OCR

SPECIMEN

Level 1/2 Cambridge National Award in Creative iMedia
Level 1/2 Cambridge National Certificate in Creative iMedia
Level 1/2 Cambridge National Diploma in Creative iMedia

R081

R081: Pre-production skills

Candidates answer on the Question Paper.

OCR Supplied Materials:
- None

Other Materials Required:
- None

Duration: 1 hour 15 minutes

Candidate Forename		Candidate Surname	

Centre Number						Candidate Number				

INSTRUCTIONS TO CANDIDATES

- Write your name, your centre number and candidate number clearly in capital letters in the boxes above.
- Use black ink.
- Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Write your answer to each question in the space provided. If you need additional paper, please ensure that you write your name, centre number and candidate number on each additional sheet.

INFORMATION FOR CANDIDATES

- The quality of your written communication is assessed in questions marked with an asterisk (*).
- The number of marks for each question is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is 60.
- This document consists of 16 pages. Any blank pages are indicated.

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Answer **all** the questions.

SECTION A

1 A sports company 'Quixsport' wants to promote a new range of clothing. They have asked you to prepare some ideas on how the new range of clothing could be promoted. Initially, they have asked for a series of pre-production documents before any advertisement or campaign is actually created.

(a) A mind map/spider diagram will be used to generate ideas.

State **one** other purpose of a mind map/spider diagram

.....**[1]**

(b) **(i)** Identify **the** other suitable form of pre-production document that could be used.

.....**[1]**

(ii) Give **two** reasons why this would be a suitable choice.

1 .....

……

2 .....

.....**[2]**

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2 Quixsport is considering a video advertisement for the sports clothing promotion and will need to create a storyboard for this.

Identify **four** different items of information that can be added to a storyboard by completing the table below:

Storyboard item
1.
2.
3.
4.

[4]

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3 A script will be needed for the Quixsport video advertisement.

(a) State **two** additional items of information that will appear on the script, which are not part of the storyboard.

1 .....

2 .....**[2]**

(b) Give **one** reason why these items would **not** be included on the storyboard.

.....

.....**[1]**

4 Different types of information, including contingencies, need to be included on a work plan when creating promotional products.

(a) Describe the use of contingencies in the work plan.

.....

.....

.....

.....**[2]**

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(b) Describe **three** other types of information that should be included in the work plan.

1. .....

.....

.....

.....

2. .....

.....

.....

.....

3. .....

.....

.....

.....**[6]**

5 Quixsport will define their requirements for the product to be used to promote the new sports clothing range.

State **two** different ways that Quixsport could define their requirements:

1 .....

2 .....**[2]**

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6 **(a)** A visualisation diagram for a promotional poster on sports clothing will be manually drawn and sent to Quixsport in a digitised format.

State **two** items of hardware that would be needed to digitise the visualisation diagram.

1 .....

2 .....**[2]**

(b) Quixsport has asked for the visualisation diagram to be created digitally.

State **two** types of application software that can be used to do this.

1 .....

2 .....**[2]**

7 Research needs to be carried out with the target audience before starting work on the creative media products.

Name the **two** types of source used for research with the target audience, giving **one** example in each case.

Source 1.....

Example .....

Source 2.....

Example .....**[4]**

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8 The promotion for Quixsport's new range of clothing will include copyrighted material.

Describe **one** action that needs to be taken when using copyrighted material.

.....

.....

.....

.....**[2]**

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SECTION B

Section B is based on the following script:

A scene from the video advertisement for Quixsport has the following section of script.

SCENE 1

INT. LOUNGE – WITH TELEVISION - NIGHT

The television is on

PHONE RINGS:

BEN
I hope that’s Jemma

Ben answers the phone

BEN’S OVER THE SHOULDER SHOT

BEN
Hello!

CUT TO JEMMA

JEMMA
Have you seen those cool new trainers?

BACK TO SCENE WITH BEN

BEN
Yeah, I’m wearing a pair right now

Ben lifts a foot into the air wearing the new trainers

(CONTINUED)

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9 Use the section of script on the previous page to give the production team some additional ideas on how the scene could be recorded. Create a storyboard using the layout below to produce your answer.

1……. …… …… …… …… ……	2……. …… …… …… …… ……	3……. …… …… …… …… ……
4……. …… …… …… …… ……	5……. …… …… …… …… ……	6……. …… …… …… …… ……

[12]

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10 The video advertisement referred to in Question 9 is to be distributed on the internet.

Identify the most suitable file format you could use for the final product. Explain the reason for your choice.

File format

.....**[1]**

Explanation

.....

.....

.....

.....**[2]**

11

(**a**) State one file format that would be suitable for creating an A3 size promotional poster for advertising the sports clothing range.

.....**[1]**

(b) Explain why the file format chosen is suitable.

.....

.....

.....

.....**[2]**

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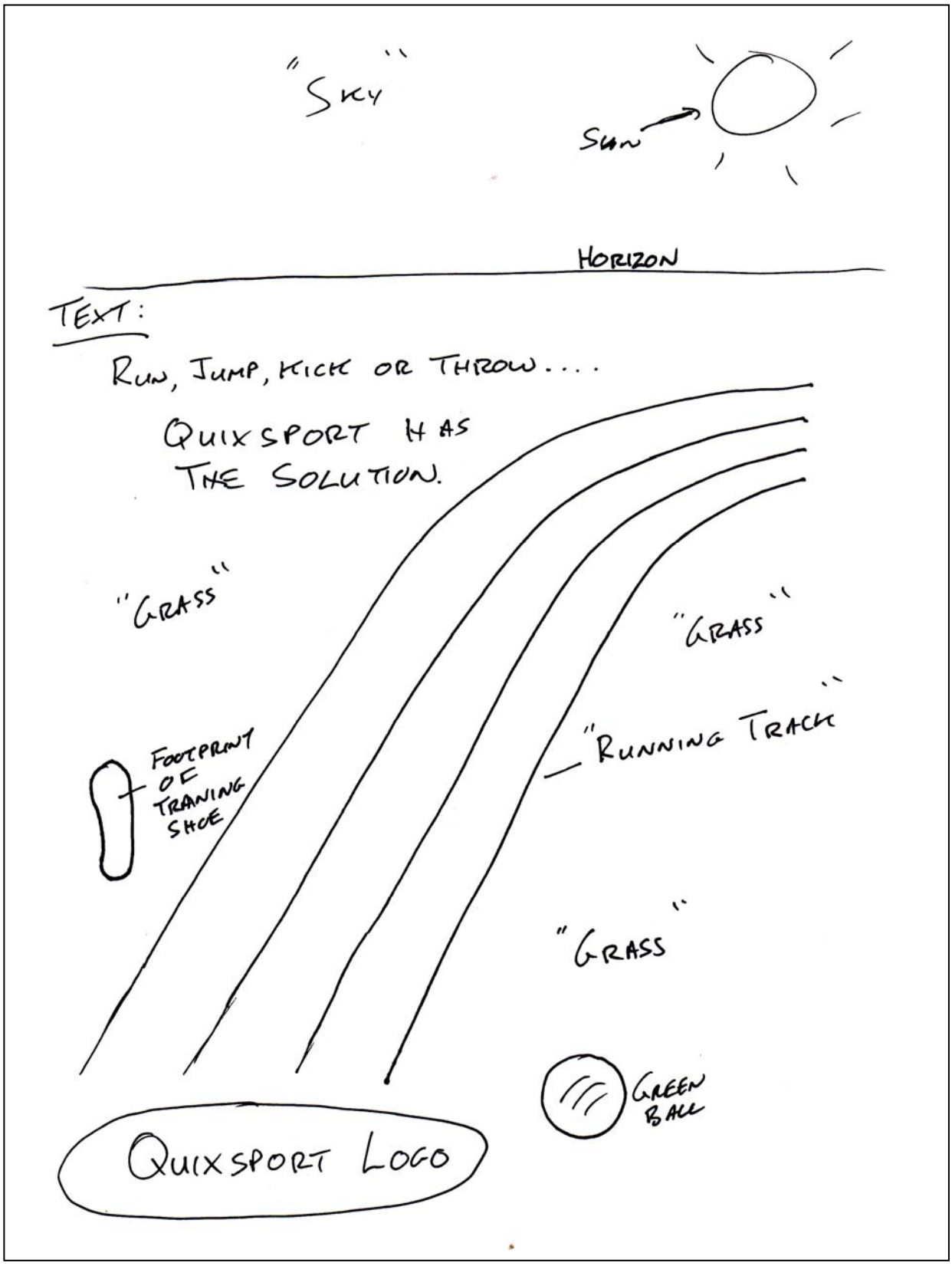
Section C

Question 12 is based on the following pre-production visualisation diagram.



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12 Produce an evaluation of the visualisation diagram. Include any areas for improvement.

* *The quality of written communication will be assessed in your answer to this question.*

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.....

.....**[11]**

[Paper total: 60]

END OF QUESTION PAPER

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CREATIVE iMEDIA

R081

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Unit R081: Pre-production skills

MARK SCHEME

Duration: 1 hour 15 minutes

MAXIMUM MARK **60**

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This document consists of 8 pages

Question			Expected Answer(s)	Mark	Guidance
1	a		**One** from: (e.g.) • To show the content of a media product • To show the development routes • To show the range of resources/equipment/content needed • To show the interconnection of components in a creative media product	**[1]**	Do not accept 'ideas generation', as stated in question.
	b	i	Correct answer only • Mood board	**[1]**	One mark for the correct answer. Do not accept visualisation, storyboard or script since these relate to the development of one idea rather than the 'generation of ideas' as required by the question. Do not accept mind map since this is used in question 1a.
		ii	**Two** from: • Because it shows what other people have done before (1) • Because it shows the style of the work that could be created (1) • Because it puts the viewer in the right frame of mind or mood for creating a suitable piece of work (1) • Themes/colour schemes/textures (1)	**[2]**	Marks can still be given for valid reasons, even if the answer given to b(i) is incorrect.
2			**Four** from: • Number of scenes • Scene content • Timings • Camera shots • Camera movement • Lighting • Sound • Locations • Camera type	**[4]**	One mark for each valid answer up to a maximum of four marks.

3	**a**		**Two** from*:* • Direction/e.g. “what happens in the scene” • Characters • Dialogue/e.g. intonation, loudness, emotion	**[2]**	One mark for each valid answer.
	b		Possible answers include: • Not enough space • Too much detail • Storyboard not used by the actors, only the script	**[1]**	
4	**a**		Possible answers include: • To plan for unexpected events (1), such as bad weather/people not turning up (1) • To allow more time (1), in case of delays (1) • To allow for extra costs (1), such as equipment costs (1)	**[2]**	One mark for each valid answer.
4	**b**		**Two** from (e.g.): • Resources (1) such as catering, personnel (1)/power supply (1) • Milestones (1) such as filming start date/broadcast target date (1) • Activities (1) such as arranging catering/agree budget (1) • Tasks (1) such as edit script/hire camera equipment (1) • Work flow or sequence of work activities (1) e.g. Mind-mapping – research target audience - visualisation diagram - storyboard - script (1) • Timescales (1) such as client deadlines/time allocated to audience research (1)	**[6]**	One mark for each valid answer, plus one for each valid description of an answer.
5			**Two** from (e.g.): • Client discussion • Written brief • Script • Specification		One mark for each valid answer.

6	**a**		**Two** from: • Computer • Scanner • Camera • (Graphic) tablet	**[2]**	One mark for each valid answer.
	b		**Two** types of software from: (e.g.) • Word processing • Publishing • Image editing • Presentation	**[2]**	One mark for each valid answer.
7			A valid source will be: • Primary An example will be one from: (e.g.) • meetings • discussions • questionnaires A valid source will be: • Secondary An example will be one from: (e.g.) • websites • books • statistical information	**[4]**	One mark for each valid source, plus one for a valid example. Example must relate to stated source.

8			**One** from:
			
			• Contact the owner of the copyrighted material (1) to:
			  • ask for permission to use/negotiate the fees and conditions (1)
			
			• Ensure copyrighted material is clearly marked (1), e.g.
			  • 'Copyright' and © /Year and name of author (1)
				[2]	

9			Level 4 Response All the panels completed with sketches of the scene content. Answers will be in context and relevant to video advertisement. Storyboard will follow logical sequence and be accurate. Information will be complete for each scene. Terms will be used correctly and accurately. (10-12 marks)	**[12]**	

			Level 3 Response All the panels contain sketches of the scene content, although sketches may not be complete. Storyboard will follow logical sequence and be mostly accurate. Answers will be in context and relevant to video advertisement. Information will be mostly complete for each scene. Terms will for the most part be used correctly and accurately. (7-9 marks) Level 2 Response Most of the panels will have some scene content. Sketches may be vague and panels not follow on. Answers will be in context but may not be wholly relevant. Information may lack detail. Terms if used may not be accurate. (4-6 marks) Level 1 Response Story may not follow scene, not all panels will be complete although they should relate to video advertisement. Information may not be sparse. No use/little use of technical terms and not used appropriately. (1-3 marks) Answers may include: o Scene content/description o Timings o Camera shots (e.g. close up, mid, long) o Camera movement (e.g. pan, tilt, zoom, track and dolly) o Lighting (e.g. types, direction) o Sound (e.g. dialogue, sound effects, ambient sound, music) o Locations, (e.g. indoor, outdoor)		**0 marks** must be given where there is no answer, or no answer worthy of credit.
10			**One** from (e.g.): 1. .mov 2. .mpg 3. .mp4 Explanation (**Two** from): This file has a compressed file format (1), meaning it is a low file size (1) and therefore has the benefit of speed (1)	**[3]**	One mark for a valid answer, plus up to two marks for a valid explanation.

11	**(a)**		**One** from (e.g.): • .tiff • .jpg • .eps • .psd • .ai • .png	**[1]**	
	(b)		Acceptable explanations for each: • .tiff Because it is uncompressed (1), range of compression can be applied (1) It is lossless (1) and is a flexible file format (1) • .jpg or .jpeg It is a compressed file (1), but can still be saved in a high quality format to reduce loss (1) • .eps It is best for printing (1), because of its high resolution (1) • .psd / .ai / .png Because it is lossless (1) and uncompressed (1), it is easy to edit/re-edit (within the appropriate software) as layers are maintained (1)	**[2]**	**0 marks** must be given where there is no answer, or no answer worthy of credit.

12			Level 3 Response A detailed evaluation of the diagram which will include different viewpoints, may include: positive/negative/advantages/disadvantages/benefits/drawbacks. . There will be a reasoned conclusion. Content is relevant, clear and presented in a structured and coherent format. Uses specialist terminology accurately and appropriately. Contains few, if any, errors in spelling, punctuation and grammar. (8-11 marks) Level 2 Response The evaluation will consider most aspects of the diagram. There will be at least two different points of view (e.g. advantages and disadvantages). Most content is relevant and presented in a structured and coherent format. Uses specialist terminology, showing a general understanding and with reasonable accuracy. Occasional errors in spelling, punctuation and grammar will not affect the overall meaning. (4-7 marks) Level 1 Response A basic description demonstrating a limited understanding of the diagram. Some content is relevant, though with a basic use of appropriate structures and format. Makes use of specialist terminology with limited relevance and accuracy. There may be errors in spelling, punctuation and grammar which are intrusive and likely to impact on the meaning. (1-3 marks) Answers may include reference to: • Composition • Layout • Clarity • Use of colours • Use of white space • Fitness for purpose • Suitability for target audience • Suitability for the client	**[11]**	**0 marks** must be given where there is no answer, or no answer worthy of credit.

ASSESSMENT GRID					
Question no. (and part)	**Learning Outcomes**				**Total**
	LO1	**LO2**	**LO3**	**LO4**	
1(a)	1				**1**
1(b)(i)	1				**1**
1(b)(ii)	2				**2**
2	4				**4**
3(a)	2				**2**
3(b)	1				**1**
4(a)		2			**2**
4(b)		6			**6**
5		2			**2**
6(a)		2			**2**
6(b)		2			**2**
7		4			**4**
8		2			**2**
9			12		**12**
10			3		**3**
11(a)			1		**1**
11(b)			2		**2**
12				11	**11**
Totals	**11**	**20**	**18**	**11**	**60**

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