



NCFE Level 1/2 Technical Award in Interactive Media (603/7005/1)

Examined Assessment

Paper number: **Sample Assessment**

Date: **Sample 2022** 9.30am – 11.00am

To be completed by the examiner			
Question	Mark	Question	Mark
1		14	
2		15	
3		16	
4		17	
5		18	
6		19	
7		20	
8		21	
9		22	
10		23	
11		24	
12		25	
13			
		TOTAL MARK	

Time allowed: 1 hour 30 minutes

Learner instructions

- Use black or blue ink.
- Answer **all** questions.
- Read each question carefully.
- You **must** write your responses in the spaces provided.
- You may do rough work in this answer book. Cross through any work you do not wish to be marked.
- All of the work you submit **must** be your own.

Learner information

- The marks available for each question are shown in brackets.
- The maximum mark for this paper is 80.

Please complete the details below clearly and in BLOCK CAPITALS.

Learner name _____

Centre name _____

Learner number Centre number

Do not turn over until the invigilator tells you to do so.

Section A

This section has a possible 20 marks.

You should spend about 20 minutes on this section.

Answer **all** questions in the spaces provided.

- 1** Which **one** of the following is **not** a type of interactive media product used for promotion?

[1 mark]

- A** Augmented reality
- B** eLearning platform
- C** Mobile app
- D** Virtual reality

Answer _____

- 2** Which **one** of the following is a psychographic trait?

[1 mark]

- A** Ethnicity
- B** Gender
- C** Income Lifestyle
- D** Lifestyle

Answer _____

3 Which **one** of the following is **not** a media asset? [1 mark]

- A Audio
- B Computer
- C Images
- D Video

Answer _____

4 Name **one** common file type for an image. [1 mark]

5 List **three** features of a digital camera. [3 marks]

6 Identify **one** software solution that may be used when creating an interactive media product.

Explain **two** functions of the software.

[3 marks]

7 A small, UK based news website has been provided with information about a local politician’s private life.

They are considering creating interactive video content about the politician to increase their online presence and generate more revenue.

They have not been able to confirm if the information is reliable.

Using your knowledge of ethical constraints, explain why they should confirm the information is reliable before posting anything online.

[4 marks]

8

You are working on a project for a commercial client.

During a planning session your colleague states that “age groups and income are the only important approaches to categorising audiences.”

Evaluate your colleague’s approach to categorising audiences. Justify your response.

[6 marks]

DO NOT WRITE IN THIS SPACE

Section B

This section has a possible 20 marks.

You should spend about 20 minutes on this section.

Answer **all** questions in the spaces provided.

9 Which **one** of the following describes how a product looks?

[1 mark]

- A** Aesthetics
- B** Functionality
- C** Typography
- D** Usability

Answer _____

10 What does RAM stand for, when referring to computer hardware?

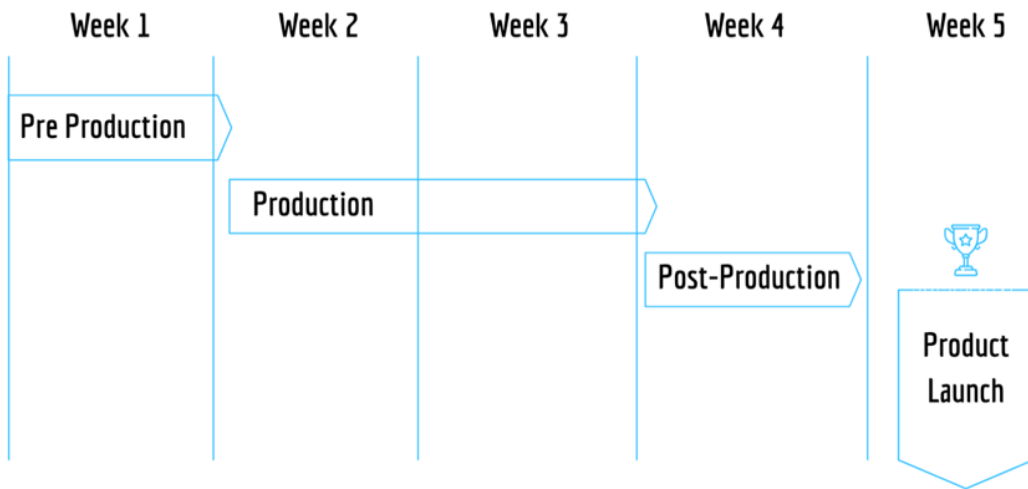
[1 mark]

- A** Random Access Media
- B** Random Access Memory
- C** Random Access Module
- D** Random Access Motor

Answer _____

11

The diagram below shows the flow chart for the creation and launch of an educational website.



In which weeks would the product be tested?

[1 mark]

- A Weeks 1 and 2
- B Weeks 2 and 5
- C Weeks 3 and 4
- D Weeks 4 and 5

Answer _____

- 12 Identify **one** post-production process used in the development of assets. [1 mark]

- 13 You are working on a new interactive media project.

A team meeting created a list of processes for the project. However, they have not been planned into appropriate production stages.

The team identified the following processes:

- creating a flow chart for the production process
- creating a digital portfolio
- using a camera to capture video footage
- exporting a video for review
- receiving the brief from the client
- uploading content to a social media platform.

Using the list above, complete the table below by selecting **one** process for each stage of production.

Production stage	Pre-production planning	Production	Post-production
Process			

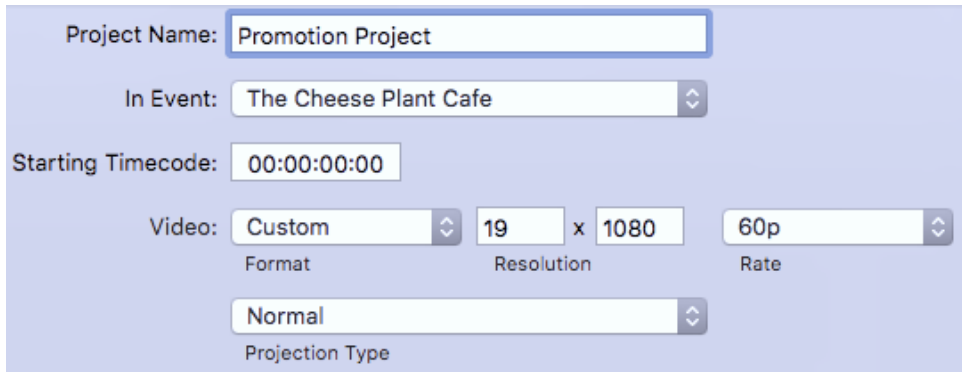
[3 marks]

14

A colleague is at the pre-production stage in the development of an interactive media product.

They have been provided with a number of video assets to import into the project. All assets were shot in 1080p HD using a 60p rate.

They have configured the editing software, as shown in the image below:



Identify the software configuration error.

Recommend the correct setting **and** explain how it will improve the project.

[3 marks]

15

Explain the importance of **two** post-production processes in the creation of an interactive media product.

[4 marks]

DO NOT WRITE IN THIS SPACE

16 You work as a media content designer.

There are currently only four staff in your team, but you are expecting this to increase significantly over the next 12 months.

Your manager has approved investment in a new media suite and has asked what method of internet access it will require.

Compare **two** different methods of connecting to the internet.

Recommend a solution for the team's new media suite **and** justify your recommendation.

[6 marks]

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Examiner use only

Section C

This section has a possible 19 marks.

You should spend about 20 minutes on this section.

Answer **all** questions in the spaces provided.

17 Which **one** of the following is a compressed audio file type?

[1 mark]

A JPEG

B MP3

C PNG

D WAV

Answer _____

18 Which **one** of the following allows you to control the length of time a camera's sensor is exposed to light?

[1 mark]

A Auto focus

B Orientation

C Resolution

D Shutter speed

Answer _____

19 You are completing a risk assessment.
Which **one** of the following should you consider?

[1 mark]

- A Client feedback
- B Equal opportunities
- C Public interest
- D Work location

Answer _____

20 You are correcting the colour of a photo image.

Identify **one** example of image manipulation software that you could use

[1 mark]

21 You have been asked to create an interactive media product that will help 7–11 year olds to learn about science.

Discuss how you might adapt the **two** areas below to suit the target audience:

- typography
- assets.

[6 marks]

22 You are designing a website for a musician to help increase the sales and streams of their new album.

Recommend **one** feature that you could add to their website. Give a reason why.

[3 marks]

DO NOT WRITE IN THIS SPACE

23

The owner of a small sunglasses shop is considering launching a new mobile app to help increase online sales. They have heard that some apps use augmented reality but are unsure if it will help.

Describe **two** features of augmented reality **and** explain how **each** feature may help the business. Justify your answer.

[6 marks]

Please turn over for the next section.

Section D

This section has a possible 21 marks.

You should spend about 30 minutes on this section.

Answer **all** questions in the spaces provided.

24 Assess **three** ways that you could use the internet to help you make your own interactive media product.

Your answer should include an explanation of **how** and **why** you would use each of these three ways.

[9 marks]

DO NOT WRITE IN THIS SPACE

25

A shoe retailer called Tread Stylish want you to design a mobile app that helps increase the sale of their shoes.

Recommend a range of **assets** and **features** that could be included within the app.

Justify why each **asset** and **feature** will increase the sales of their shoes.

[12 marks]

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