OCR
Oxford Cambridge and RSA

Thursday 8 January 2015 – Morning

LEVEL 1/2 CAMBRIDGE NATIONAL IN ICT

R001/01 Understanding Computer Systems

CASE STUDY

4854131266

Duration: 1 hour

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Information for Learners

A photography business may employ many different photographers. Each of these photographers will take many photographs that need to be stored for future use (Scenario 1).

Photographs may need to be edited to make them suitable for the customers' needs (Scenario 2).

Scenario 1

Image Reflections is a photography business that specialises in taking photographs of family groups in the customers' own homes. It employs a team of travelling photographers for this purpose. Each photographer is provided with a laptop computer and photographic equipment.

Image Reflections has a website that it uses to advertise its products and services. The website uses cookies to personalise the advertisements that are displayed.

Customers who would like a set of photographs use the booking form on the Image Reflections website to book a photographic session. Staff at the Head Office then set a date for the session, allocate an available photographer and confirm with the customer via email.

All photographs are stored on the main server of the computer system at the Head Office. Each photograph is given a reference made up of the first four letters of the surname of the person who booked the session and four digits based on the order in which the photograph was taken during the session. Image Reflections would like to improve this system and is considering using a database to store details of individual photographs.

A few days after the photographic session, customers are sent a proof copy of each photograph, so that they can decide which they want to purchase.

Until recently, all Head Office staff have worked on desktop computers, but the owners of the business are now considering replacing some, if not all, desktop computers with tablet computers.

Image Reflections is keen to gather feedback from customers on the quality of the service it provides and so it makes a form available on the website for this purpose.

Scenario 2

Sean is a photographer working for Image Reflections. He is responsible for creating a portfolio of photographs from each session. To prepare this portfolio, Sean has to delete any photographs that he thinks are not up to the standard required, as well as edit other photographs so that they suit the customers' needs.

When Sean has finished preparing each portfolio, he uses the internet to upload it to the main server at the Head Office of Image Reflections. Sean and the owners of Image Reflections are aware that there are potential risks of using the internet to transfer data and so they have taken action to reduce these risks.

Sean uses Diary Management Software to record each booking for a photographic session. To avoid clashes, he also records personal appointments on the same diary.

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Preparation

In order to prepare for the examination, you should research how a photography business uses ICT in its work.

This should include:

- different types of computer systems, their uses, benefits and limitations
- methods of identifying individual photographs
- how websites can be personalised to suit individual customers and the legal restrictions on doing so
- methods of providing proof copies of photographs for customers
- online feedback forms.

You should also find out about the work of travelling photographers.

This should include:

- features of Diary Management Software
- methods by which image manipulation software may be used to edit photographs
- electronic methods of transferring photographs, the risks of using these methods and possible actions that may be taken to reduce these risks
- proprietary and open file formats for storing photographs.

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