

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

**R001/01**

**CAMBRIDGE NATIONAL IN ICT  
Understanding Computer Systems  
CASE STUDY**

**WEDNESDAY 13 MAY 2015: Morning**

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

**MODIFIED ENLARGED**

**READ INSTRUCTIONS OVERLEAF**

## **INFORMATION FOR CANDIDATES**

**This is a clean copy of the Case Study which you should already have seen.**

**You should refer to it when answering the examination questions which are printed in a separate booklet.**

**You may NOT take your previous copy of the Case Study into the examination.**

**You may NOT take notes into the examination.**

**Any blank pages are indicated.**

## **INSTRUCTION TO EXAMS OFFICER/INVIGILATOR**

**Do not send this Case Study for marking; it should be retained in the centre or recycled. Please contact OCR Copyright should you wish to re-use this document.**

**BLANK PAGE**

## **Information for Learners**

**Animated cartoons use colourful graphics, strong characters and extremely imaginative storylines (Scenario 1).**

**Social media can take many forms. When users sign up to use a social media site, they agree to follow the rules of that site. A freelance illustrator may choose to use social media and other digital methods to publicise their work (Scenario 2).**

### **SCENARIO 1**

**Animated World Books is a publishing house that creates books, comics and frame-based animated cartoons.**

**Animated World Books employs a range of staff who collaborate to create books, comics and animated cartoons. These employees include actors, writers, illustrators, animators and sound engineers. Some of these employees are based in the main office of Animated World Books, but others work from home. Employees who work from home may be based anywhere in the world.**

**Catherine works as a project manager for Animated World Books. Her job is to oversee new ideas from the initial design stage, when ideas about new characters and stories are discussed, through to the creation of the assets for use in finished cartoons.**

**Catherine is also responsible for publicising new characters and storylines to trade publications and the wider public. To fit in with Animated World Books' high-technology image, Catherine is expected to make as much use of new technology as she can in her publicity. She has recently been looking at how smartphone apps can be used to advertise new products.**

## **SCENARIO 2**

**Richard works as an illustrator for Animated World Books. He also creates artwork in his spare time. He has his own website, from which he sells some of his own artwork. Customers who wish to purchase artwork from Richard can express an interest by filling in a data capture form on his website.**

**When he is not working for Animated World Books or on his own artwork, Richard travels to get new ideas for stories and illustrations. When he sees something that he finds interesting, he uses his smartphone to take a photograph of the item. Richard will sometimes use social media to share the image with his friends and customers. At other times, he will only share it with colleagues from Animated World Books.**

## **PREPARATION**

**To prepare for the examination, you should research how a publishing house uses ICT to design, create, publish and publicise its work.**

**This should include:**

**the software needed to create individual graphics for animated cartoons**

**the uses of a range of input and output devices**

**software methods used to create and improve the content of files, and the benefits of doing so**

**methods of protecting files from theft**

**methods of collaboration between colleagues working in different geographical areas.**

**You should also find out about the work of freelance illustrators and how they may use websites and social media to share, publicise and sell their work.**

**This should include:**

**implications of collecting data from customers**

**legal implications of using websites and social media**

**data transfer technologies**

**possible negative impacts that may be caused by overuse of ICT equipment and methods of reducing, negating and avoiding these impacts.**

**BLANK PAGE**

## **Copyright Information**

**OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.**

**If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.**

**For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.**

**OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.**

