

OCR Creative iMedia

R081: Copyright, Design and Patents Act 1988

Name: Candidate Number:

Mark / 69 x 60 =

Grade

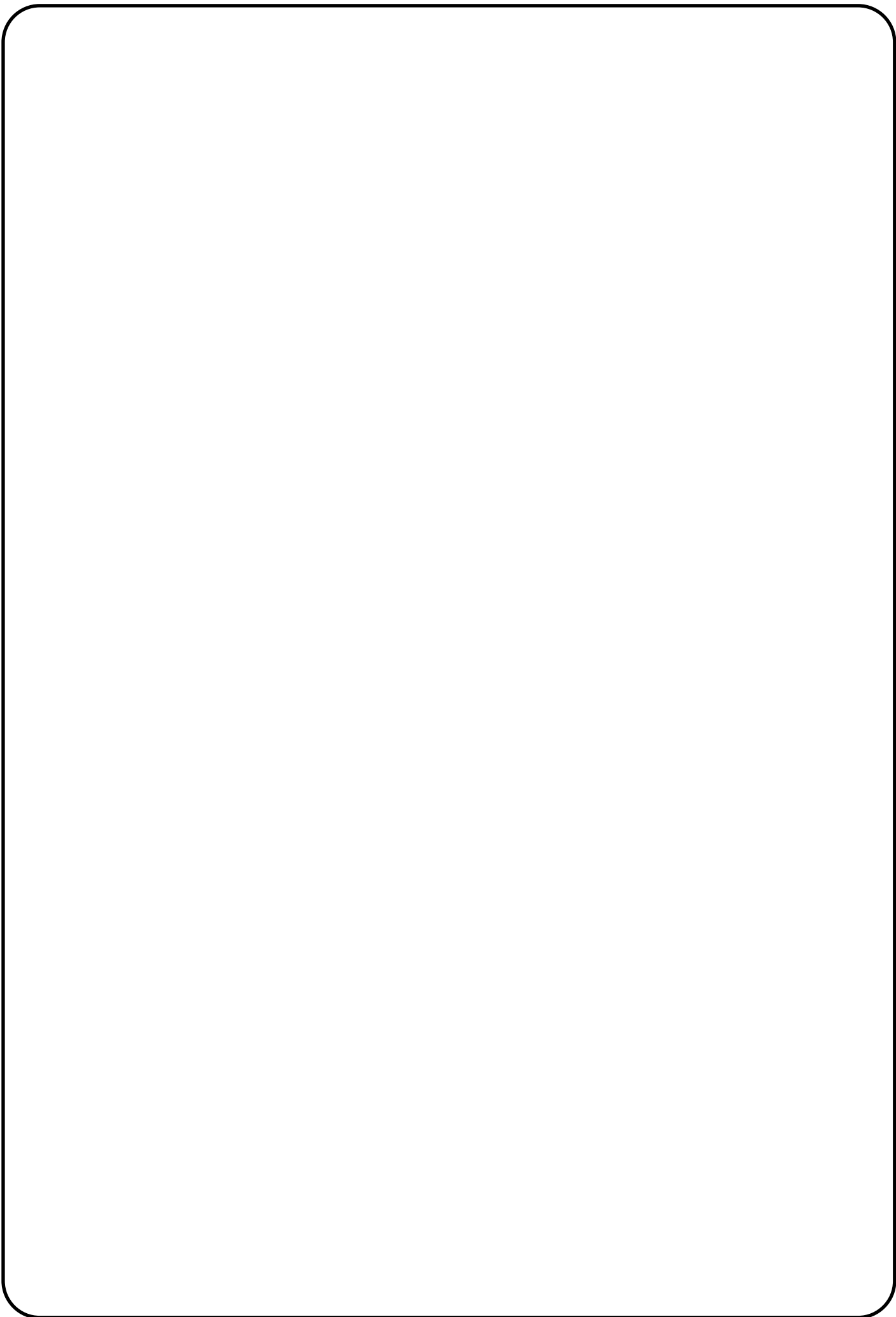
KNOWLEDGE

- 1) Create a mind map showing what works are covered by copyright.

Mark Band 1 1 - 2 Marks	Mark Band 2 3 - 5 Marks	Mark Band 3 6 - 7 Marks
Diagram has little structure. Content may not be appropriate. Links may not be logical. [1 2]	Diagram has a basic structure (may not be clear). Content may not be wholly appropriate. Links may not be totally logical. [3 5]	Complex structure with logical connections including the use of sub nodes. Content is wholly relevant to context and magazine advert. Detail is clear and understandable.

Use the next page to create your mind map.

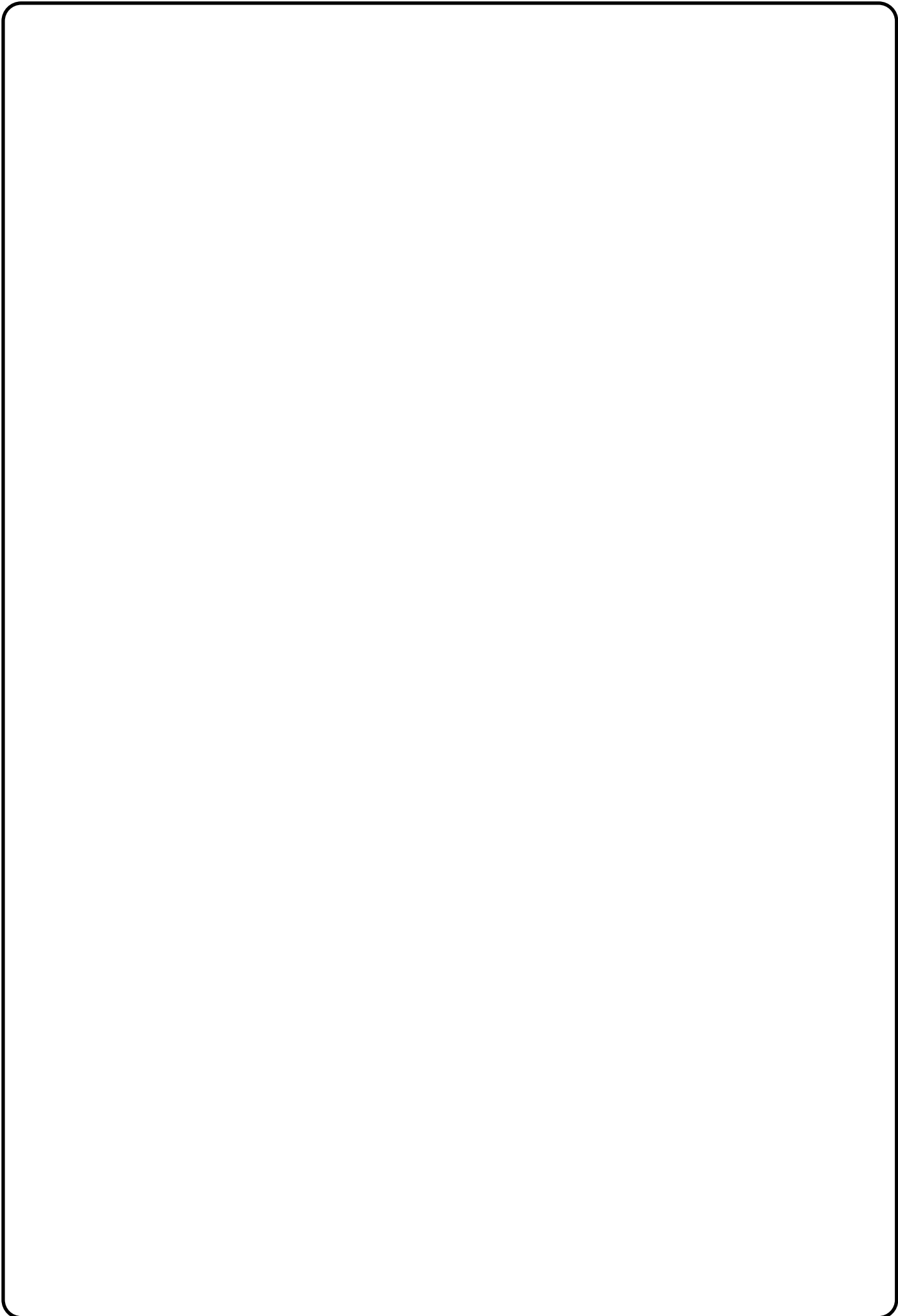
[7]



- 5) Identify the **four** acts that are restricted by copyright.
1.
 2.
 3.
 4. [4]
- 6) State the **two** moral rights that owners have.
1.
 2. [2]
- 7) Identify **six** acts that do not infringe copyright.
1.
 2.
 3.
 4.
 5.
 6. [6]
- 8) Create a mind map detailing the location of the copyright notice for different works.

Mark Band 1 1 - 2 Marks	Mark Band 2 3 - 5 Marks	Mark Band 3 6 - 7 Marks
Diagram has little structure. Content may not be appropriate. Links may not be logical. <div style="text-align: right;">[1 2]</div>	Diagram has a basic structure (may not be clear). Content may not be wholly appropriate. Links may not be totally logical. <div style="text-align: right;">[3 5]</div>	Complex structure with logical connections including the use of sub nodes. Content is wholly relevant to context and magazine advert. Detail is clear and understandable. <div style="text-align: right;">[6 7]</div>

USE THE NEXT PAGE TO CREATE YOUR MIND MAP



EXAM QUESTIONS

- 1) A new teenage fashion magazine, called BGStyle, is being published in March.

BGStyle magazine will include images of clothes and styles that are still being created by designers and are not yet being produced for sale in shops. The clothes in the images are the intellectual property of the designers.

Describe one step that BGStyle must take so that they can use these images.

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.....[2]

- 2) EmVeTion is releasing a new comic and internet-based animation series which will focus on a character called Velocity Girl who is aged 14 and has the ability to move fast in water and on land. The comic and the animation series will be released at the same time.

The production of the Velocity Girl comic and animation series is governed by a number of acts of legislation.

The Velocity Girl character will be protected by intellectual property rights held by EmVeTion. Explain one reason why the intellectual property rights are important to EmVeTion.

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.....[2]

- 3) 'Words from the Planet' is a new conservation campaign with the purpose of increasing the awareness of the environmental issues that are faced by our planet. The campaign is targeted at a wide target audience between the ages of 12 and 50. 'Words from the Planet' will use a variety of media to raise awareness of the issues faced.

The 'Words from the Planet' campaign will use images taken from space showing the world's oceans. The copyright of these images is held by the space organisations who took the images.

Describe what steps must be taken so that these images can be used.

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.....[2]

- 4) Kids-5-A-Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids-5-A-Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

The Kids-5-A-Day campaign will be supported by a number of food retailers and their logos will be included on the stickers and posters.

- a) Describe one step that must be taken by the publishers to allow these logos to be included on the stickers.

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..... [2]

- b) Explain one implication for the publishers if this step is not taken.

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..... [2]