

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**LEVEL 1/2**  
**R081/01**  
**CAMBRIDGE NATIONALS IN**  
**CREATIVE iMEDIA**  
**Pre-production skills**  
**WEDNESDAY 8 JUNE 2016: Morning**  
**DURATION: 1 hour 15 minutes**  
**plus your additional time allowance**  
**MODIFIED ENLARGED 24pt**

<b>Candidate forename</b>		<b>Candidate surname</b>	
<b>Centre number</b>			

**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**  
**None**

**OTHER MATERIALS REQUIRED:**  
**None**

**READ INSTRUCTIONS OVERLEAF**



## **INSTRUCTIONS TO CANDIDATES**

**Write your name, centre number and candidate number in the boxes on the first page. 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).**

## **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 (\*).**

**Any blank pages are indicated.**

**BLANK PAGE**

**Answer ALL the questions.**

**SECTION A**

**Kids-5-A-Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids-5-A-Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.**

**1 Two of the main methods of promoting the campaign will be posters and stickers that will be awarded to school children. You have been asked to create the visualisation diagram for the stickers.**

**(a) (i) State ONE purpose of the visualisation diagram for the stickers.**

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[1]

**(ii) State THREE items that could be included on the visualisation diagram for the stickers.**

1

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2

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3

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**[3]**

**(b) Explain ONE reason why using a visualisation diagram is a suitable pre-production document when creating the posters for the Kids-5-A-Day campaign.**

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**[2]**

**2 An animation that will be used on different websites will be produced showing the four main characters changing shape and colour into different foods.**

**(i) Identify ONE pre-production document to be used in the creation of the animation.**

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**[1]**

**(ii) Explain ONE reason why this is a suitable pre-production document for the animation.**

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**[2]**

**(iii) Identify ONE type of software that could be used to create this pre-production document.**

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**[1]**

**3 The Kids-5-A-Day campaign will be supported by a number of food retailers and their logos will be included on the stickers and posters.**

**(a) Identify the legislation that applies to the use of these logos.**

\_\_\_\_\_  
\_\_\_\_\_ **[1]**

**(b) (i) Describe ONE step that must be taken by the publishers to allow these logos to be included on the stickers.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ **[2]**

**(ii) Explain ONE implication for the publishers if this step is NOT taken.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ **[2]**

**4 The organisation running the Kids-5-A-Day campaign wants to make sure that the stickers being designed will appeal to the target audience of children aged 5 to 11.**

**(a) Identify ONE form of primary research that the organisation could do using the visualisation diagram of the stickers.**

\_\_\_\_\_ **[1]**

**(b) The four bread dough characters change shape and colour into the food that the campaign is promoting.**

**Describe ONE method of research using secondary sources that could be used to select the correct foods for the characters to change into.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ **[2]**

**(c) Identify TWO categories of target audience, other than age, that need to be considered when designing the four characters for the Kids-5-A-Day campaign.**

**For EACH category explain ONE reason why it should be considered.**

**CATEGORY** \_\_\_\_\_

**REASON** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**CATEGORY** \_\_\_\_\_

**REASON** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_







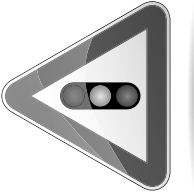





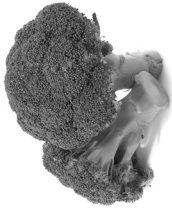
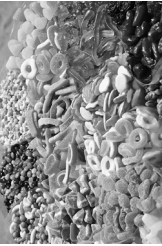




\_\_\_\_\_

**[6]**



SECTION B

Fig. 1

1. Cheeseburger		2. Milk		3. Carrot juice		4. Girl shouting		5. Aa	<div>This font is © 1992-2008 Fontalicious, all rights reserved. Item removed due to third party copyright restrictions.</div> 
6. Aeroplane		7. Warning sign		8. Measure waist		9. Child on rope		10. Fig tree	
11. Fruit		12. Fried chicken		13. Vegetables		14. Broccoli		15. Sweets	
16. Alphabet	<p>abcdefghijklmnopqrstuvwxyz</p>	17. Bored boy		18. Kayaks		19. Girl and boy		20. Woman drinking from bottle	

- 5 You have been asked to create a mood board for the Kids-5-A-Day campaign.**

**Choose six images from Fig. 1 and create a pre-production mood board for the campaign.**

**You do not need to draw the images. You must indicate which images you have chosen.**

**Marks will be awarded for:**

**fitness for purpose**

**layout**

**annotations to justify choices.**

**[10]**



- 6 The Kids-5-A-Day campaign will include a multimedia website aimed at improving the eating habits of children. It will provide recipes and advice in a fun and entertaining way.**

**You have been asked to create a pre-production mind map for the possible homepage of the website. This will be given to the web designer.**

**Marks will be awarded for:**

**structure**

**content**

**relevance.**

**[7]**



**7 You have been asked to provide a work plan for the creation of the website. This requires you to look into the resources that will be needed for the project.**

**(a) Identify TWO pieces of hardware that would be used to create the website.**

**1** \_\_\_\_\_  
\_\_\_\_\_

**2** \_\_\_\_\_  
\_\_\_\_\_

**[2]**

**(b) Identify ONE type of software that could be used to create each of the following parts of the website.**

**NAVIGATION BUTTONS**

**Type of software** \_\_\_\_\_

**WEB PAGES**

**Type of software** \_\_\_\_\_

**DOWNLOADABLE INFORMATION SHEETS**

**Type of software** \_\_\_\_\_

**[3]**

**(c) When creating the work plan for the development of the website, you have been asked to build in a contingency of two weeks before the date when the website is to launch.**

**Explain the purpose of the two week contingency.**

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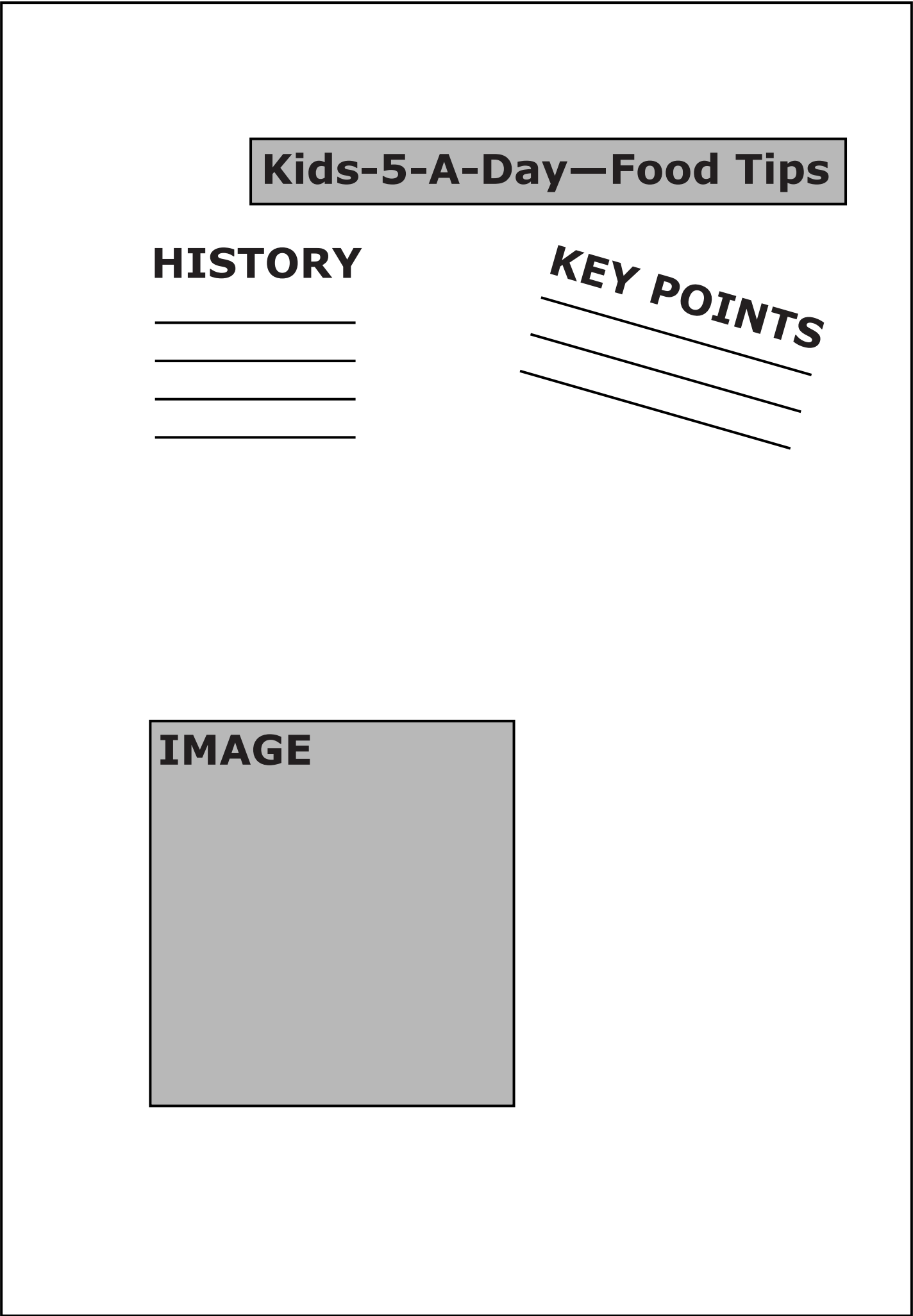
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**[2]**

**QUESTION 8 IS BASED ON FIG. 2**

**Fig. 2 is the first draft of a pre-production visualisation diagram for information sheets about healthy eating. This document will be given to the author who will produce the information sheets. These sheets will be downloadable from the website.**

**Fig. 2**





**8 \*Discuss the suitability of the visualisation diagram in Fig. 2 for the downloadable information sheets. You should include strengths, weaknesses and areas for improvement.**

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

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

**END OF QUESTION PAPER**



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