

## Level 1/Level 2 Cambridge National in Creative iMedia

**R093** Creative iMedia in the media industry

Year 10 Mock Exam **Practice Pack**

*Your mock time limit is 1 hour 15 minutes*

**Your mock is on Monday 17<sup>th</sup> June 2024**

**Do not write in the barcodes.**

Centre number 

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Candidate number 

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First name(s) \_\_\_\_\_

Last name \_\_\_\_\_

### INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Answer all the questions.

### INFORMATION

- The total mark for this paper is 64.
- The marks for each question are shown in brackets [ ].
- This document has 11 pages.

### ADVICE

- Read each question carefully before you start your answer.

**SECTION A**

*Section A has generic iMedia questions – like those that we answer in our DNAs!*

1 Identify **two** products in the print publishing sector. Page 3

1 .....

2 ..... [2]

2 Identify **one** category of audience segmentation, other than age and location. Page 10

..... [1]

3 Identify **two** elements of a mind map. Page 15

1 .....

2 ..... [2]

4 Which of the following roles is responsible for recording sounds? Page 6 [1]

- Audio technician
- Camera operator
- Campaign manager
- Illustrator

5 Identify **one** colour associated with the environment. Page 13

..... [1]

6 Which of the following roles is an example of a senior media job role? Page 6 [1]

- Audio technician
- Camera operator
- Campaign manager
- Illustrator

7 Identify **one** type of audio used in movies. Page 4 + own knowledge

..... [1]

**Questions continue on the next page**

8 Colour is an example of which media code?

Page 12

[1]

Scenery

Symbolic

Technical

Written

9 Which of these is a registered business or product name?

Page 21

[1]

Copyright

Data protection

Defamation

Trademark

10 Identify **two** elements of a mind map. Page 15

1 .....

2 .....

[2]

Questions continue on the next page

## SECTION B

Live Museum is a temporary exhibit based in a hired arena. Schools will be invited to books tickets to the history based experience, aimed at making history more engaging for primary school children. Their latest exhibit is called 'Once upon a time in Greece' and focuses on life and times in Ancient Greece. You have been employed to develop the interactive presentations for the exhibit. You have also been asked to provide ideas about how the new 'Once upon a time in Greece' product can be promoted.

**11** Identify **two** appropriate media products that could be used to promote 'Once upon a time in Greece'.

1 .....

2 ..... [2]

**12** Identify **two** possible audiences for the promotional campaign. Use the brief! Who's booking?

1 .....

2 ..... [2]

**13** Describe **one** way that the target audience will influence the design of the promotional campaign.

.....  
.....  
.....  
.....  
..... [2]

At a development meeting with Live Museum a mood board is produced.

**14** Explain **one** reason why a mood board could be produced. Page 16

.....  
.....  
.....  
..... [2]

**15** Identify **two** possible users of the mood board. Page 5 - 6

1 .....

2 ..... [2]

**16** Other than a mood board, identify **one** other suitable planning document for the campaign.

..... [1]



**20** Describe **one** way primary research could be used by Live Museum when planning the exhibit.

.....

.....

.....

.....

..... [2]

Below is a script for the interactive presentation.

**EXT: Front of a Greek Villa**  
**Greek Chief walks out of front door towards viewer CLOSE UP of Greek Chief Commander**

Chief:  
Welcome young Briton, I am the Chief, Commander of the Greek garrison.

(Pause)

So you want to become a member of my army?  
Good choice, life is so much better with us.  
Come and let me teach you my young friend about life as a member of the army.

**The chief turns and walks back to the villa**  
**CAMERA FLY BEHIND**

**INT: Large room with cushions on floors and a couch**  
**The chief sits on couch**  
**The assistant chief pours wine into a goblet**

Buttons appear on screen, so the user can choose what they want to look at to make their decision.

(VOICE OVER) Chief:  
Your first decision is to choose what role you want to have in our great army. Touch one of the buttons on the screen to choose one of the options.

BUTTONS have images and text for:

- Chief
- Assistant Chief
- Senator
- Priest
- Maiden of the Gods

**21** Using the script above, identify the following:

Two locations: .....

One camera movement: .....

One speaking character: .....

One user interaction: .....

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**22** Identify **three** pieces of hardware that could be used to create the script.


1 .....

2 .....

3 .....

[3]

Below is a draft visualisation of a mini card that pupils can collect when going around the museum. There will be several different cards for different people from Ancient Greece. The visualisation diagram will be given to a graphic artist.

	
NAME	
ROLE / JOB	
LIFE EXPECTANCY	
DAILY TASKS	
MONEY / INCOME	

**23** Discuss the suitability of the visualisation diagram for use by the graphic designer who will create the card game.

Marks will be awarded for:

- suggested changes that improve the visualisation diagram
- explaining how the changes you suggest will improve the effectiveness of the visualisation diagram for the graphic designer.

[9]

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.....

.....





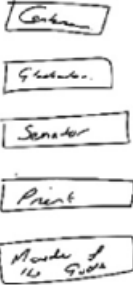
.....

.....





Below is a draft storyboard for the interactive presentations that will be used within the learning zones. The storyboard is based on the script you have seen previously.

		
<p>Ext: Front of Greek Villa 2 seconds</p>	<p>Greek chief comes out of the door.</p>	<p>Greek chief walks back into the villa.</p>
		
<p>Large room with cushions on the floor. 5 seconds</p>	<p>Buttons appear on screen 2 seconds</p>	

24 Identify **one** purpose of the storyboard.

..... [1]



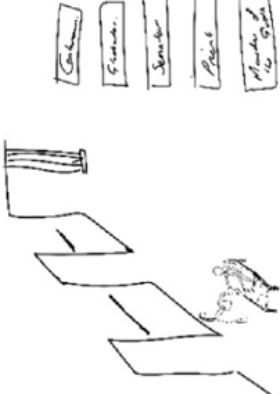
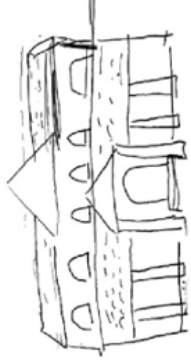

25 Create an improved version of the storyboard.

Marks will be awarded for:

- relevant components and conventions used
- layout
- annotations that explain how the changes you suggest will improve the effectiveness of the diagram for use by the animator.

[9]

Use the space on the next page to create your improved storyboard.

			
			<p>...</p>
			

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