualisation diagram of the members' page of the website.

Logo	Youth#
Nav bar	
Sign in	
Content	

Fig. 1

10* Discuss the suitability of the visualisation diagram in **Fig. 1** as a pre-production document to be given to the website developer. You should include any areas for improvement.

The quality of written communication will be assessed in your answer to this question. **[12]**

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....**Fig. 1**..

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END OF QUESTION PAPER

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