

Writing better answers

One of the problems with iMedia exams, is that you need to know what the marker is looking for.

One of the key things is that you need to be **specific** when you write things.

Learning this will get you more marks.

Look at the example on the next slide...

Writing better answers

This sort of question is really common:

1 You have been asked to develop some ideas for an advertising campaign to promote the new event.

(a) Identify **four** items that could be included on a visualisation diagram for a promotional advert in a travel magazine for the new 'Urban DuoTeam' event.

- 1
- 2
- 3
- 4

[4]

The way to get marks is to be really specific with your answers...

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- 1 You have been asked to develop some ideas for an advertising campaign to promote the new event.
 - (a) Identify **four** items that could be included on a visualisation diagram for a promotional advert in a travel magazine for the new 'Urban DuoTeam' event.

- **“Layout”** is not worth marks - it is not an “item” that could be **on** the visualisation diagram
- **“Image”** is not worth marks - markers want to see “Photo of bike” or “Logo of Urban Duo Team”. You need to be **specific**
- **“Bike”** is not worth marks - markers want to see “Photo of bike” or “Graphic showing bike”. You need to be **specific**
- **“Annotations”** is worth marks - it’s clear and specific

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- 1 You have been asked to develop some ideas for an advertising campaign to promote the new event.
 - (a) Identify **four** items that could be included on a visualisation diagram for a promotional advert in a travel magazine for the new 'Urban DuoTeam' event.

The markscheme credits:

- Title/Event name (1)
- Colours (1)
- Image/photo/drawing of + suitable object (1)
- Logo of event (1)
- Fonts/Font sizes/Font style (1)
- Annotations/labels (1)
- Text (1)
- Boxes showing layout/white space (1)