



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

Examined assessment

Paper number: Past paper
Date: Summer 2025

Mark Scheme

v1.0 Post-Standardisation

This Mark Scheme has been written by the assessment writer and refined, alongside the relevant questions, by a panel of subject experts through the external assessment writing process and at standardisation meetings.

The purpose of this Mark Scheme is to give you:

- examples and criteria of the types of response expected from a learner
- information on how individual marks are to be awarded
- the allocated assessment objectives (AOs) and total mark for each question.

Marking guidelines

General guidelines

You must apply the following marking guidelines to all marking undertaken throughout the marking period. This is to ensure fairness to all learners, who must receive the same treatment. You must mark the first learner in exactly the same way as you mark the last.

- The Mark Scheme must be referred to throughout the marking period and applied consistently. Do not change your approach to marking after standardisation.
- Reward learners positively giving credit for what they have shown, rather than what they might have omitted.
- Utilise the whole mark range and always award full marks when the response merits them.
- Be prepared to award zero marks if the learner's response has no creditworthy material.
- Do not credit irrelevant material that does not answer the question, no matter how impressive the response might be.
- If you are in any doubt about the application of the Mark Scheme, you must consult with your team leader or the chief examiner.

Guidelines for using extended-response marking grids

Extended-response marking grids have been designed to award a learner's response holistically and should follow a best-fit approach. The grids are broken down into bands, with each band having an associated descriptor indicating the performance at that band. You should determine the band before determining the mark.

When determining a band, you should use a bottom-up approach. If the response meets all the descriptors in the lowest band, you should move to the next one, and so on, until the response matches the band descriptor. Remember to look at the overall quality of the response and reward learners positively, rather than focusing on small omissions. If the response covers aspects at different bands, you should use a best-fit approach at this stage and use the available marks within the band to credit the response appropriately.

When determining a mark, your decision should be based on the quality of the response in relation to the descriptors. You must also consider the relative weightings of the AOs, so as not to over / under credit a response. Standardisation materials, marked by the chief examiner, will help you with determining a mark. You will be able to compare exemplar learner responses to live responses, to decide if they are the same, better or worse.

You are reminded that the indicative content provided under the marking grid is there as a guide, and therefore you must credit any other suitable responses a learner may produce. It is not a requirement that learners must cover all of the indicative content to be awarded full marks.

Assessment objectives (AOs)

This unit requires learners to:

AO1	Recall knowledge and show understanding. The emphasis here is for learners to recall and communicate the fundamental elements of knowledge and understanding.
AO2	Apply knowledge and understanding. The emphasis here is for learners to apply their knowledge and understanding to real-world contexts and novel situations.
AO3	Analyse and evaluate knowledge and understanding. The emphasis here is for learners to develop analytical thinking skills to make reasoned judgements and reach conclusions.

The weightings of each AO can be found in the Qualification Specification.

Q	Mark scheme	Total marks
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Section A

Total for this section: 18 marks

1	Which one of the following interactive media products has screen orientation as a feature? A Interactive kiosk B Interactive television C Mobile app D Website Answer: C – Mobile app	1 AO1=1
2	Which one of the following suggests an interactive media product is promotional? A It is being used as an assessment tool B It is being used for personal enjoyment C It is being used for self-development D It is being used to increase sales Answer: D – It is being used to increase sales	1 AO1=1
3	Which one of the following interactive features has images, video and audio? A Controller interfaces B Digital graphics C Interaction buttons D Media assets Answer: D – Media assets	1 AO1=1

4	State two ethical constraints that need to be considered when creating an interactive media product. Award one mark for each constraint, up to a maximum of two marks: • truth (1) • accuracy (1) • privacy (1) • liability (1) • trust (1) • public interests (1) • fairness (1) • avoiding harm and offence (1). Accept any other suitable response.	2 AO1=2
5 (a)	Links are an interactive feature often used on websites. Give two other interactive features that can be used on websites. Award one mark for each interactive feature, up to a maximum of two marks: • media assets (images / video / audio) (1) • banners (1) • navigation buttons (1) • interaction buttons (1). Accept any other suitable response.	2 AO1=2

5 (b)	A music band has created a website. The band has put several links on the website to help promote its new music release. Explain why using links on the website could help the band to promote its new music release. Award one mark for each explanation point, up to a maximum of two marks: • A link takes the user to a dedicated page where they can find more details about the new release (1). This makes it easier for fans to follow / support the band's music career (1). • Social media links facilitate easy sharing (1), helping to spread the word about the new release / allowing fans to invite music followers to share the music on social media (1). • Links that lead visitors to platforms where they can stream the new release (1) will help fans to access the music more easily / lead to increased sales (1). Accept any other suitable response.	2 AO2=2
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6 (a)	Alex owns a restaurant that specialises in street food dishes. Her website has videos of each dish being made. She would like to improve the quality of her videos. Explain why Alex might use video colour correction to improve her videos. Award one mark for each explanation point, up to a maximum of two marks: • Proper colour correction ensures that the colours of the street food are accurately represented (1), making it feel more like a high-quality production / adding credibility to the restaurant (1). • White balance adjustment corrects any colour cast that may result from varying lighting conditions in the kitchen (1), which helps ensure that the colours of the food appear vibrant / appetising / more appealing to viewers (1). Accept any other suitable response.	2 AO2=2
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6 (b)	Alex has also improved the audio clarity of her videos as she thinks this will help her website. Assess how audio enhancement will impact Alex’s website. Award one mark for each assessment point, up to a maximum of three marks: • High-quality audio contributes to the professionalism of the videos, creating a positive impression of the restaurant (1), making it more engaging and enjoyable for the viewers to listen to descriptions of the food preparation (1). This can lead to increased watched time and positive user interactions on Alex's website (1). • Improved audio clarity enhances customers’ overall viewing experience (1), making it easier to understand the video content of each food dish being prepared (1). Therefore viewers will spend a longer time on Alex’s website and reduce the website bounce rates (1). • Clear and well-balanced audio ensures that viewers with hearing impairments can easily understand any narration in the kitchen (1), making the website more inclusive (1). This can positively impact customer perception of the website and boost the restaurant’s online presence (1). Accept any other suitable response.	3 AO3=3
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7 (a)	Miles works from home as a video editor and often has headaches. Miles will need to assess his workstation for a possible cause of the headaches. He checks his display screen equipment (DSE) first. Identify two other factors Miles will need to check. Award one mark for each factor, up to a maximum of two marks: • lighting (1) • breaks (1). Do not accept workstation assessment.	2 AO1=2
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7 (b)	Miles has checked his DSE. Suggest two adjustments Miles could make to the DSE that may help to reduce his headaches. Award one mark for each suggestion, up to a maximum of two marks: • Ensure that the computer monitor is at eye level (1). • Place the monitor to maintain a neutral and comfortable head position (1). • Avoid glare on the screen (1). • Use ergonomic furniture for proper body alignment (1). • Keep the screen about an arm's length away (1). Accept any other suitable response.	2 AO2=2
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Q	Mark scheme	Total marks
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Section B

Total for this section: 20 marks

8	Which one of the following is a demographic factor used to categorise an audience? A Communication B Entertainment C Income D Navigation Answer: C – Income	1 AO1=1
9	Which one of the following file types is commonly used for digital photographs? A AVI B JPEG C M4A D MP4 Answer: B – JPEG	1 AO1=1
10	Which one of the following describes the two audience types in profiling? A Audio and visual B Hard and soft C Primary and secondary D Verbal and written Answer: C – Primary and secondary	1 AO1=1

11	Monica works for a marketing business. She manages social media pages for sports clients. Give one reason why Monica would use GIF files for social media pages. Award one mark for a correct reason: • GIFs are smaller file sizes which leads to quicker loading times on social media pages (1). • GIFs are smaller file sizes which improves the user experience, especially on slower internet connections (1). • GIFs are smaller file sizes which are better on mobile devices for users viewing sports social media pages (1). • GIFs are compatible on social media platforms such as Twitter / X, TikTok and Discord (1). Accept any other suitable response.	1 AO2=1
12	Psychographics are important when considering the audience for an interactive media product. Name one psychographic trait. Award one mark for a correctly named psychographic trait: • interests • lifestyles • beliefs • behaviours. Accept any other suitable response.	1 AO1=1

13 (a)	Jaden is the website designer of a successful website that customers use to buy and sell goods. Jaden has made sure that the website is mobile responsive. Suggest two other ideas for the design of this website that will help customers to buy and sell goods. Award one mark for each suggestion, up to a maximum of two marks: • social media integration (1) • interactive features (1) • personalised user profiles (1) • quick and easy registration (1) • real-time notifications (1) • efficient transaction and payment processes (1) • clear product pages (1). Accept any other suitable response.	2 AO2=2
13 (b)	Suggest why Jaden has made sure mobile responsiveness is a feature of his buying and selling website. Award one mark for each suggestion point, up to a maximum of two marks: • This will allow smartphone users to access the website seamlessly (1) by ensuring the website adapts to different screen sizes, providing a user-friendly experience on a smartphone (1). • People often use smartphones and tablets to access websites on the go (1) and a responsive site ensures they can browse products and complete purchases anytime, anywhere, without needing a desktop (1). • Responsive websites are optimised for mobile performance, reducing load times and improving engagement (1), but slow or unoptimised sites can discourage users (1). • Customers may browse and buy directly from their smartphones (1) and a mobile-friendly site ensures a smooth shopping experience which may increase sales (1). • Many customers use wallets like Apple Pay, Google Pay, or PayPal (1) and a responsive site ensures a seamless checkout, encouraging more sale completion rates (1). Accept any other suitable response.	2 AO3=2

14 (a)	Alvin is creating content for a football website. He needs to record different types of audio in the football stadium using suitable microphones. <table><tr><th>Audio type</th><th>Microphone type</th></tr><tr><td>Interviews with the players</td><td>Dynamic</td></tr><tr><td>The environment and ambience</td><td>Condenser</td></tr></table> Justify why one of the microphones shown in the table above is suitable for recording the chosen audio type. Award one mark for each justification point, up to a maximum of two marks: Condenser: • A condenser provides a wide and realistic stereo image, which may allow Alvin to capture the characteristics of the environment (1), delivering a more immersive audio experience from the football stadium (1). • Condensers are known for their high sensitivity, capable of capturing subtle details in the audio, such as crowd cheers (1). This noise reduction can provide an immersive audio experience reflecting the atmosphere from the match (1). • Condenser microphones capture a broader range of frequencies (1), providing a more accurate representation of the ambient soundscape of the excitement and energy from the football stadium (1). • The extended frequency range of a condenser contributes to capturing a more natural sound environment (1), which can significantly enhance the quality of the interview with players and make it easier for listeners to understand their words and emotions (1). • A condenser can capture low-frequency elements, like the rumble of the crowd, enhancing the overall realism of the recorded ambience (1) and providing a more realistic experience for viewers and listeners tuning into the football game (1). Dynamic: • Dynamic microphones are robust and resistant to handling noise, allowing Alvin to easily hold and move the microphone in interviews (1) without picking up unwanted handling noise, therefore capturing high-quality audio even in a football stadium (1). • Dynamic microphones are known for their durability and may be better for outdoor recording (1), making them a reliable choice for on-the-field interviews even in the most challenging weather conditions (1).	Audio type	Microphone type	Interviews with the players	Dynamic	The environment and ambience	Condenser	2 AO3=2
Audio type	Microphone type							
Interviews with the players	Dynamic							
The environment and ambience	Condenser							

	Dynamic microphones capture sound primarily from the front while minimising pickup from the sides and rear, which helps isolate the voices during interviews (1), reducing stadium background noise and improving the overall sound quality (1). Accept any other suitable response.	
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14 (b)	Alvin has finished recording and needs to upload his audio files to the website. Name two types of audio file he could use. Award one mark for each audio file type, up to a maximum of two marks: - WAV (1) - AIFF (1) - MP3 (1).	2 AO1=2
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15	Jill has a social media page for her jewellery designs that uses many detailed images. Identify two image compression options Jill could use. Suggest how each of these options could affect the clarity of Jill's images if they are enlarged. AO1 Award one mark for each compression option, up to a maximum of two marks: - raster (1) - vectors (1) - resolution (1) - lossless (1) - lossy (1) - compression applications (1). AO2 Award one mark for each suggestion, up to a maximum of two marks: - Enlarging a raster image can result in pixelation, leading to a loss of clarity of the jewellery's detail (1). - Vector images can be resized infinitely without a loss of clarity. Therefore, they maintain sharpness and clarity regardless of size changes to the images of jewellery (1). - Higher resolution provides more detail on the jewellery images, whereas lower resolution results in loss of clarity (1).	4 AO1=2 AO2=2
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Past paper

	- Using lossless compression helps maintain the clarity on the jewellery images after compression and resizing (1). - Lossy compression may lead to visible artifacts and a loss of fine details, when enlarging the jewellery image (1). - The choice of compression applications can impact image clarity. Some applications may not preserve fine details in jewellery images as effectively (1). Accept any other suitable response.	
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16	Shay is a content creator. Shay's computer is running slowly when working on multiple applications. Shay has been told to review the following computer features: graphics card processor random-access memory (RAM). Give one reason why each of these features could affect computer speed when Shay is creating content. Award one mark for each reason, up to a maximum of three marks: Graphics card: - A dedicated graphics card can accelerate rendering processes and significantly boost the overall performance of Shay's computer, making the content creation process faster and more efficient (1). - A graphics card can improve the overall responsiveness of media applications. This will lead to faster application launch times and quicker file loading when Shay works on multiple applications (1). - Insufficient graphics processing power may result in lag and slow rendering. Shay might need to invest in a more powerful graphics card to ensure it meets the demands of the software (1). Processor: - A faster processor allows Shay to perform editing tasks more efficiently. This could significantly boost Shay's productivity and creativity (1). - A slower or outdated CPU can lead to delays, especially when handling resource-intensive tasks simultaneously. This can limit Shay's ability to work efficiently and creatively, impacting on speed and quality of the content creation (1). Random-access memory (RAM): - Sufficient RAM allows Shay to keep multiple applications open without significant slowdowns, which means Shay can improve productivity without being hindered by performance issues (1). - Insufficient RAM may lead to slow performance affecting overall efficiency. This means applications will take longer to load for Shay, reducing his workload (1). Accept any other suitable response.	3 AO2=3
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Q	Mark scheme	Total marks
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Section C

Total for this section: 21 marks

17	Which one of the following tools is a series of pictures or drawings that shows what is happening, step by step? A Gantt chart B Mood board C Product navigation D Storyboard Answer: D – Storyboard	1 AO1=1
18	Which one of the following client types is a non-profit organisation? A Charity B Commercial C Corporate D Independent Answer: A – Charity	1 AO1=1
19	Which one of the following factors is important when using images from the internet? A Copyright B Health and safety C Planning tools D Timescales Answer: A – Copyright	1 AO1=1

20 (a)	Nathan is developing a mobile app for his modelling agency. He stores sensitive data about models and clients. Explain why it is important for Nathan to comply with UK GDPR when storing sensitive data. Award one mark for each explanation point, up to a maximum of two marks: • Nathan can only retain personal information for a certain period of time and it must be deleted from the app when no longer needed (1) in order to respect the privacy rights of models and clients (1). • Nathan could face penalties for mishandling personal data (1) which may impact the financial stability of the agency (1). • Models and clients may become wary of working with the agency if they perceive their data is not protected (1), damaging the agency's reputation (1). • Non-compliance could lead to the loss of business opportunities (1) as models and clients may prefer to work with agencies that prioritise data protection (1). • Individuals have the right to request personal information to be deleted if no longer necessary (1). Failing to respect this right can damage relationships with clients and models, leading to negative publicity in the modelling industry and legal action (1). Accept any other suitable response.	2 AO2=2
20 (b)	Recommend one way in which Nathan can ensure the mobile app complies with UK GDPR. Award one mark for each recommendation point, up to a maximum of two marks: • Nathan needs to enhance security measures on the app to protect the personal details of models and clients (1), which will build trust between his users and mean they are more likely to use the app (1). • Nathan could use password protection to make sure all personal information is secured safely (1) and accessed only by authorised users for business purposes (1). • Clients have the right to request personal information to be deleted if no longer needed (1) so Nathan must make sure data on the app is kept up to date and accurate or he may face legal action (1). Accept any other suitable response.	2 AO3=2

21	A restaurant is developing an interactive kiosk. The restaurant has decided to use royalty-free images in its menu. Discuss two ways in which using royalty-free images may impact the restaurant. Award one mark for each discussion point, up to a maximum of two marks: • Royalty-free images are typically more budget-friendly compared to commissioning custom photography (1), allowing the restaurant to allocate more funds to other features of the kiosk such as touch screens and voice recognition (1). • Royalty-free images come with clear licensing terms (1), ensuring that the restaurant can use them legally without the risk of copyright infringement (1). • Access to a variety of pre-existing royalty-free images allows for a quick implementation of the interactive kiosk (1), which is beneficial for responding promptly to market trends or making menu updates (1). • Royalty-free image libraries offer a wide range of visuals, allowing the restaurant to choose from diverse options (1) which ensures flexibility and creativity in menu presentation to drive up bookings and sales (1). • Customers may feel misled if the actual dishes differ significantly from their expectations based on the visuals. This can lead to disappointment and a sense of mis-selling (1). Customers may leave negative reviews online, damaging the restaurant's reputation (1). • Customers seeking specific or customisable options may be disappointed if the kiosk visuals do not adequately represent the breadth of the menu. This can lead to customer disappointment (1). Customers may choose to dine elsewhere if they feel that their needs are not being met (1). • Royalty-free image libraries may vary in terms of quality, style, and resolution. Inconsistencies in visual elements can result in an aesthetically disjointed presentation on the kiosk (1). This could diminish from the professionalism and brand image of the restaurant (1). • While royalty-free images offer some flexibility, they may not fully cater to the specific needs and styles of the restaurant's brand or menu items (1). This will weaken the restaurant's unique brand identity and ability to differentiate itself from competitors (1). Accept any other suitable response.	4 AO3=4
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22	Lock-my-bytes is a data storage company that specialises in media storage. The company has asked web designers to present a proposal for a new website. Lock-my-bytes has stated that the presentation must: • be visually interesting • include clear design ideas. Identify two methods of presenting this proposal. Give one reason why each presentation method would be suitable for Lock-my-bytes' proposal. AO1 Award one mark for each method, up to a maximum of two marks: • audio visual response (1) • written documents (1) • pitch (1). AO2 Award one mark for each reason, up to a maximum of two marks: Audio visual response: • A pre-recorded video walkthrough can showcase the proposed website design in action (1). • Designers can present key features of the site through a narrated or visually guided video (1). • Designers can carefully script and control the narrative of the video, ensuring that they highlight essential design elements and guide Lock-my-bytes through the user journey (1). • This goes beyond basic visuals and descriptions, providing a more interactive experience that aligns with the nature of the media storage industry (1). • This approach provides a more immersive understanding of the design concepts, helping Lock-my-bytes to clearly visualise the user experience and interface (1). • An interactive presentation, such as a web-based prototype allows the web designers to showcase their ideas in an engaging and hands-on manner (1). Written documents: • Written documents that are presented well and show clear design ideas will provide detailed information and satisfy Lock-my-bytes' requirements (1). • The designers may add links to other presentations which could make them more suitable for Lock-my-bytes' needs (1).	4 AO1=2 AO2=2
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	Pitch: - During a pitch, designers can address any specific concerns or considerations raised by Lock-my-bytes (1). - A pitch presentation allows for direct interaction and engagement between the web designers and Lock-my-bytes (1). - Lock-my-bytes can provide immediate feedback and ask questions during the pitch, fostering a more collaborative process (1). - The pitch format allows designers to utilise their communication skills to persuade Lock-my-bytes of the effectiveness of their proposed website design (1). Accept any other suitable response. Do not accept verbal communication as it must be visually interesting and include clear design ideas.	
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23 (a)	Kim has developed a website. Her client has sent some feedback about the aesthetics of the website. Define the term ‘aesthetics’. Award one mark for a correct definition: Aesthetics refers to the overall visual appearance, (including elements such as colour schemes / presentation) (1). Accept any other suitable response.	1 AO1=1
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23 (b)	Kim’s client is the owner of a children’s nursery. The client’s feedback asks for the aesthetics to be more child-friendly and informal as this may appeal to parents. Suggest one aesthetic element that Kim could include on the website to address the client’s feedback. Award one mark for a correct suggestion: Kim should make sure the nursery’s branding elements such as logos, taglines, and brand colours are consistently and prominently featured (1).	1 AO2=1
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	• Kim could include calm, pastel colours (like light pinks, blues and yellows) on the website (1). • Using playful and rounded typography could enhance the child-friendly aesthetic (1). • The images Kim includes should be visually appealing to young children / parents (1). Accept any other suitable response.	
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24 (a)	Licensing is a resource requirement that needs to be considered as part of a proposal for an interactive media product. Identify two other resources to be considered as part of a proposal. Award one mark for each resource, up to a maximum of two marks: • hardware (1) • software (1) • personnel / staff (1) • location (1).	2 AO1=2
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24 (b)	A company is working on a proposal to develop an e-learning platform for exam revision. The company needs to consider content licensing as part of the resource requirements for the proposal. Give two reasons why content licensing is important when developing the e-learning platform. Award one mark for each reason, up to a maximum of two marks: • Licensing ensures that the educational content used is within the bounds of copyright law (1). • It prevents unauthorised use of copyrighted materials, mitigating the risk of legal action due to copyright infringement (1). • Licensing agreements protect the intellectual property rights of creators / ensure that creators are fairly compensated for their work, fostering a legal and ethical environment for the revision platform (1). • Adhering to licensing terms reduces legal risks, providing a secure foundation for the e-learning platform (1). • Licensed materials often come with certain quality standards, ensuring that the e-learning platform has access to reliable educational content (1). Accept any other suitable response.	2 AO2=2
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Q	Mark scheme	Total marks
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Section D

Total for this section: 21 marks

25	Dusty Books is a company that specialises in rare and antique books. The company has a website to sell books online but wants to improve it. The company wants to produce better quality images and create videos of the store. Dusty Books needs new hardware and software to make these improvements. Recommend a range of the following: • suitable hardware • suitable software. Your answer should include the impact of each recommendation. <table border="1"> <thead> <tr> <th>Band</th><th>Mark</th><th>Descriptor</th></tr> </thead> <tbody> <tr> <td>3</td><td>7 to 9</td><td> AO3 – excellent recommendations are present and very effective. The conclusions drawn are fully supported by judgements which are comprehensive and highly relevant. AO2 – excellent application of knowledge and understanding is appropriate, with clear relevance to the context that is comprehensive, highly detailed and highly relevant. AO1 – excellent wide range of relevant knowledge and understanding is shown, which is accurate, detailed and comprehensive. Subject-specific terminology is used consistently throughout. </td></tr> </tbody> </table>	Band	Mark	Descriptor	3	7 to 9	AO3 – excellent recommendations are present and very effective. The conclusions drawn are fully supported by judgements which are comprehensive and highly relevant. AO2 – excellent application of knowledge and understanding is appropriate, with clear relevance to the context that is comprehensive, highly detailed and highly relevant. AO1 – excellent wide range of relevant knowledge and understanding is shown, which is accurate, detailed and comprehensive. Subject-specific terminology is used consistently throughout.	9 AO1=3 AO2=3 AO3=3
Band	Mark	Descriptor						
3	7 to 9	AO3 – excellent recommendations are present and very effective. The conclusions drawn are fully supported by judgements which are comprehensive and highly relevant. AO2 – excellent application of knowledge and understanding is appropriate, with clear relevance to the context that is comprehensive, highly detailed and highly relevant. AO1 – excellent wide range of relevant knowledge and understanding is shown, which is accurate, detailed and comprehensive. Subject-specific terminology is used consistently throughout.						

Band	Mark	Descriptor
2	4 to 6	AO3 – good recommendations are present and effective but may be lacking appropriate development. There are attempts to draw conclusions, which are supported by judgements, but it is likely that some will be irrelevant. Mostly detailed and mostly relevant to the question. AO2 – good application of knowledge and understanding is mostly appropriate, but sometimes lacks clarity, and there may be a few errors. Mostly detailed and mostly relevant to the question. AO1 – good range of relevant knowledge and understanding is shown, which is mostly detailed but with a few errors. Subject-specific terminology is used, but not always consistently.
1	1 to 3	AO3 – limited recommendations, if present, are of limited effectiveness. Attempts to draw conclusions are seldom successful and likely to be irrelevant, with minimal detail, and are mostly superficial. AO2 – limited application of knowledge and understanding is inappropriate, with any attempt showing fundamental errors, minimal detail, and is mostly superficial. AO1 – limited range of relevant knowledge and understanding is shown but is often fragmented and with minimal detail. Subject-specific terminology is often inappropriate, and a lack of understanding is evident.
	0	No rewardable material

Examiners are reminded that indicative content reflects content-related points that learners may make but is not an exhaustive list, nor is it a model answer. Learners may make all, some or none of the points included in the indicative content. Learners must be credited for any other appropriate response.

It is not a requirement that the learners formulate a response specifically against each AO as laid out in the indicative content.

	Indicative content AO1 – learners will recall knowledge and understanding of a range of hardware and software, that may include the following: Hardware: • scanners • cameras • audio • computer • cables and connections. Software: • image manipulation – Adobe Photoshop, Capture One Pro, Affinity Photo, Luminar, Adobe Lightroom, Fotor • video manipulation – Adobe Premier Pro, Final Cut Pro, Davinci, Power director, Adobe After Effects, Apple iMovie. AO2 – learners will apply knowledge and understanding of a range of hardware and software, that may include the following: Hardware: • A scanner is useful for delicate items that may be better suited for scanning than photography. This reduces the need to physically touch delicate books. • A high-resolution camera captures the books' fine details, textures, and colours accurately. • A suitable microphone for speaking on camera, such as dynamic to minimise background noise, will be useful when recording book reviews. • A computer with sufficient RAM for upgrades to images and inclusion of video features will be needed when recording videos of rare antique books. • Suitable cables / connections are required for use with camera, audio and video equipment when capturing videos and images of the book collection. Software: • Image manipulation software can significantly enhance the presentation of rare and antique books and make the images more visually appealing on Dusty Books' website. • Video manipulation software can be used to create engaging and informative content that showcases the beauty and history of the antique books.	
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	AO3 – learners will demonstrate the impact of each recommended hardware and software solution used to develop the website, that may include the following: • High-quality images and videos are crucial for showcasing rare books and the store. Professional editing software ensures optimal visual presentation which could attract more customers to visit the website. • Additional hardware recommendations, such as high-resolution scanners, could contribute to preserving the quality and authenticity of rare books. Accurate colour representation and detailed scanning help showcase the unique characteristics of each book, which could increase sales. • Visual enhancement features collectively enhance the visual quality of images and videos, ensuring that Dusty Books can present their rare and antique books in the best possible light, allowing customers to explore the collection from the comfort of their homes. • Tools for colour correction, exposure adjustment, and retouching contribute to a consistent and professional visual style across all media content, strengthening the brand recognition and image of Dusty Books. • Video manipulation features enhance engagement by allowing Dusty Books to tell a visual story, providing visitors with a more immersive experience of the rare book collection. • By utilising these image and video manipulation features, Dusty Books can create a visually stunning and captivating online presence, attracting and engaging visitors interested in their unique collection. Accept any other suitable response.	
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26	Mind Travel Holidays wants to develop a virtual reality product. The product is aimed at people who have limited mobility. It will offer them the opportunity to explore different cities and attractions around the world. Suggest four interactive features that Mind Travel Holidays should include in a virtual reality product. Justify your creative choices including how they will appeal to the target audience for Mind Travel Holidays.	12									
		AO1=4 AO2=4 AO3=4									
	<table border="1"> <thead> <tr> <th>Band</th><th>Mark</th><th>Descriptor</th></tr> </thead> <tbody> <tr> <td data-bbox="306 638 412 1089">4</td><td data-bbox="420 638 542 1089">10 to 12</td><td data-bbox="550 638 1286 1089"> AO3 – excellent suggestions are present and very effective. The conclusions drawn are fully supported by justifications. AO2 – application of knowledge and understanding is excellent, with clear relevance to the context. AO1 – a wide range of relevant knowledge and excellent understanding is shown, which is accurate and detailed. Subject-specific terminology is used consistently throughout. </td></tr> <tr> <td data-bbox="306 1100 412 1625">3</td><td data-bbox="420 1100 542 1625">7 to 9</td><td data-bbox="550 1100 1286 1625"> AO3 – suggestions are present and effective and have some good development. There are good attempts to draw conclusions, which are supported by justifications, which are mostly relevant. AO2 – application of knowledge and understanding is good and mostly appropriate, which is mostly clear, and there may be a few errors. AO1 – a good range of relevant knowledge and understanding is shown, with a good level of detail, but there may be a few errors. Subject-specific terminology is used, but not always consistently. </td></tr> </tbody> </table>	Band	Mark	Descriptor	4	10 to 12	AO3 – excellent suggestions are present and very effective. The conclusions drawn are fully supported by justifications. AO2 – application of knowledge and understanding is excellent, with clear relevance to the context. AO1 – a wide range of relevant knowledge and excellent understanding is shown, which is accurate and detailed. Subject-specific terminology is used consistently throughout.	3	7 to 9	AO3 – suggestions are present and effective and have some good development. There are good attempts to draw conclusions, which are supported by justifications, which are mostly relevant. AO2 – application of knowledge and understanding is good and mostly appropriate, which is mostly clear, and there may be a few errors. AO1 – a good range of relevant knowledge and understanding is shown, with a good level of detail, but there may be a few errors. Subject-specific terminology is used, but not always consistently.	
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Band	Mark	Descriptor
2	4 to 6	AO3 – suggestions are reasonable with some development. There are some attempts to justify conclusions, with some relevance. AO2 – application of knowledge and understanding is reasonable but may not be entirely appropriate. There may be lack of clarity and only some detail. There may be a range of mistakes. AO1 – a reasonable range of relevant knowledge and understanding is shown, with a reasonable level of detail. Subject-specific terminology is reasonable but lacks consistency.
1	1 to 3	AO3 – suggestions, if present, are of limited effectiveness. Attempts to justify conclusions are of limited success and likely to be irrelevant. AO2 – application of knowledge and understanding is limited and not appropriate to the context, with attempts showing fundamental errors. AO1 – a limited range of relevant knowledge and understanding is shown but is often fragmented. Subject-specific terminology, if used, is often inappropriate and a lack of understanding is evident.
	0	No rewardable material

Examiners are reminded that indicative content reflects content-related points that learners may make but is not an exhaustive list, nor is it a model answer. Learners may make all, some or none of the points included in the indicative content. Learners must be credited for any other appropriate response.

It is not a requirement that the learners formulate a response specifically against each AO as laid out in the indicative content.

Indicative content

AO1 – learners will recall knowledge and understanding of interactive features / users of a virtual reality product, that may include the following:

- media assets
- menu
- graphics
- body and head tracking
- target audience

	AO2 – learners will apply knowledge and understanding of interactive features / users of a virtual reality product, that may include the following: • incorporate engaging and professionally captured media assets such as: ○ high-quality 360-degree photos and videos of iconic cities and landmarks ○ media that showcases local cultures, traditions, and cuisines ○ narration about the visited locations, which is informative and educational, so it is a more engaging experience for users • design an intuitive and accessible menu system such as: ○ a clean and user-friendly interface, considering colour contrast and legible font sizes for easy readability for all users, especially the visually impaired ○ voice-command options for menu navigation to enhance accessibility for everyone, and to make it user-friendly for older users in particular • high-resolution graphics that contribute to a more realistic virtual environment such as: ○ dynamic lighting and shading to enhance the realism and highlight important city landmarks ○ integrated peaceful and calming environments for users who may use the virtual reality experience as a form of relaxation from the stresses of daily life ○ simulation of real-time weather conditions to add an extra layer of authenticity, and to make a virtual city tour a more dynamic and immersive experience for the user • body and head tracking should create an immersive and realistic experience such as: ○ a complete view of the surroundings, allowing users to look in any direction on a city street ○ precise body and head tracking to mimic natural movements within the virtual environment, so users feel they are walking through the city streets ○ integration of subtle head tilts and body gestures, allowing users to interact with the surroundings using realistic motions • consider suitable features applicable to the target audience such as: ○ options to allow users to personalise their virtual travel experience by choosing specific attractions, landmarks, or creating their own virtual journey ○ compatibility with various accessibility devices, such as screen readers and other assistive technologies, to accommodate users with different needs ○ a platform for users to share their virtual travel experiences with a community of like-minded individuals, such as social media integration	
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	○ a virtual guide or companion that can assist users during their exploration, providing helpful information, suggestions, and guidance ○ voice commands to enhance accessibility, allowing users with limited physical mobility to navigate easily ○ options for multilingual support to accommodate users from different regions / countries. AO3 – learners will suggest and justify the interactive features / users of a virtual reality product, that may include the following: • Carefully selected media assets can create positive emotions, spark memories, and offer a genuine connection to different parts of the world. This can inspire users to plan their own trips to explore the world. • An easy-to-use menu is essential for individuals with varying levels of physical abilities. A simple and clear interface ensures that users can comfortably customise their experience, select destinations, and access additional features without frustration. • Detailed and vibrant visuals, such as realistic lighting and shading, provide a sense of being present in the explored locations. This helps the virtual experience to be more engaging and fulfilling, and creates a memorable city experience for users. • Realistic movements allow users to explore the virtual world as they would in real life, enhancing the feeling of actually being in different cities and attractions. This feature accommodates a wide range of users, regardless of their physical abilities. • For users with limited mobility, accurate body and head tracking can be a key factor in creating a sense of presence and a customisable experience ensures that individuals with varying abilities can enjoy the product comfortably. The educational and multi-sensory aspects add depth to the experience and the social and community-sharing features provide a shared and enjoyable activity for users. Accept any other suitable response.	
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Assessment objective (AO) grid

Section A

Question	AO1	AO2	AO3	Total
1	1			1
2	1			1
3	1			1
4	2			2
5 (a)	2			2
5 (b)		2		2
6 (a)		2		2
6 (b)			3	3
7 (a)	2			2
7 (b)		2		2
Total	9	6	3	18

Section B

Question	AO1	AO2	AO3	Total
8	1			1
9	1			1
10	1			1
11		1		1
12	1			1
13 (a)		2		2
13 (b)			2	2
14 (a)			2	2
14 (b)	2			2
15	2	2		4
16		3		3
Total	8	8	4	20

Section C

Question	AO1	AO2	AO3	Total
17	1			1
18	1			1
19	1			1
20 (a)		2		2
20 (b)			2	2
21			4	4
22	2	2		4
23 (a)	1			1
23 (b)		1		1
24 (a)	2			2
24 (b)		2		2
Total	8	7	6	21

Section D

Question	AO1	AO2	AO3	Total
25	3	3	3	9
26	4	4	4	12
Total	7	7	7	21