

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**LEVEL 1/2**  
**R081/01**

**CAMBRIDGE NATIONAL**  
**IN CREATIVE iMEDIA**

**Pre-production skills**

**FRIDAY 11 JANUARY 2019: Morning**

**DURATION: 1 hour 15 minutes**  
**plus your additional time allowance**

**MODIFIED ENLARGED**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**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 front 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.**

**Quality of written communication is assessed in the question marked with an asterisk (\*).**

**Answer ALL questions.**

## **SECTION A**

**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.**

- 1 You have been asked to create a physical mood board for the new smartphone health app to take to the first development meeting.**

**Identify THREE items that could be included in the physical mood board.**

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

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

**3** \_\_\_\_\_

**[3]**

**2 ProgressWalk would like to see some designs for the smartphone health app home screen at the development meeting.**

**(i) Identify the most suitable pre-production document for this purpose.**

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

**(ii) Explain why this is the most suitable document to take to the meeting.**

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

**3 In the smartphone health app points will be awarded that can be exchanged for healthy food and drink in shops. ProgressWalk needs to find out which shops it should link the app to for these discounts.**

**(a) Describe how primary research could be used to find out which shops should be linked to for these discounts.**

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**[3]**

**ProgressWalk has provided you with data about potential users and the shops that they use. The data was gathered by another company and presented in a report to ProgressWalk.**

**(b) (i) Identify what type of research this data is.**

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**[1]**

**(ii) Identify ONE OTHER source of information that can be used to find out the shopping habits of the target audience.**

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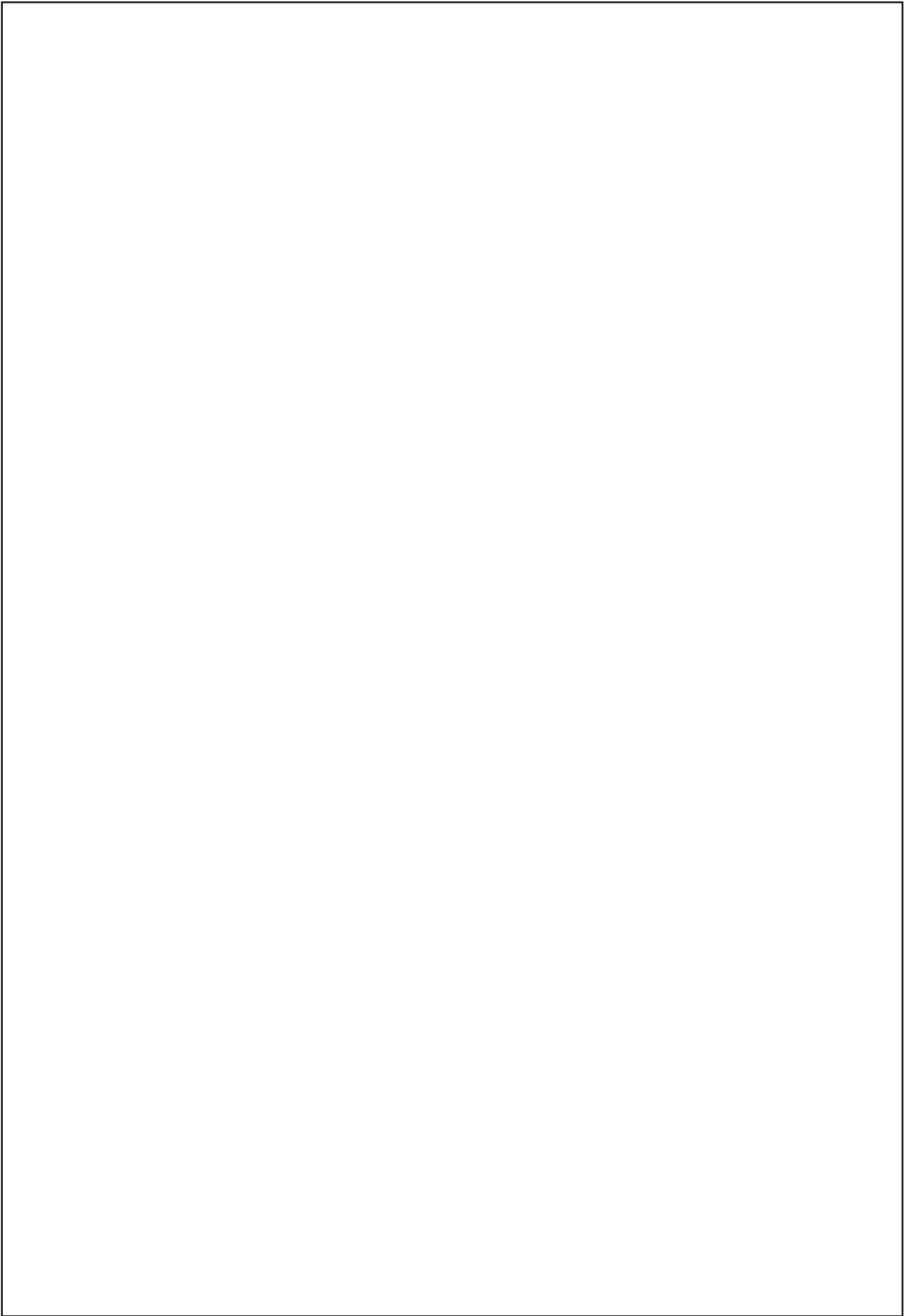
**[1]**

## **SECTION B**

- 4 Create a visualisation diagram in the box on the page opposite of the rewards screen of the smartphone health app.**

**Marks will be awarded for:**

- **content;**
- **layout;**
- **fitness for purpose;**
- **annotations to justify decisions. [9]**



- 5 When a player launches the health app on their smartphone a video plays that explains to them how the app works and what they need to do on their phone to play.**
- (a) Create a storyboard for the opening 30 seconds of this video in the boxes on the opposite page.**

**Marks will be awarded for:**

- **content;**
- **layout;**
- **fitness for purpose;**
- **scene information. [10]**



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- (b) (i) Identify FOUR pieces of computer hardware that would be needed to create the video storyboard.**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

**[4]**

- (ii) Identify the most appropriate type of software to create the video storyboard.**

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

- (iii) Explain why this is the most suitable type of software for creating the video storyboard.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

- 6 Explain why the age of the target audience will affect the design of the smartphone health app.**

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**[2]**

- 7 The smartphone health app will collect the GPS position of each of the photographs posted by the players.**

- (a) Explain why users may be concerned about their privacy when using the smartphone health app.**

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**[2]**

- (b) Identify ONE limitation that will have to be considered with the use of images on a smartphone based app.**

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**[1]**

**8 A script will be produced for a voice over that explains how to use the smartphone health app.**

**(i) Identify TWO items that would be on the script of the voice over.**

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

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

**(ii) Identify TWO possible audiences for the script of the voice over.**

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

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

**(iii) Explain why the shot types would NOT be included on the voice over script.**

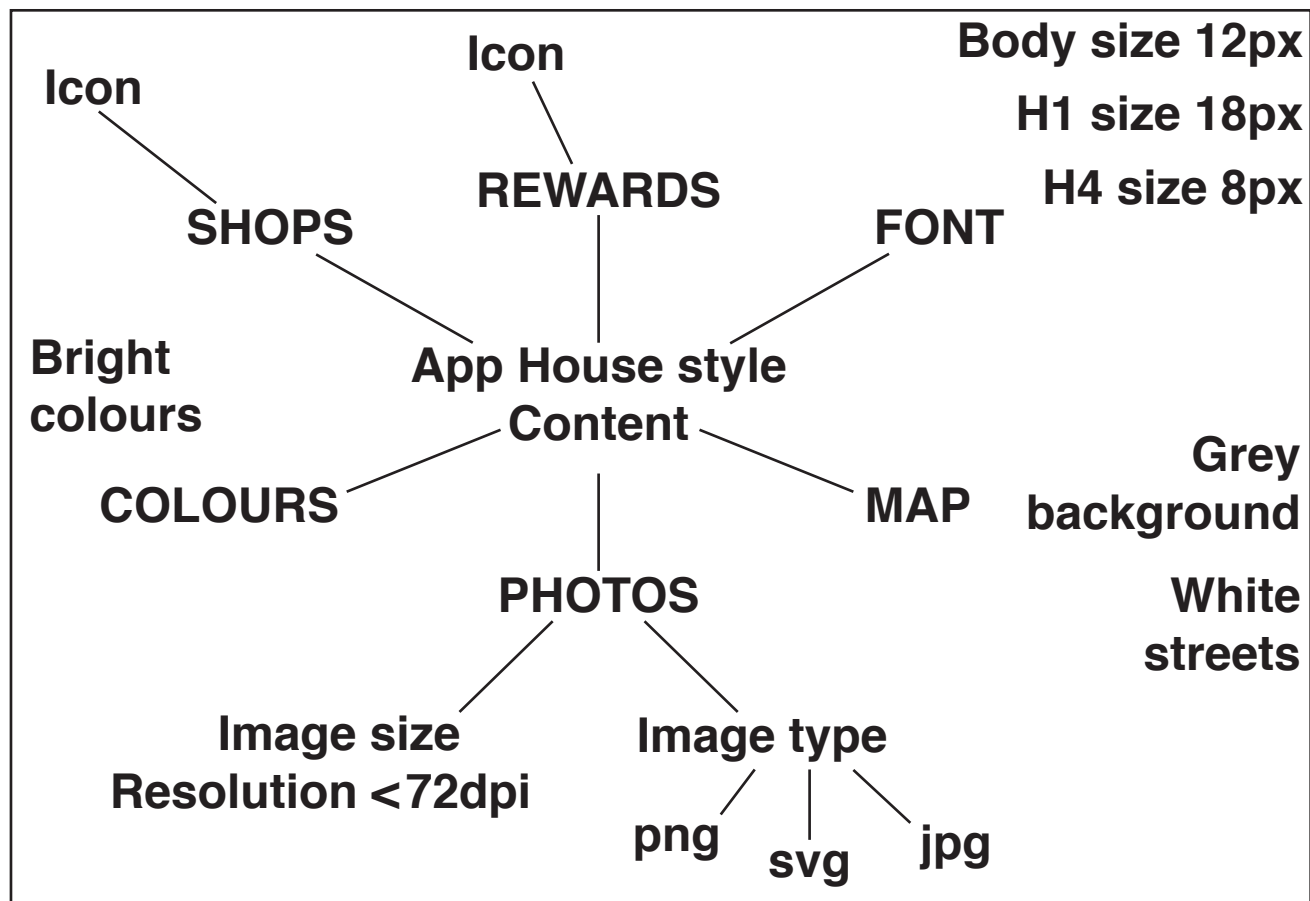
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ **[2]**

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Question 9 is based on FIG. 1

FIG. 1 is the first draft of a mind map about the content and house style that will be given to the app developer to create the smartphone health app.

FIG. 1



- 9\* Discuss the suitability of the content and layout of the mind map in FIG. 1 for the app developer. You should include any strengths, weaknesses and areas for improvement. [12]**

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

[illegible]

[illegible]



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**END OF QUESTION PAPER**

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