

Cambridge Technicals Digital Media

Unit 2: Pre-production and planning

Level 3 Cambridge Technical in Digital Media
05843 - 05846 & 05875

Mark Scheme for June 2022

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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MARKING INSTRUCTIONS

PREPARATION FOR MARKING

TRADITIONAL

Before the Standardisation meeting you must mark at least 10 scripts from several centres. For this preliminary marking you should use **pencil** and follow the **mark scheme**. Bring these **marked scripts** to the meeting.

MARKING

1. Mark strictly to the mark scheme.
2. Marks awarded must relate directly to the marking criteria.
3. The schedule of dates is very important. It is essential that you meet the scoris 50% and 100% (traditional 40% Batch 1 and 100% Batch 2) deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.
4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or the scoris messaging system, or by email.
5. **Crossed Out Responses**
Where a candidate has crossed out a response and provided a clear alternative then the crossed out response is not marked. Where no alternative response has been provided, examiners may give candidates the benefit of the doubt and mark the crossed out response where legible.

Rubric Error Responses – Optional Questions

Where candidates have a choice of question across a whole paper or a whole section and have provided more answers than required, then all responses are marked and the highest mark allowable within the rubric is given. Enter a mark for each question answered into RM assessor, which will select the highest mark from those awarded. *(The underlying assumption is that the candidate has penalised themselves by attempting more questions than necessary in the time allowed.)*

Contradictory Responses

When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

Short Answer Questions (requiring only a list by way of a response, usually worth only **one mark per response**)

Where candidates are required to provide a set number of short answer responses then only the set number of responses should be marked. The response space should be marked from left to right on each line and then line by line until the required number of responses have been considered. The remaining responses should not then be marked. Examiners will have to apply judgement as to whether a 'second response' on a line is a development of the 'first response', rather than a separate, discrete response. (*The underlying assumption is that the candidate is attempting to hedge their bets and therefore getting undue benefit rather than engaging with the question and giving the most relevant/correct responses.*)

Medium Answer Questions (requiring a more developed response, worth **two or more marks**)

If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

Longer Answer Questions (requiring a developed response)
















Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

6. Always check the pages (and additional objects if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer there then add a tick to confirm that the work has been seen.
7. There is a NR (No Response) option. Award NR (No Response)
 - if there is nothing written at all in the answer space
 - OR if there is a comment which does not in any way relate to the question (eg 'can't do', 'don't know')
 - OR if there is a mark (eg a dash, a question mark) which isn't an attempt at the questionNote: Award 0 marks – for an attempt that earns no credit (including copying out the question)
8. The scoris **comments box** is used by your team leader to explain the marking of the practice responses. Please refer to these comments when checking your practice responses. **Do not use the comments box for any other reason.** If you have any questions or comments for your team leader, use the phone, the scoris messaging system, or e-mail.
9. Assistant Examiners send a brief report on the performance of candidates to their Team Leader (Supervisor) by the end of the marking period. The Assistant Examiner's Report Form (AERF) can be found on the RM Cambridge Assessment Support Portal (and for traditional marking it is in the *Instructions for Examiners*). Your report should contain notes on particular strength displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.

10. For answers marked by levels of response: Not applicable in F501
- To determine the level** – start at the highest level and work down until you reach the level that matches the answer
 - To determine the mark within the level**, consider the following:

Descriptor	Award mark
On the borderline of this level and the one below	At bottom of level
Just enough achievement on balance for this level	Above bottom and either below middle or at middle of level (depending on number of marks available)
Meets the criteria but with some slight inconsistency	Above middle and either below top of level or at middle of level (depending on number of marks available)
Consistently meets the criteria for this level	At top of level

11. Annotations

Annotation	Meaning
	Tick
	Cross
	Unclear
	Omission
	Terminology/Theory
	Use of examples
	Explanation, analysis, argument
	Too vague
	Benefit of Doubt
 (expandable)	Not relevant to specific question / max attempt
	Level 1
	Level 2
	Level 3
	Level 4
	Not answered question

Question		Answer	Mark	Guidance
Section A				
1	(a)	<p>One mark for each client requirement: e.g. (max 3 marks)</p> <ul style="list-style-type: none"> • Audio and video (1) • Demonstration <u>video</u> with music (1) • Interactive media (1) • Magazine (1) • Maintenance tutorial (1) • Publishing media (1) • Social media forum (1) • Website (1) • Other suitable response 	3	<p>Candidates may use generic media types linked to the brief or examples of media types from the brief.</p> <p>Candidate may provide parts of product as answer – award once e.g., Front cover (1), Double page spread (0) as repeat.</p>
1	(b)	<p>One mark for a way the type of media might affect the planning process, two marks for suitable expansion</p> <ul style="list-style-type: none"> • Equipment/Resources • Finance (costs) • Legal (©, TM, ®) • Location (access, position) • Personnel (skills, mechanics) • Processes (edit, record, typeset) • Time <p>e.g.</p> <ul style="list-style-type: none"> • Video requires <u>filming/audio equipment</u> (1) this means that any equipment needed to be loaned is booked in advanced (1) so that the team know how to operate it in relation to the interviewing task (1). • Video will require <u>scripting</u> (1) alongside a storyboard (1) which will take time to coordinate (1) • Production of interactive media will <u>require a user testing timeframe</u> (1) this is so that navigation and user choices work as planned (1) and any changes needed can be done before the deadline (1) • Use of music will require the <u>permission</u> (1) to gained to comply with the copyright laws (1) which can take time/slow process down(1) 	3	<p>For marks to be awarded marks must be credited in 1a.</p> <p>Answer can refer to any of the correct answers in 1a</p> <p><i>Read whole answer and mark to candidate's advantage.</i></p> <p>Question is about planning process NOT implication of not following/doing</p>

Question	Answer	Mark	Guidance
	<ul style="list-style-type: none"> • Scheduling meetings with experts <u>so that interview can be recorded</u> (1) to meet the deadlines set (1) or schedule contingency time (1) • <u>Recording will require a risk assessment</u> (1) which will take time to carry out (1) and can increase time spent in pre-production (1) • Other suitable response 		
2	<p>One mark per cost and/or constraint, two marks for expansion, (max 6 marks) e.g.</p> <ul style="list-style-type: none"> • Equipment/Resources Costs • Finance/ Funding • Legal costs • Premises/Location • Staffing • Time(scales) • Transport <p>e.g.</p> <ul style="list-style-type: none"> • Video requires filming and audio <u>equipment</u> (1st) this means that any equipment needed to be loaned is booked in advanced (1) so that the team know how to operate it in relation to the interviewing task (1). • Production of interactive media will require a user <u>testing</u> timeframe (1st) this is so that navigation and user choices work as planned (1) and any changes needed can be done before the deadline (1). • <u>Time</u> constraints (1st) due to the 3 months launch window (1st) will require the funding to be in place early (1) • Funding (1st) needs to be raised (1) to allow the production of the magazine and website to go ahead(1) • Budgeting for resources (1st) as experts may need to be paid (1) for their time when they make the tutorials (1) • Other suitable response 	6	<p>Cost/constraint must be identified for marks to be awarded</p> <p><i>Read whole answer and mark to candidate's advantage.</i></p> <p>Alex is copywriter and journalist who is also responsible for funding</p>

Question	Answer	Mark	Guidance
3	One mark for each correct regulatory body: e.g. <ul style="list-style-type: none"> • ASA (1) • ICO (1) • IPSO (1) • PRS (1) • W3C (1) • Other suitable response 	4	Any other correct response in relation to the brief should be credited
4	(a) One mark for suitable resource, two marks for expansion (Max 6 marks), e.g. <ul style="list-style-type: none"> • Computer/hardware • Data handling software • Design tools/Documentation • DTP • Forms for data release/consent • Project management tools • Research tools/ information resources e.g. <ul style="list-style-type: none"> • Mia will require software for magazine layout such as Adobe InDesign (1st). This is because she needs the tools to create a consistent house style (1) that can then be turned into page templates to make the production process quicker (1). • Mia will require a computer capable of multipage layout viewing (1st). This is because she will need to see how the magazine pages look side by side (1) and whether the content order works visually against each other (1). • Questionnaires/Surveys (1st) to gather feedback from audience/client (1) about the content being proposed (1) • Other suitable response 	6	<p>1st mark you award must identify resource.</p> <p>DNA same resource type for both responses.</p> <p><i>Read whole answer and mark to candidate's advantage.</i></p> <p>Mia = graphic designer/ research /feedback on the company's work.</p>

Question	Answer	Mark	Guidance
4	<p>(b) One mark for suitable consequence, two marks for expansion: e.g.</p> <ul style="list-style-type: none"> • Failure to meet client requirements • Lack of audience appeal • Production delays • Production overrun • Task failure <p>e.g.</p> <ul style="list-style-type: none"> • The team may find that they cannot complete one of the key tasks, such as filming the web video (1st). This means that it would put them behind the original planned schedule (1) and it would put back the launch of the magazine, angering the client (1). • Work will look unprofessional if they do have the plan purchase of the right resources, such as design software (1). This means that the feedback from the client will be negative (1) and result in poor reviews for MPP Publishing and their business (1) • Not following the client brief (1) as they have not included something/ content required (1) so the client may not accept the final product (1) • Other suitable response 	3	Any plausible consequence of not having the planned resources should be credited.
5	<p>(a) One mark for each audience requirement, (max 2 marks), e.g.</p> <ul style="list-style-type: none"> • Accessibility (1) • Be able to buy car parts (1) • Connect with other subscribers (1) • Contact (expert) for help and support (1) • Content must target over 35-year-olds (1) • Inform about Vintage cars (1) • Learn car maintenance skills (1) • Other suitable response 	2	Accept answers that refer to the interests of the target audience.

Question	Answer	Mark	Guidance
5	<p>(b) One mark for impact on Kareem's job role, two marks for expansion, e.g.</p> <ul style="list-style-type: none"> • Content of images • Graphic style • Interview subjects • Photographic style • Topics covered <p>e.g.</p> <ul style="list-style-type: none"> • It will impact on the <u>music</u> that Kareem chooses (1). This is because the music should reflect an older, more serious audience (1) as something too upbeat or a song by a teen pop artist will not appeal (1) • It will impact on the <u>editing</u> of the maintenance / tutorial videos (1). This is because Kareem will need to ensure that there is clear supporting text and instructions (1) so that the viewer can follow the help in a logical order (1) • Forum creation (1) must allow users to connect with each other (1) and share views/images/cars (1) • Other suitable response 	3	<p>For marks to be awarded marks must be credited in 5a Answer can refer to any of the correct answers in 5a</p> <p>Kareem = photographer and stylist / creates audio-visual and online interactive content.</p>
6	<p>Level 3 (6-8 marks) There is an excellent discussion of a how both documents can be used to plan initial ideas. There is a balanced discussion of advantages and disadvantages of each. Thorough explanation of why both are suitable for each of tasks in relation to the brief.</p> <p>Level 2 (3-5 marks) There is some discussion of a how both documents can be used to plan initial ideas. May not be balanced focussing more on one document. There may be some explanation of why at least one tool is suitable for each of tasks in relation to the brief.</p>	8	<p>Read answer as a whole and then award marks. Identify two appropriate documents award one mark.</p> <p>Documents that may be covered:</p> <ul style="list-style-type: none"> - Mind map - Mood board - Treatment - Wireframe/Flat plan - Visualisation

Question	Answer	Mark	Guidance
	<p>Level 1 (1-2 marks) There is a basic discussion of how document(s) can be used to plan initial ideas. Only one document may be described. Link to context/brief will be limited</p> <p>0 marks for responses not worthy of credit</p>		<p>Advantages/disadvantages of a mind map may include:</p> <ul style="list-style-type: none"> • Breakdown of ideas into categories through nodes, for example magazine colour scheme/house style, website video lengths and content. • Show links between ideas, for example linking articles to web content. • Clarity of ideas so it is easy for each team member to understand, for example splitting up job roles. • Not easy to visualise concepts, such as style of masthead or pose of models on a cover • Not easy to communicate specifics to a client from a mind map, as many words are one word only. <p>Advantages/disadvantages of a mood board may include:</p> <ul style="list-style-type: none"> • Easy to show colour and house style for the whole project. • Can communicate the types of imagery and photos needed for the magazine and website to a client • Not easy to communicate more in-depth ideas, such as the content of coverlines on the magazine. • Lacks clarity of ideas as often not supported with text, such as a discussion of initial ideas for interview content.

Question	Answer	Mark	Guidance
			<p>Advantages/disadvantages of a treatment may include:</p> <ul style="list-style-type: none"> • Break down of initial client requirements and target audience requirements is clear, such as the target age for the magazine. • Treatments include the types of equipment and resources needed, such as the software and hardware so this can be included in initial plans. • Lacks imagery so ideas are often unsupported with visuals, such as ideas for article photographs. • Treatment documents can be quite long and time consuming to write, other documents therefore communicate initial ideas more quickly to the client.
7	<p>One mark for suitable reason, one mark for expansion, (max 4 marks) e.g.</p> <ul style="list-style-type: none"> • Consent to be filmed (public) • Location permission • Release rights (content, image) <p>e.g.</p> <ul style="list-style-type: none"> • He will need permission from the car enthusiasts that he interviews to publish the footage (1) because the videos will be distributed on the website (1) • He will require consent that the experts in the videos real names and areas they live in can be made public (1) because subscribers will be contacting them who live locally (1) • To prevent legal issues arising (1) if permission has not been gained when filming/recording (1) • Other suitable response 	4	<p>Kareem = photographer and stylist / creates audio-visual and online interactive content.</p>

Question	Answer	Mark	Guidance								
Section B											
8	<table border="1"> <tr> <td data-bbox="349 269 472 612"> <p>Level 3</p> <p>6- 8 marks</p> </td> <td data-bbox="472 269 1189 612"> <p>Suitable layout for the flat plan with wholly relevant content for the context.</p> <p>Fonts/Colour scheme is shown and appropriate to the context.</p> <p>Justifications are wholly relevant to the client brief/context.</p> <p>The flat plan is wholly fit for purpose as a design document.</p> </td> </tr> <tr> <td data-bbox="349 612 472 956"> <p>Level 2</p> <p>4 – 5 marks</p> </td> <td data-bbox="472 612 1189 956"> <p>Layout is mostly suitable although there may be weaknesses in its structure for the context.</p> <p>Fonts/Colour scheme is shown and may be appropriate to the context.</p> <p>Justifications are mostly relevant to the client brief/context.</p> <p>The flat plan is mostly fit for purpose as a design document.</p> </td> </tr> <tr> <td data-bbox="349 956 472 1203"> <p>Level 1</p> <p>1-3 marks</p> </td> <td data-bbox="472 956 1189 1203"> <p>Layout is simplistic in structure and may be limited in suitability for use as a magazine front cover</p> <p>Content has limited relevance to context and/or magazine front cover.</p> <p>Justifications are weak or missing.</p> </td> </tr> <tr> <td data-bbox="349 1203 472 1283"> <p>0 marks</p> </td> <td data-bbox="472 1203 1189 1283"> <p>No content worthy of credit</p> </td> </tr> </table>	<p>Level 3</p> <p>6- 8 marks</p>	<p>Suitable layout for the flat plan with wholly relevant content for the context.</p> <p>Fonts/Colour scheme is shown and appropriate to the context.</p> <p>Justifications are wholly relevant to the client brief/context.</p> <p>The flat plan is wholly fit for purpose as a design document.</p>	<p>Level 2</p> <p>4 – 5 marks</p>	<p>Layout is mostly suitable although there may be weaknesses in its structure for the context.</p> <p>Fonts/Colour scheme is shown and may be appropriate to the context.</p> <p>Justifications are mostly relevant to the client brief/context.</p> <p>The flat plan is mostly fit for purpose as a design document.</p>	<p>Level 1</p> <p>1-3 marks</p>	<p>Layout is simplistic in structure and may be limited in suitability for use as a magazine front cover</p> <p>Content has limited relevance to context and/or magazine front cover.</p> <p>Justifications are weak or missing.</p>	<p>0 marks</p>	<p>No content worthy of credit</p>	8	<p>Marks are award for the flat plan considering the following points:</p> <ul style="list-style-type: none"> • Content relevant to magazine first edition • Content relevant to vintage cars context • Use/Inclusion of images/coverlines • Use of white space • Suitability of layout • Colour schemes • Fonts (sizes, types) • Promotional style including persuasive language • Justifications against brief/client/audience/requirements <p>The diagram should be viewed as a whole, then graded appropriately.</p>
<p>Level 3</p> <p>6- 8 marks</p>	<p>Suitable layout for the flat plan with wholly relevant content for the context.</p> <p>Fonts/Colour scheme is shown and appropriate to the context.</p> <p>Justifications are wholly relevant to the client brief/context.</p> <p>The flat plan is wholly fit for purpose as a design document.</p>										
<p>Level 2</p> <p>4 – 5 marks</p>	<p>Layout is mostly suitable although there may be weaknesses in its structure for the context.</p> <p>Fonts/Colour scheme is shown and may be appropriate to the context.</p> <p>Justifications are mostly relevant to the client brief/context.</p> <p>The flat plan is mostly fit for purpose as a design document.</p>										
<p>Level 1</p> <p>1-3 marks</p>	<p>Layout is simplistic in structure and may be limited in suitability for use as a magazine front cover</p> <p>Content has limited relevance to context and/or magazine front cover.</p> <p>Justifications are weak or missing.</p>										
<p>0 marks</p>	<p>No content worthy of credit</p>										

Question	Answer	Mark	Guidance								
9	<table border="1"> <tr> <td data-bbox="353 236 539 576"> Level 3 7 – 10 marks </td> <td data-bbox="539 236 1184 576"> Wholly suitable layout of risk assessment that is wholly relevant to context. Sections of the risk assessment are labelled fully/correctly. Wholly relevant risks, mitigations and risk levels are linked together for filming the interviews. </td> </tr> <tr> <td data-bbox="353 576 539 916"> Level 2 4 – 6 marks </td> <td data-bbox="539 576 1184 916"> Suitable layout of risk assessment that is relevant to context. Labelling of sections of risk assessment may not be consistent. Relevant risks/mitigations and/or risk levels are included for filming the interviews. These may not match/be balanced </td> </tr> <tr> <td data-bbox="353 916 539 1155"> Level 1 1 – 3 marks </td> <td data-bbox="539 916 1184 1155"> Simplistic layout of risk assessment. Labelling of sections may be inconsistent/missing General risks and/or mitigations are identified and may not be linked to context. </td> </tr> <tr> <td data-bbox="353 1155 539 1190"> 0 marks </td> <td data-bbox="539 1155 1184 1190"> No content worthy of credit </td> </tr> </table>	Level 3 7 – 10 marks	Wholly suitable layout of risk assessment that is wholly relevant to context . Sections of the risk assessment are labelled fully/correctly . Wholly relevant risks, mitigations and risk levels are linked together for filming the interviews .	Level 2 4 – 6 marks	Suitable layout of risk assessment that is relevant to context . Labelling of sections of risk assessment may not be consistent. Relevant risks/mitigations and/or risk levels are included for filming the interviews . These may not match/be balanced	Level 1 1 – 3 marks	Simplistic layout of risk assessment. Labelling of sections may be inconsistent/missing General risks and/or mitigations are identified and may not be linked to context.	0 marks	No content worthy of credit	10	Kareem is filming interviews for the website. Marks are award for the risk assessment considering the following points: <ul style="list-style-type: none"> • Risks identified to: <ul style="list-style-type: none"> ○ Staff/personnel ○ Members of the public ○ Locations ○ Equipment ○ When travelling • Suitable mitigations • Suitable Levels of Risk • Relevant to Kareem’s job role • Headings/titles for a risk assessment • Layout/structure of a risk assessment • Location details • Signatures/Dates/Spaces etc The diagram should be viewed as a whole, then graded appropriately.
Level 3 7 – 10 marks	Wholly suitable layout of risk assessment that is wholly relevant to context . Sections of the risk assessment are labelled fully/correctly . Wholly relevant risks, mitigations and risk levels are linked together for filming the interviews .										
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Level 1 1 – 3 marks	Simplistic layout of risk assessment. Labelling of sections may be inconsistent/missing General risks and/or mitigations are identified and may not be linked to context.										
0 marks	No content worthy of credit										

Question	Answer	Mark	Guidance
10*	<p>Level 4 16 - 20 marks An excellent evaluation about the creation of a wireframe as part of the planning and pre-production process for the website.</p> <p>A wide range of wholly appropriate suggestions will be made in relation to the brief</p> <p>Suggestions will be fully justified.</p> <p>Specialist terms will be used correctly and appropriately.</p> <p>There will be few, if any, errors in grammar, punctuation and spelling.</p> <p>Level 3 11-15 marks A good evaluation about the creation of a wireframe as part of the planning and pre-production process for the website.</p> <p>A range of appropriate suggestions will be made in relation to the brief.</p> <p>Suggestions will be sometimes justified.</p> <p>There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2 - 6-10 marks A basic evaluation about the creation of a wireframe as part of the planning and pre-production process for the website.</p> <p>Suggestions made are sometimes appropriate in relation to the brief.</p> <p>There may be no justifications for the suggestions</p>	20	<p>Wireframe is related to website creation</p> <p>The following points may be covered:</p> <ul style="list-style-type: none"> • Wireframes allow you to see where images and copy text (content) will be placed. • A wireframe is cheap to complete • Wireframes communicates basic house style and colour scheme to the rest of the team. • Wireframes demonstrate navigation from the homepage. • A wireframe cannot be done in isolation; sitemap would also be required, and this document is more useful when showing site navigation. • Other processes (e.g., creating a prototype, asset log, content list) may also be required so the website can be made successfully to meet requirements.

Question	Answer	Mark	Guidance
	<p>There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p> <p>Level 1 - 1-5 marks Limited understanding of the creation of a wireframe as part of the planning and pre-production process.</p> <p>Little understanding of use for the website is demonstrated. The examples used may be general and not linked to the context (cars)</p> <p>0 marks – no response or no response worthy of credit.</p>		

OCR (Oxford Cambridge and RSA Examinations)
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

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OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

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 **Cambridge
Assessment**

