

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

Paper number: **Past paper**  
Assessment date: **Friday 13 June 2025**

Time allowed: **1 hour 30 minutes**  
Time: **1.30pm – 3.00pm**

**Learner instructions**

- Use black 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.
- If you use a supplementary answer booklet, you must add your learner name, learner number and centre number to the front cover of the booklet. Insert your supplementary answer booklet inside this question paper at the end of your test.
- 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**.

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

**Please complete / check your details below**

Learner name:

Centre name:

Learner number:

Centre number:

## Section A

This section has a possible **18** marks.

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

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- 1** Which **one** of the following interactive media products has screen orientation as a feature?

[1 mark]

- A** Interactive kiosk
- B** Interactive television
- C** Mobile app
- D** Website

Answer \_\_\_\_\_

- 2** Which **one** of the following suggests an interactive media product is promotional?

[1 mark]

- 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 \_\_\_\_\_

3 Which **one** of the following interactive features has images, video and audio? [1 mark]

- A Controller interfaces
- B Digital graphics
- C Interaction buttons
- D Media assets

Answer \_\_\_\_\_

4 State **two** ethical constraints that need to be considered when creating an interactive media product. [2 marks]

1 \_\_\_\_\_

2 \_\_\_\_\_

Please turn over for the next question.

**5 (a)** Links are an interactive feature often used on websites.

Give **two** other interactive features that can be used on websites.

[2 marks]

1 \_\_\_\_\_

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.

[2 marks]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- 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.

**[2 marks]**

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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.

**[3 marks]**

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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.

[2 marks]

1 \_\_\_\_\_

2 \_\_\_\_\_

**7 (b)** Miles has checked his DSE.

Suggest **two** adjustments Miles could make to the DSE that may help to reduce his headaches.

[2 marks]

1 \_\_\_\_\_

2 \_\_\_\_\_

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## Section B

This section has a possible **20** marks.

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

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- 8** Which **one** of the following is a demographic factor used to categorise an audience?

[1 mark]

- A** Communication
- B** Entertainment
- C** Income
- D** Navigation

Answer \_\_\_\_\_

- 9** Which **one** of the following file types is commonly used for digital photographs?

[1 mark]

- A** AVI
- B** JPEG
- C** M4A
- D** MP4

Answer \_\_\_\_\_

- 10 Which **one** of the following describes the two audience types in profiling? [1 mark]

- A Audio and visual
- B Hard and soft
- C Primary and secondary
- D Verbal and written

Answer \_\_\_\_\_

- 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. [1 mark]

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- 12 Psychographics are important when considering the audience for an interactive media product.

Name **one** psychographic trait. [1 mark]

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- 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.

[2 marks]

1 \_\_\_\_\_

2 \_\_\_\_\_

- 13 (b)** Suggest why Jaden has made sure mobile responsiveness is a feature of his buying and selling website.

[2 marks]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- 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.

| Audio type                   | Microphone type |
|------------------------------|-----------------|
| Interviews with the players  | Dynamic         |
| The environment and ambience | Condenser       |

Justify why **one** of the microphones shown in the table above is suitable for recording the chosen audio type.

**[2 marks]**

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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.

**[2 marks]**

1 

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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.

[4 marks]

Compression option 1 \_\_\_\_\_

\_\_\_\_\_

Suggestion 1 \_\_\_\_\_

\_\_\_\_\_

Compression option 2 \_\_\_\_\_

\_\_\_\_\_

Suggestion 2 \_\_\_\_\_

\_\_\_\_\_

**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.

**[3 marks]**

Graphics card \_\_\_\_\_

\_\_\_\_\_

Processor \_\_\_\_\_

\_\_\_\_\_

Random-access memory (RAM) \_\_\_\_\_

\_\_\_\_\_

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## Section C

This section has a possible **21** marks.

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

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- 17** Which **one** of the following tools is a series of pictures or drawings that shows what is happening, step by step?

[1 mark]

- A** Gantt chart
- B** Mood board
- C** Product navigation
- D** Storyboard

Answer \_\_\_\_\_

- 18** Which **one** of the following client types is a non-profit organisation?

[1 mark]

- A** Charity
- B** Commercial
- C** Corporate
- D** Independent

Answer \_\_\_\_\_

- 19 Which **one** of the following factors is important when using images from the internet?

[1 mark]

- A Copyright
- B Health and safety
- C Planning tools
- D Timescales

Answer \_\_\_\_\_

- 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.

[2 marks]

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- 20 (b) Recommend **one** way in which Nathan can ensure the mobile app complies with UK GDPR.

[2 marks]

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**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.

**[4 marks]**

1 \_\_\_\_\_

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\_\_\_\_\_

2 \_\_\_\_\_

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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.

**[4 marks]**

Method 1 \_\_\_\_\_

\_\_\_\_\_

Reason 1 \_\_\_\_\_

\_\_\_\_\_

Method 2 \_\_\_\_\_

\_\_\_\_\_

Reason 2 \_\_\_\_\_

\_\_\_\_\_

**23 (a)** Kim has developed a website.

Her client has sent some feedback about the aesthetics of the website.

Define the term 'aesthetics'.

**[1 mark]**

\_\_\_\_\_

\_\_\_\_\_

**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.

[1 mark]

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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.

[2 marks]

1 

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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.

[2 marks]

1 

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2 

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**[9 marks]**

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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 marks]**

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