



**Cambridge National**

**Creative iMedia**

Unit **R081**: Pre-Production Skills

Cambridge National Creative iMedia  
Level 1/Level 2 Award/Certificate/Diploma

**Mark Scheme for January 2019**

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.















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.

© OCR 2019

## Annotations

<b>Stamp</b>	<b>Ref No.</b>	<b>Annotation Name</b>	<b>Description</b>	<b>Guidance</b>
	151	Highlight	Highlight (mandatory for all units)	
	181	Off Page Comment	Off page comment (mandatory for all units)	
	1681	BP	Blank page (mandatory for all units)	
	11	Tick	Tick – correct answer	All questions except Q5, Q6 and Q9 <b>MUST</b> have one of these two indications on to show its been looked at. If you have ticked part of the answer for 1 mark but not given the other you don't need to add a cross.
	21	Cross	Cross - wrong answer	
	201	TV	Too vague	
	31	BOD	Benefit of doubt	If used, you <b>MUST</b> also add a Tick because that's what Scoris counts for the marks 
	811	SEEN	Noted but no credit given – place on blank pages/spaces	
	1121	NE	No example	
	191	NBOD	Benefit of doubt not given	
	501	NAQ	Not answered question	
	271	REP	Repeated answer so not awarded	
The following annotations are the <b>only</b> annotations to be used on <b>Q5, Q6 and Q9</b>				
	331	L3	Level 3 answer on Levels of Response	For questions <b>Q5, Q6</b> and <b>Q9</b> there <b>MUST</b> be no ticks/crosses only the L annotations. You can highlight areas to make it clearer to you or reviewer but that is all that is acceptable
	321	L2	Level 2 answer on Levels of Response	
	311	L1	Level 1 answer on Levels of Response	

Question		Answer	Marks	Guidance	
1	(a)	Three from e.g. <ul style="list-style-type: none"> <li>Title (1)</li> <li>Colours (1)</li> <li>Materials/Fabrics/Textiles/Textures (1)</li> <li>Images/Pictures/Photos (1)</li> <li>Text/Words/Annotations/Labels (1)</li> <li>Fonts (1)</li> <li>Logo/Graphic (1)</li> <li>Any other suitable response</li> </ul>	3 (L1P)	Low-Demand question targeted at the lowest grade L1 Pass  This is an initial planning document, so the answers do not need to be in context but can be.  It is physical mood board, so textiles can be included  Allow MAX 2 for images if different uses mentioned (e.g. image of street AND image of healthy food both allowed).	
2	(a)	(i)	One mark for: <ul style="list-style-type: none"> <li>Visualisation diagram</li> </ul>	1 (L1P)	Low-Demand question at the lowest grade L1 Pass Correct Answer only – this is the MOST suitable document
2	(a)	(ii)	Two marks for suitable point and expansion e.g. <ul style="list-style-type: none"> <li>Provides a view of the static image (1) that would allow the client to see the design of the app (1)</li> <li>Can be shown at the meeting (1) how the home screen would look/operate (1)</li> <li>How laid out (1) so client/team can see visual representation of app (1)</li> <li>(because its) a rough sketch (1) of layout and content (1)</li> <li>Any other suitable response</li> </ul>	2 (L2P, L2M)	DO NOT mark if 2ai is wrong  Mid-level question looking for the understanding of by a visualisation diagram is the most suitable document  Max 1 mark for use of visualisation diagram in general  For full marks MUST be answered in context of a home screen.  Do NOT award full marks if talks about other screens

Question		Answer	Marks	Guidance	
3	(a)	<p>Three marks for suitable point and expansion e.g.</p> <ul style="list-style-type: none"> <li>• A member of staff (1) could walk to local shops in an area (1) to ask if they would sign up to the app (1)</li> <li>• Letters could be sent (1) to shop chains (1) to ask them to sign up to the app and provide rewards (1)</li> <li>• Selecting “health based” shops (1) and emailing them (1) to ask them to sign up and provide rewards (1)</li> <li>• Set up meeting (1) with business owner (1) to discuss how the can be involved (1)</li> <li>• A questionnaire could be used (1) to find out the most popular shops (1) and then included these in the app rewards (1)</li> <li>• After visiting shop (1) conduct a survey with target audience (1) to get a response on the popular shops to use on the app (1)</li> <li>• Any other suitable response</li> </ul>	3 (L2M,L2D, L2D*)	<p>High-Demand question looking for an understanding of how primary research is used and linked to the context for which it is being used.</p> <p>This question <b>MUST</b> be answered in context to gain full marks.</p> <p>The question does not ask for one explanation so read whole answer and mark to best advantage of candidate.</p>	
3	(b)	(i)	<p>One mark for:</p> <ul style="list-style-type: none"> <li>• Secondary (1)</li> </ul>	1 (L1P)	<p>CAO Low-Demand question where there is only one possible answer</p> <p>Do NOT accept examples as the question provides these and examples are not TYPE of research</p>
3	(b)	(ii)	<p>One mark for e.g.</p> <ul style="list-style-type: none"> <li>• Store cards (1)</li> <li>• Shop receipts (1)</li> <li>• Street survey/questionnaires (1)</li> <li>• Forums (1)</li> <li>• Any other suitable response</li> </ul>	1 (L1P)	<p>Low-Demand question about how shopping data can be collected.</p> <p>Be aware of a range of possible answers as some candidates may have different experiences to others BUT must be PRIMARY collection source</p> <p>Do NOT accept internet – too vague</p>

Question	Answer	Marks	Guidance						
4	<table border="1"> <tr> <td data-bbox="365 199 566 544">Level 3 7- 9 marks</td> <td data-bbox="566 199 1305 544"> <p>Suitable layout for the visualisation diagram with <b>wholly relevant</b> content for the context.</p> <p><b>Fonts/Colour scheme is shown</b> and appropriate to the context. Justifications are relevant to the context.</p> <p>The visualisation diagram is <b>wholly suitable</b> for purpose of a mobile health app reward screen.</p> </td> </tr> <tr> <td data-bbox="365 544 566 916">Level 2 4- 6 marks</td> <td data-bbox="566 544 1305 916"> <p>Layout is <b>mostly</b> suitable although there may be weaknesses in its structure.</p> <p>Content is <b>mostly</b> relevant to the context and/or mobile health app reward screen. Justifications may not be wholly relevant to the context.</p> <p>Fitness for purpose of the visualisation diagram <b>may not be fully clear</b> for a mobile health app reward screen.</p> </td> </tr> <tr> <td data-bbox="365 916 566 1287">Level 1 1 – 3 marks</td> <td data-bbox="566 916 1305 1287"> <p>Layout is <b>simplistic</b> in structure and may be <b>limited</b> in suitability for use as a mobile health app reward screen.</p> <p>Content has <b>limited</b> relevance to context and/or mobile health app reward screen. Justifications are weak or missing.</p> <p>The visualisation diagram will be <b>weak</b> in its fitness for purpose of the mobile health app reward screen.</p> </td> </tr> </table> <p data-bbox="365 1287 1305 1401">0 marks – no work worthy of credit</p>	Level 3 7- 9 marks	<p>Suitable layout for the visualisation diagram with <b>wholly relevant</b> content for the context.</p> <p><b>Fonts/Colour scheme is shown</b> and appropriate to the context. Justifications are relevant to the context.</p> <p>The visualisation diagram is <b>wholly suitable</b> for purpose of a mobile health app reward screen.</p>	Level 2 4- 6 marks	<p>Layout is <b>mostly</b> suitable although there may be weaknesses in its structure.</p> <p>Content is <b>mostly</b> relevant to the context and/or mobile health app reward screen. Justifications may not be wholly relevant to the context.</p> <p>Fitness for purpose of the visualisation diagram <b>may not be fully clear</b> for a mobile health app reward screen.</p>	Level 1 1 – 3 marks	<p>Layout is <b>simplistic</b> in structure and may be <b>limited</b> in suitability for use as a mobile health app reward screen.</p> <p>Content has <b>limited</b> relevance to context and/or mobile health app reward screen. Justifications are weak or missing.</p> <p>The visualisation diagram will be <b>weak</b> in its fitness for purpose of the mobile health app reward screen.</p>	<p data-bbox="1328 199 1453 231"><b>9</b></p> <p data-bbox="1328 263 1453 391">(L1Px2 L1Mx2L1D x2 L2Px2 L2M)</p>	<p data-bbox="1476 199 2074 263">Marks are award for the visualisation diagram considering the following points:</p> <ul data-bbox="1520 271 2045 662" style="list-style-type: none"> <li>• Content relevant to mobile health app <b>reward</b> screen.</li> <li>• Content relevant to mobile health app <b>reward</b> screen.</li> <li>• Use/Inclusion of images and buttons</li> <li>• Use of white space</li> <li>• Suitability of layout</li> <li>• Colour schemes</li> <li>• Fonts (sizes, types)</li> <li>• Promotional style including persuasive language</li> </ul> <p data-bbox="1476 694 2029 758">The diagram should be viewed as a whole then graded appropriately.</p> <p data-bbox="1476 829 2074 1093">Low to Mid-Demand targeting, with the highest marks being at <b>Level 2 Merit</b>. The art skills of the candidate are <b>not</b> assessed Looking for a suitable diagram that shows knowledge of what the reward screen could contain, together with technical knowledge of how to communicate the information to the web developer who will make the screen/app.</p> <p data-bbox="1476 1133 1991 1228">Is it a Visualisation Diagram? - Is there enough information/detail to create the screen?</p> <p data-bbox="1476 1268 1966 1332">Is it a reward screen? - Does it fit the context?</p>
Level 3 7- 9 marks	<p>Suitable layout for the visualisation diagram with <b>wholly relevant</b> content for the context.</p> <p><b>Fonts/Colour scheme is shown</b> and appropriate to the context. Justifications are relevant to the context.</p> <p>The visualisation diagram is <b>wholly suitable</b> for purpose of a mobile health app reward screen.</p>								
Level 2 4- 6 marks	<p>Layout is <b>mostly</b> suitable although there may be weaknesses in its structure.</p> <p>Content is <b>mostly</b> relevant to the context and/or mobile health app reward screen. Justifications may not be wholly relevant to the context.</p> <p>Fitness for purpose of the visualisation diagram <b>may not be fully clear</b> for a mobile health app reward screen.</p>								
Level 1 1 – 3 marks	<p>Layout is <b>simplistic</b> in structure and may be <b>limited</b> in suitability for use as a mobile health app reward screen.</p> <p>Content has <b>limited</b> relevance to context and/or mobile health app reward screen. Justifications are weak or missing.</p> <p>The visualisation diagram will be <b>weak</b> in its fitness for purpose of the mobile health app reward screen.</p>								

Question		Answer		Marks	Guidance
5	(a)	Level 3 8-10 marks	<p>Clear structure with logical progression which can be easily followed. Content is relevant to an introductory 30 second video sequence.</p> <p><b>3 or more</b> of technical (t) aspects covered – Must be <b>consistent use</b> for <b>top</b> of mark band</p> <p>Detail is clear and understandable.</p>	<p><b>10</b></p> <p>(L1Px4 L2Px1, L2Mx1 L2Dx2 L2D*x2)</p>	<p>Marks are awarded for storyboard in the context of the 30 second video sequence explaining the app, considering the following points:</p> <ul style="list-style-type: none"> <li>• number of scenes</li> <li>• scene content</li> <li>• scene numbers (t)</li> <li>• timings (t)</li> <li>• (Virtual) camera shots (e.g. close up, mid, long) (t) (Can be inferred from the drawing)</li> <li>• (Virtual) camera angles (e.g. over the shoulder, low angle, (t) aerial) (Can be inferred from the drawing)</li> <li>• camera movement (e.g. pan, tilt, zoom or using a track and dolly) (t)</li> <li>• lighting (e.g. types, direction) (t)</li> <li>• sound (e.g. dialogue, sound effects, ambient sound, music) (t)</li> <li>• locations (e.g. indoor studio or other room, outdoor)</li> <li>• camera type (t)</li> </ul> <p>The diagram should be viewed as a whole and then graded appropriately.</p> <p>There will be a wide interpretation of what will be seen in the introductory video sequence. However, this is not an advert for the app.</p> <p>Max Level 1 if storyboard is for an advert for app.</p> <p>Aimed at the <b>full range of marks</b>.</p>
		Level 2 5- 7 marks	<p>Structure of storyboard is clear but may not be totally logical.</p> <p>Content not fully relevant to context and/or introductory 30 second video sequence.</p> <p><b>Max 2 technical</b> (t) aspects covered – must be <b>consistent use</b> for <b>top</b> of mark band</p> <p>Some required detail is missing</p>		
		Level 1 1-4 marks	<p>Storyboard has basic structure (may not be clear).</p> <p>Content may not be wholly appropriate/complete in context.</p> <p><b>No technical</b> (t) aspects covered</p> <p>Lack of detail in the information provided.</p>		
		0 marks – no work worthy of credit			

Question			Answer	Marks	Guidance
					<p>Storyline <b>MUST</b> be suitable for purpose of <b>explaining how to the app works/ how to use app for Level 3 to be given.</b></p> <p>In Level 1 and 2 the storyline could be vague.</p> <p>Then marks are awarded for the <b>technical</b> aspects of the storyboard as shown in the indicative content – how useful is the storyboard as a tool for another person to create the video?</p> <p><b>Structure</b> refers to the flow of storyline as the candidate is given the boxes to enter the information into</p> <p>The 4 dotted lines are for filming information NOT description/text seen by app user. Unless clearly used for dialogue.</p>
5	(b)	(i)	<p>Four from e.g.</p> <ul style="list-style-type: none"> <li>• Mouse (1)</li> <li>• Keyboard (1)</li> <li>• Graphics tablet (1)</li> <li>• Touchscreen (1)</li> <li>• Monitor (1)</li> <li>• Desktop/Laptop/Tablet computer(1)</li> <li>• Microphone (1)</li> <li>• Any other suitable response (1)</li> </ul>	<b>4 (L1Px4)</b>	<p>Low-Demand question about hardware not software. Candidates should know these from other units in specification</p> <p>This is about <b>creating the storyboard</b> NOT the video,</p> <p>Do NOT accept camera, video camera, speakers, headphones, printer</p> <p>Microphone is acceptable as people can use voice to text for entering details</p> <p>Only allow Desktop/Laptop/Tablet computer once</p>



Question			Answer	Marks	Guidance
5	(b)	(ii)	<p>One mark for:</p> <ul style="list-style-type: none"> <li>• Desktop publishing (1)</li> <li>• Illustration software (1)</li> <li>• Graphics software (1)</li> </ul>	<b>1 (L1P)</b>	<p>Low-Demand question which candidates should know based on other units in specification.</p> <p>Does ask for MOST suitable, so do NOT accept answers due to poor teaching/resources in other units i.e. PowerPoint, Word. This is a vocational course so should be set in a real-world production company, not in a school resource situation.</p> <p>Allow Photoshop as this can be used to create graphical storyboards</p> <p>This question is about the storyboard not the video</p> <p>Accept brand names if correct</p>
5	(b)	(iii)	<p>Two marks for suitable point and expansion e.g.</p> <ul style="list-style-type: none"> <li>• DTP allows the positioning of different parts (1) of the storyboard content to be placed where they are needed (1)</li> <li>• DTP allows the setting up of a grid system easily (1) so that the different frames can be seen (1)</li> <li>• Any other suitable response</li> </ul>	<b>2 (L1P L1M)</b>	<p>This is a development of part (ii) so MUST relate to that software.</p> <p>If part (i) wrong do not mark</p>

Question	Answer	Marks	Guidance
6	<p>Two marks for suitable point and expansion e.g.</p> <ul style="list-style-type: none"> <li>• The colours/shades chosen (1) would need to appeal to an older audience (1)</li> <li>• The language used in the app (1) can be suitable for the adults to read and understand (1)</li> <li>• If had been for children (1) informal/ slang language could have been used (1)</li> </ul> <p>Any other suitable response</p>	<p><b>2</b> (L2D L2D*)</p>	<p>High-Demand question about audience age (adult) and how this will affect the design.</p> <p>Marks can be awarded for reverse answer showing why aspect NOT included – see bullet 3</p> <p>The question does not ask for one explanation so read whole answer and mark to best advantage of candidate.</p>
7 (a)	<p>Two marks for suitable point and expansion e.g.</p> <ul style="list-style-type: none"> <li>• The app will be able to show where they are (1) so someone could see that they are not at home and so go there (1)</li> <li>• The app will have access to the photos on their phone (1) which they may not like (1)</li> <li>• The app will be able to see where they have been (1) and some people will not like this being stored by the company (1)</li> <li>• App track persons location (1) so other people can hack and stalk them (1)</li> </ul> <p>Any other suitable response</p>	<p><b>2</b> (L2D L2D*)</p>	<p>High-Demand question for L2 Distinction.</p> <p>Looking for an understanding of privacy issues when phone/player being tracked.</p> <p>Allow any reference to legal issues of the DPA/GDPR if explained and linked to the issue of privacy.</p> <p>The question does not ask for one explanation so read whole answer and mark to best advantage of candidate.</p>
7 (b)	<p>One from e.g.</p> <ul style="list-style-type: none"> <li>• Size of image (can cause slow upload speed) (1)</li> <li>• Connection speeds (for phone on 3G or less) (1)</li> <li>• Copyright (issue of buildings/posters/signs) (1)</li> </ul>	<p><b>1</b> (L1P)</p>	<p>Low-Demand question aimed at L1 Pass and builds on knowledge about these issues based on work in RO82 compulsory coursework unit.</p> <p>Answers can refer to either issue of an image size or connection method – both show understanding of the issue</p> <p>Do NOT accept about quality of camera on phone - smartphones have good cameras</p>

Question			Answer	Marks	Guidance
					Do NOT accept Storage as an issue – image not stored on phone and smartphones tend to have large storage capacity  File type is set by phone so not an issue to consider.
8	(a)	(i)	Two from e.g. <ul style="list-style-type: none"> <li>• Words to be spoken (1)</li> <li>• Stage Direction/Intonation/Expression (1)</li> <li>• Locations (1)</li> <li>• Characters (1)</li> <li>• Any other suitable response (1)</li> </ul>	2 (L1P x2)	Low-Demand question aimed at the L1 Pass  Refers to a <b>voice over</b> not a filmed clip so nothing about movement/directions allowed
8	(a)	(ii)	Two from e.g. <ul style="list-style-type: none"> <li>• (Voice) actor (1)</li> <li>• Narrator (1)</li> <li>• Sound engineer (1)</li> <li>• Director (1)</li> <li>• App developer (1)</li> <li>• Any other suitable response (1)</li> </ul>	2 (L1M, L1D)	Mid-Demand question testing the understanding of who would use the voice over script.  Allow Director as new Apps and Games are being produced using a process more like TV/film development
8	(a)	(iii)	Two marks for suitable point and expansion e.g. <ul style="list-style-type: none"> <li>• This is a voice over that contains no images (1) so there are no camera shots that need to be taken (1)</li> <li>• Any other suitable response</li> </ul>	2 (L1D, L2M)	Mid-Demand question at the L1/2 boundary area.  Still linked to the voice over so NO cameras used.  Be aware of candidates just rewording/repeating the question  This is purely an audio recording

Question	Answer	Marks	Guidance
9	<p>Candidates will <b>explain</b> the suitability of the mind map for <b>use</b> by its <b>target audience (app developer)</b> for <b>app creation</b>.</p> <p>The strengths <b>and</b> weaknesses of the mind map are considered in equal weighting, showing a <b>good understanding</b> of the use of the mind map.</p> <p>The suggested improvements will be <b>well thought through</b> and explained in <b>context</b>.</p> <p><b>At the bottom end of Level 3 the strengths or weaknesses may only be described.</b></p> <p>Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.</p> <hr/> <p>Candidates will <b>describe</b> the strengths <b>and/or</b> weaknesses of the mind map. This may be one sided. Showing <b>some understanding</b> of the use of the mind map for app creation.</p> <p>Some improvements <b>may</b> be suggested but they will not be wholly suitable.</p> <p><b>At the top end of the Level 2 the answer will be presented in the context health app development.</b></p> <p>There may be errors in spelling, punctuation and grammar which may <b>not</b> be intrusive.</p> <hr/> <p>Candidates will <b>identify</b> some strengths <b>and/or</b> weaknesses of a/the mind map. There will be <b>poor understanding</b> of the use of the mind map.</p> <p>Answers will be vague and not necessarily linked to the</p>	<p><b>12</b></p> <p>(L1Px2 L1Mx2 L1Dx2 L2Px2 L2Mx2 L2D L2D*)</p>	<p>Answers may include reference to:</p> <ul style="list-style-type: none"> <li>• Structure</li> <li>• Layout</li> <li>• Clarity</li> <li>• Fitness for purpose</li> <li>• Font type &amp; styles</li> <li>• Nodes</li> <li>• Sub nodes</li> <li>• Central theme</li> <li>• Suitability for target audience (app developer)</li> </ul> <p>Subject specific terminology covers both terminologies related to the creation of mind map as well as that related to mobile health app developer.</p> <p>This question covers the whole range of marks available.</p> <p><i>This is the only section of the specification where QWC is assessed.</i></p> <p>The question asks the candidate to review the <b>suitability</b> of the <b>mind map</b> to be used by the <b>app develop</b>.</p> <p>Does the app developer have enough information? Is it clear enough? Is there anything missing? If so what? How can the mind map be improved?</p> <p>The answer can refer to both the structure of the mind map as well as the actual content related to the context of the question.</p>

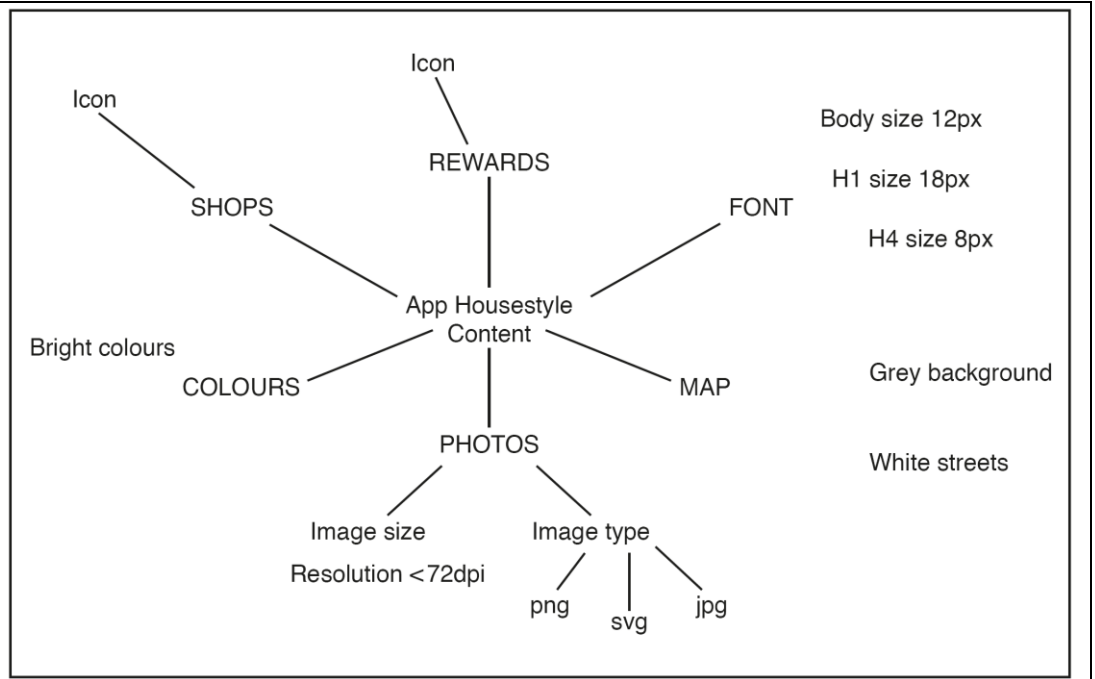
Question	Answer	Marks	Guidance
	<p>context of the question.</p> <p>Answers may be presented as a list rather than a structured piece of writing. There may be errors in spelling, punctuation and grammar which may be intrusive.</p>		<p>Be clear about the differentiators in <b>bold</b></p>

**Paper Scenario:**

ProgressWalk is developing a smartphone health app to encourage adults to exercise more by walking around their local town instead of driving.

Players will score points by uploading photos of themselves standing outside local buildings with the GPS coordinates attached.

Different buildings and locations will score different points and players can exchange their points for healthy food and drink in local shops.



**OCR (Oxford Cambridge and RSA Examinations)**  
The Triangle Building  
Shaftesbury Road  
Cambridge  
CB2 8EA

**OCR Customer Contact Centre**

**Education and Learning**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

[www.ocr.org.uk](http://www.ocr.org.uk)

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

**Oxford Cambridge and RSA Examinations**  
is a Company Limited by Guarantee  
Registered in England  
Registered Office; The Triangle Building, Shaftesbury Road, Cambridge, CB2 8EA  
Registered Company Number: 3484466  
OCR is an exempt Charity

**OCR (Oxford Cambridge and RSA Examinations)**  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

© OCR 2019

 **Cambridge  
Assessment**

