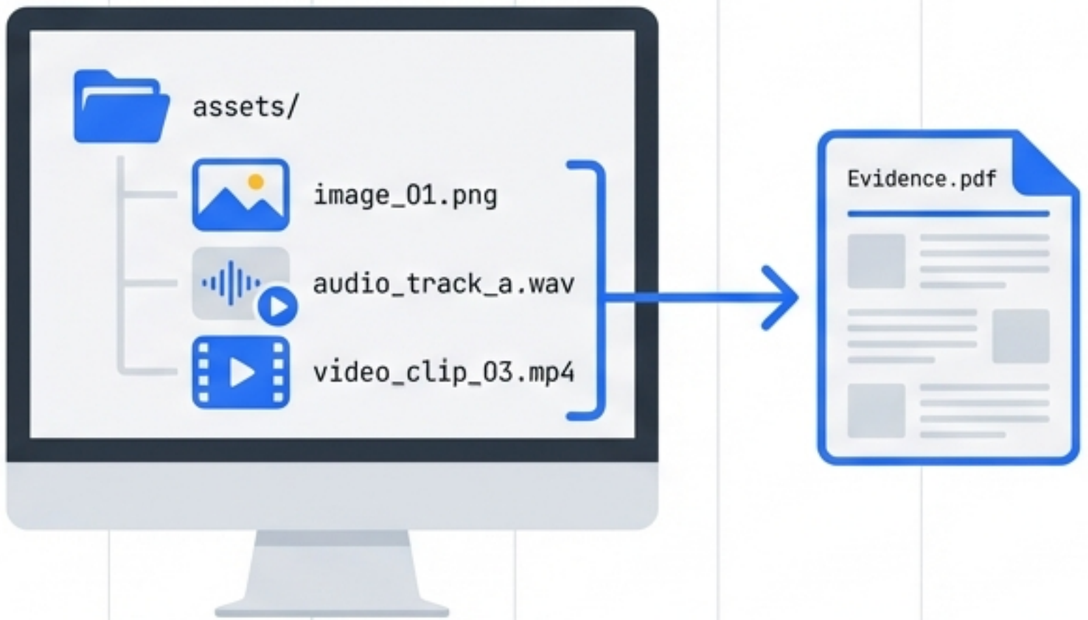
Mastering the Asset Table

From File List to Professional Evidence

A Guide for Cambridge National in Creative iMedia (Units R094 / R097 / R099)



Based on OCR Set Assignment Requirements.

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This Is Not Just a List of Files

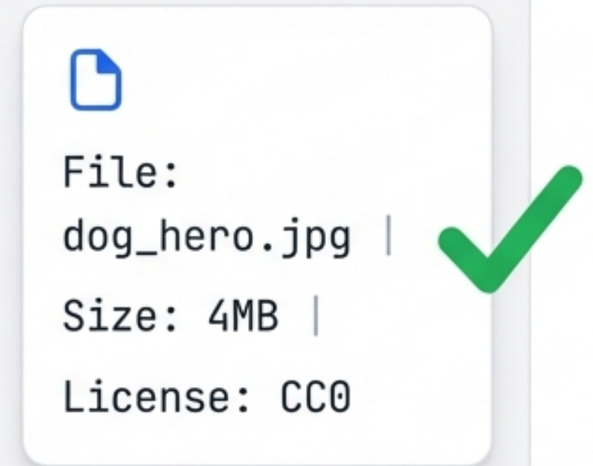
The Asset Table is an assessment tool. It is your evidence that you understand:

- File properties and technical specs.
- Asset origins (primary vs. secondary).
- Copyright, licensing, and legal constraints.
- Strategic placement within a product.

“You are proving you worked like a real media developer.”



Incorrect: Unstructured & Ambiguous



Correct: Structured, Specific & Proven

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The Anatomy of the Table

One row for every image, audio file, video, and graphic used in your final product.

1 Asset	2 Properties	3 Source	4 Legal issues	5 Use

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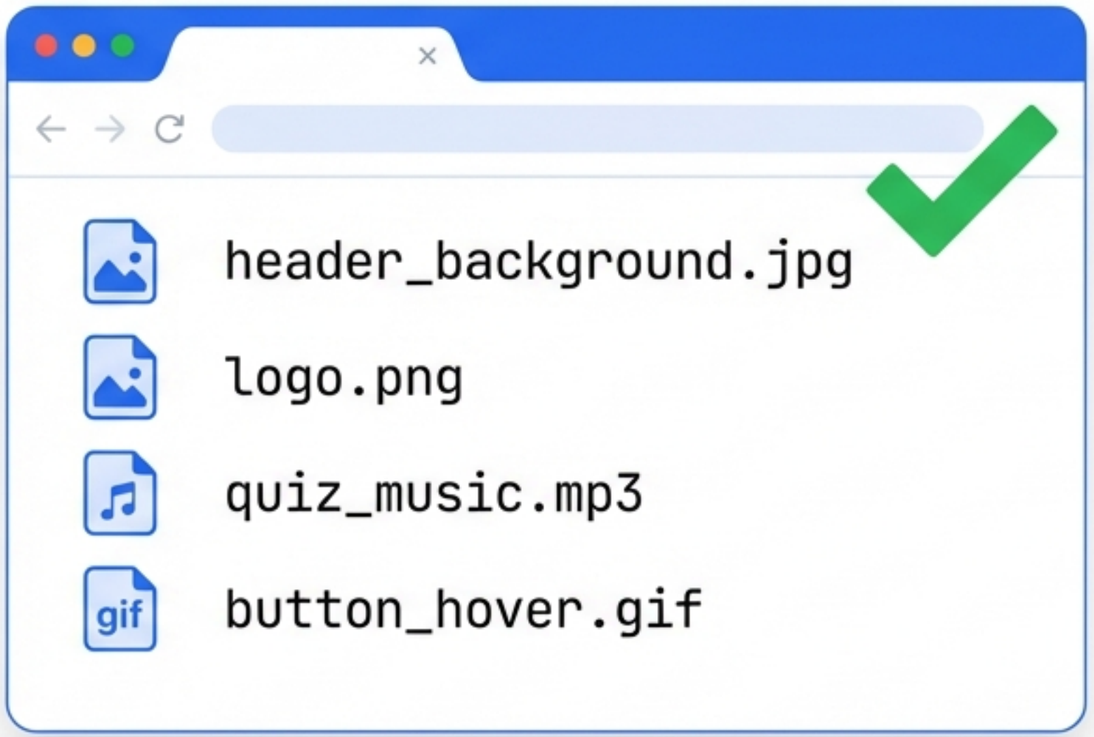
Column 1: The Asset

Precision in Naming

The Mistake



The Standard



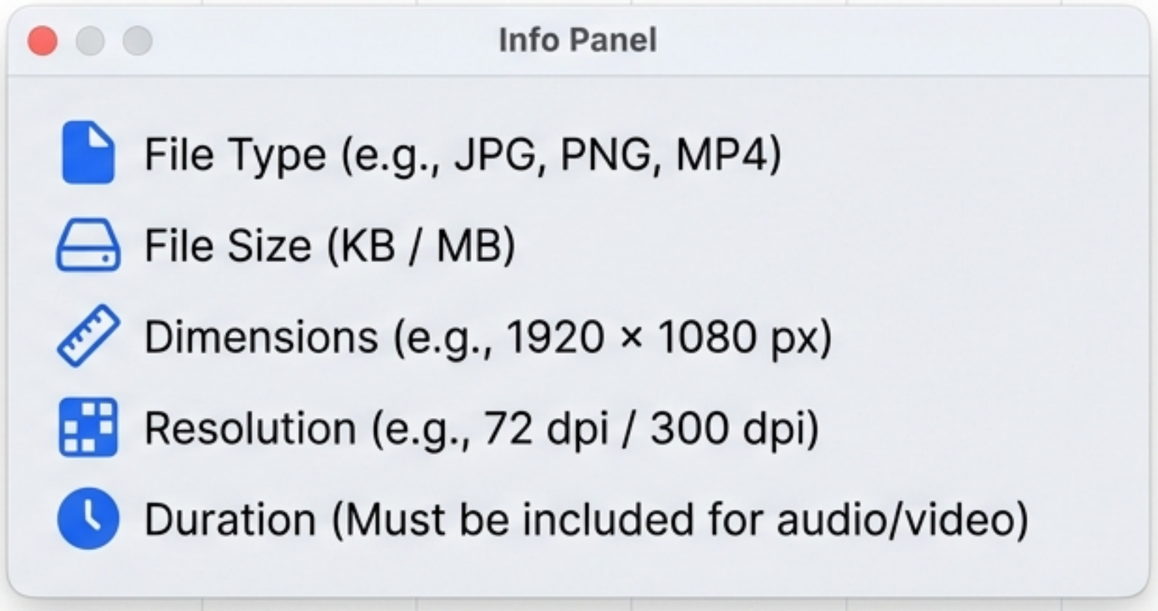
This column represents the actual filename in your folder structure.

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Column 2: Properties

The ‘Technical Trap” – Where Most Marks Are Lost

You must move beyond basic descriptions to technical specifications.



Weak Entry (Avoid):

Image

Strong Entry (Use this):

JPG image, 1.2MB, 1920×1080 pixels, 72dpi

MP3 audio file, 3.4MB, 44.1kHz, 2 minutes duration

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Column 3: Source

Identifying the Origin

Where did the file come from?

Primary Source (I made it)

- Write: “Created by me using Photoshop” or “Created by me using Audacity”.

Secondary Source (Internet)

- Write: The Website Name AND The Full URL.

Example:
`Pixabay – https://pixabay.com/images/search/...`

CRITICAL RULE: DO NOT WRITE “GOOGLE”



Google is a search engine, not a source.

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Column 4: Legal Issues (Part 1)

The High-Stakes Column

This is where you demonstrate awareness of legal responsibility. You must identify the specific status of the asset.

Copyright



Ownership restricted. Needs permission & contact details.

Creative Commons



Flexible licensing. Usually requires attribution.

Royalty Free



Pay once (or free) to use. Check terms.

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Column 4: Legal Issues (Part 2)

What to Write

If Copyrighted

```
Copyright owned by [owner name]. Permission would be required to use this asset. Contact: [email address]
```

If Royalty Free / Creative Commons

```
Image is royalty free under Creative Commons licence. No permission required but attribution needed.
```

Vague phrases like ‘It’s free’ score zero. Be specific about permissions.

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Column 5: Use

Context is Key

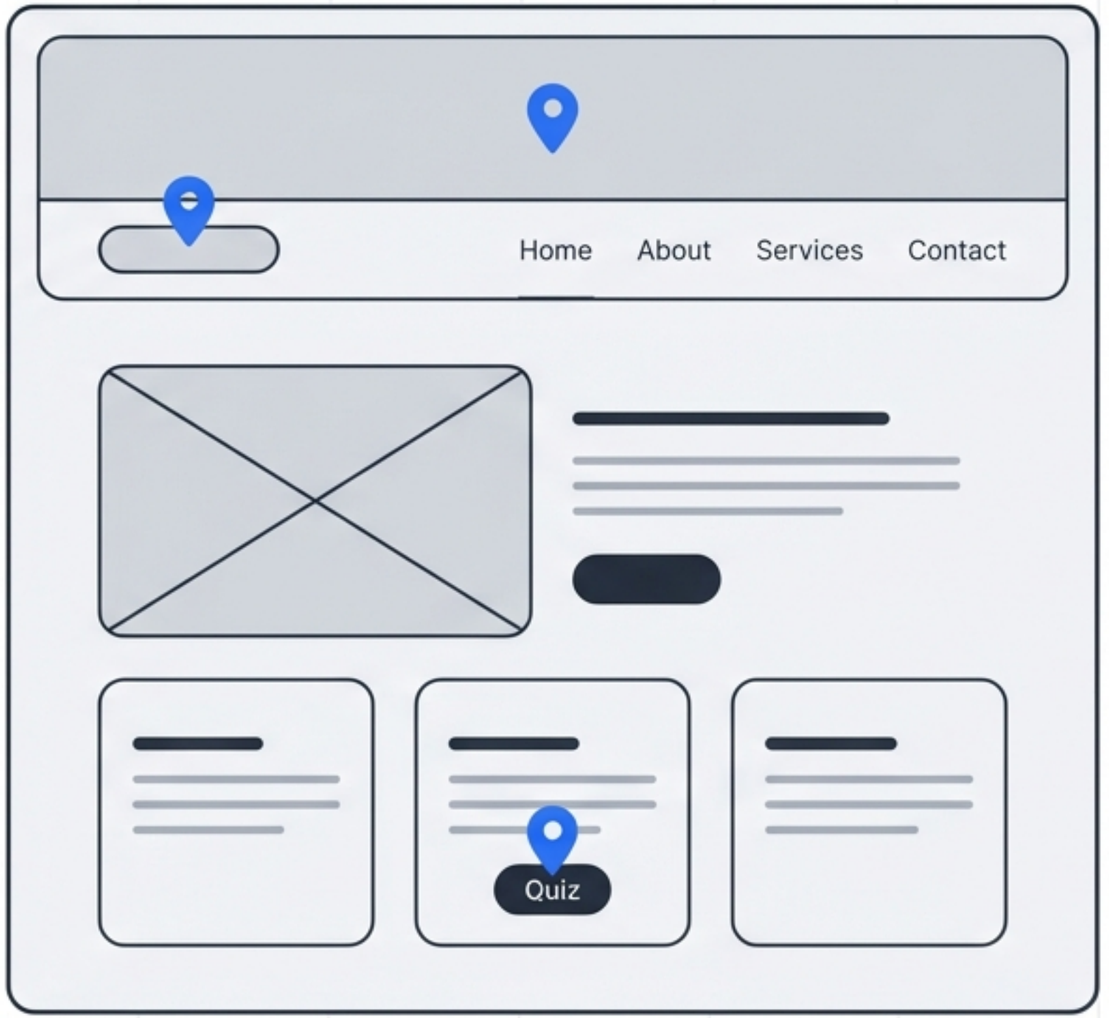
You must define exactly where and how the asset functions in your product.

Bad (Vague): Homepage

Good (Specific): Used as the header background image on the Home page.

Good (Specific): Used as navigation logo on all pages.

Good (Specific): Used as background music on the Quiz page.



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The ‘Gold Standard’ Row

Asset	Properties	Source	Legal	Use
header_background.jpg	JPG image, 1.1MB, 1920×1080 px, 72dpi	Pixabay – https://pixabay.com/xxxx	Royalty free image under Pixabay licence, no permission required.	Used as header background on Home page.

Dimensions included

Resolution included

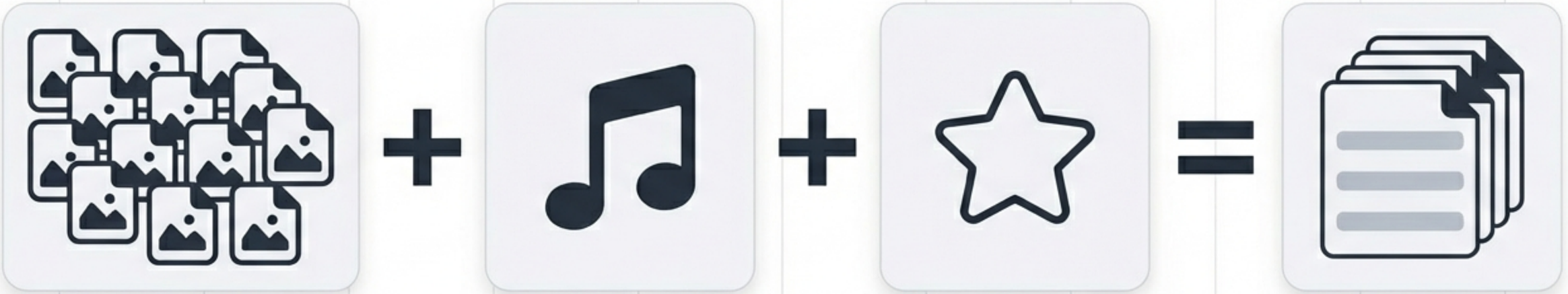
Full URL provided

Clear license identified

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Quantity & Scope

How many rows do I need?



12 Images

Background Music

Logo

14+ Rows in your table

Rule of Thumb: If it appears in your product, it must be in your table.

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Common Pitfalls to Avoid

Examiners look for these specific errors. Avoid them to protect your grade.

- ⚠️ Listing 'Google' as a source.
- ⚠️ Listing file types without technical details (missing dimensions/resolution).
- ⚠️ Vague legal descriptions (e.g., 'I can use this').
- ⚠️ Failing to list the exact location of use.
- ⚠️ Generic filenames (e.g., 'pic1.jpg').

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The Pre-Submission Checklist

- [ ] Are filenames correct and specific?
- [ ] Are technical properties detailed (`Size, Dimensions, DPI`)?
- [ ] Are sources proper URLs (not search engines)?
- [ ] Is the legal explanation clear (Owner/License identified)?
- [ ] Is the exact use in the product defined?

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The Final Verdict



“This table proves you understand how media files are sourced and legally used in a digital product.”

Demonstrating ownership, licensing, and legal responsibility

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References

OCR Level 1/Level 2 Cambridge National in Creative iMedia
Set Assignment Unit R094-R099

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