



Tuesday 14 January 2014 – Morning

Level 1/2 Cambridge National in Creative iMedia

R081/01: 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	
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Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **60**.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.

SECTION A

Winged Breath is a four person rock band. Winged Breath has a target audience ranging from 14 to 30 years of age.

Winged Breath wants to release a documentary film about the band and its next concert on DVD. You have been asked to prepare a series of pre-production documents to present to the band before filming can begin.

1 One of the first pre-production documents that Winged Breath would like to be produced is a moodboard for the documentary film.

(a) Describe the purpose of a moodboard.

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

(b) State **two** items that could be included on a moodboard.

1
.....
2
..... [2]

(c) Identify **one** item of hardware that can be used to capture content to use on a digital moodboard.

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

(d) Explain **one** way a moodboard could be used for the documentary film about Winged Breath.

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

- 2 When using a computer to create pre-production documents for the documentary film the health and safety of the computer user should be considered.

Identify **three** possible risks to the health and safety of the user. For each risk, state a measure that can be used to reduce the risk.

Risk 1

Measure:

.....

Risk 2

Measure:

.....

Risk 3

Measure.

[6]

- 3 The pre-production documents will be stored on a computer system. The content and ideas will be updated in response to feedback from the band.

(i) Identify a suitable method of organising and tracking the updated files.

..... [1]

(ii) Explain why this is a suitable method of organising and tracking the updated files.

.....

.....

.....

..... [2]

4 The documentary film about Winged Breath will need a script and storyboard.

(a) State **two** items of information that could be included on the script.

1

.....

2

..... [2]

(b) Explain why a storyboard is a suitable pre-production document for planning the documentary film.

.....

.....

.....

..... [2]

5 Winged Breath has requested an interactive title menu for the DVD.

State **two** items that could be included on a visualisation of the DVD menu.

1

.....

2

..... [2]

6

6 When creating the pre-production documents for the documentary film, the target audience of the final product must be considered. Winged Breath has a target audience that ranges from 14 to 30 years of age.

(a) State **two** aspects of the target audience, other than age, that should be considered in the pre-production documents.

- 1
-
- 2
- [2]

During the pre-production of the documentary film, the age rating of the DVD needs to be considered.

(b) State **two** types of content that may affect the age rating of the DVD.

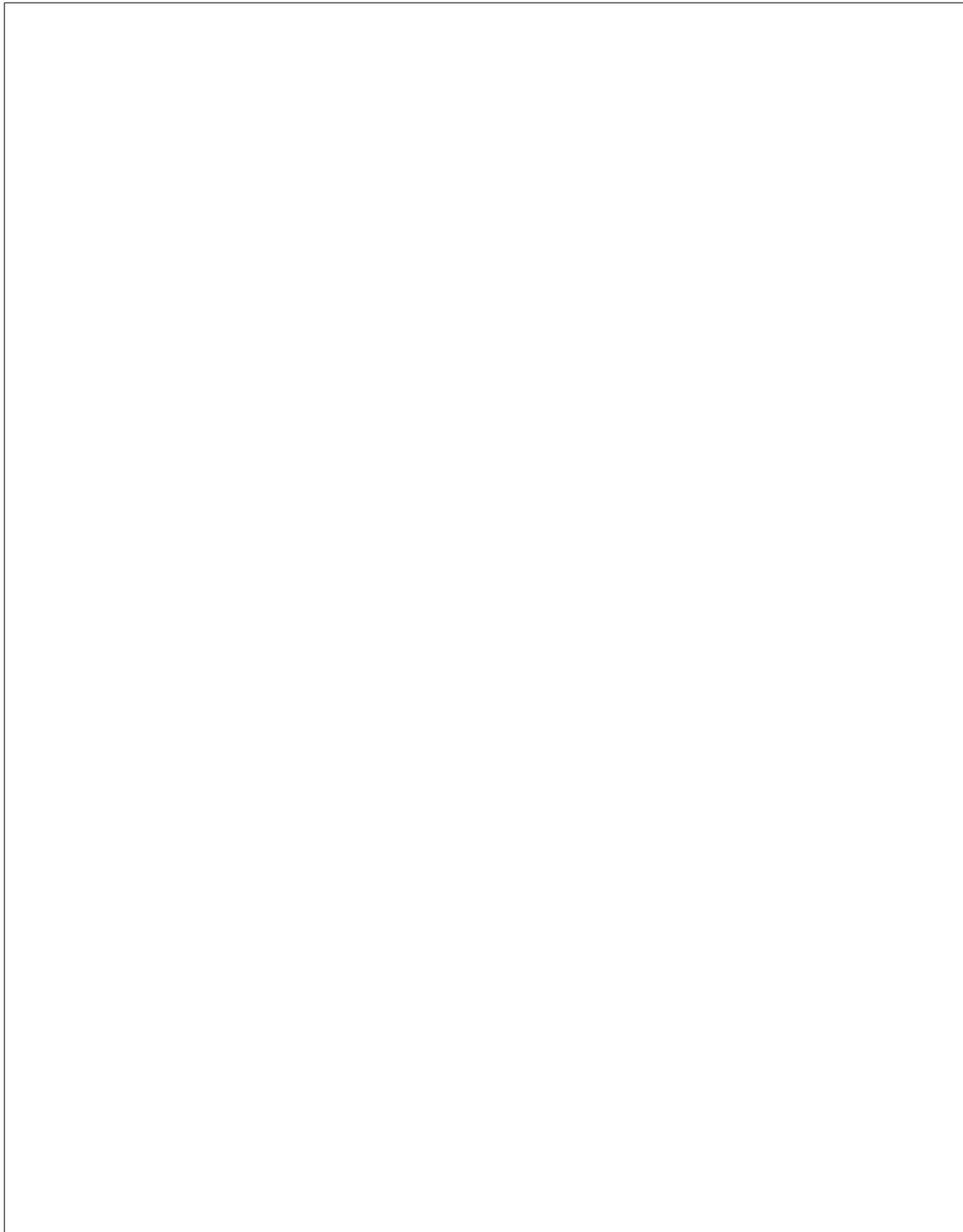
- 1
-
- 2
- [2]

7

7 Create a pre-production visualisation diagram of the front cover of the DVD sleeve.

Marks will be awarded for:

- Content
- Layout
- Fitness for purpose
- Annotations to justify decisions.



[9]

8

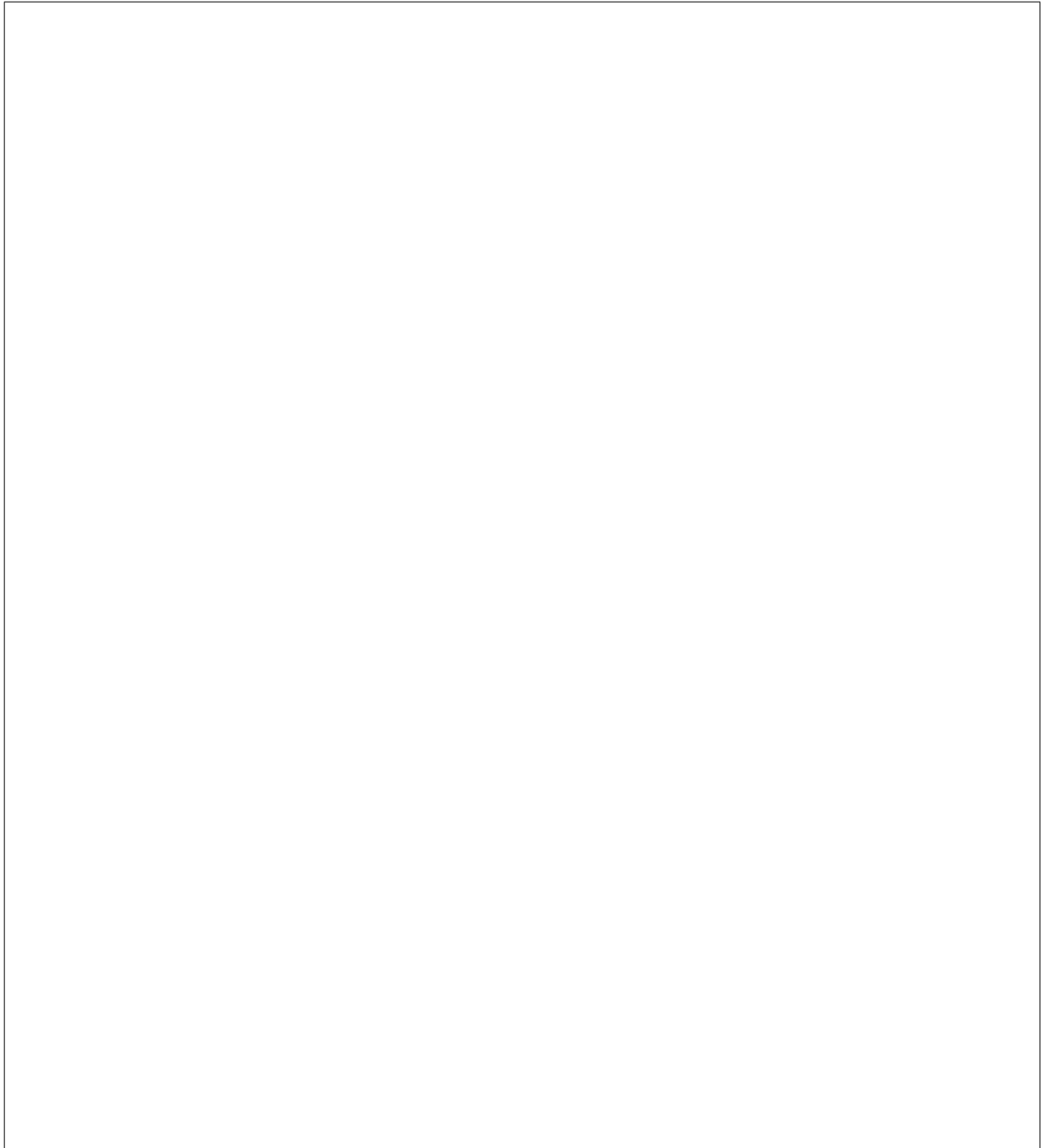
SECTION B

8 Winged Breath wants to produce a webpage to promote the documentary film.

Create a mind map/spider diagram for the content of the webpage.

Marks will be awarded for:

- Structure
- Content
- Relevance.



[8]

- 9 Winged Breath would like to produce an audio advert for use on social networking sites to advertise the documentary film.

State a suitable file format for the final **audio** advert.

..... [1]

- 10 Explain **one** benefit and **one** drawback of lossy compression when working with audio files.

Benefit.....

.....

.....

.....

Drawback

.....

.....

.....

[4]

SECTION C

Question 11 is based Fig. 1

Fig. 1 is the first draft of a pre-production storyboard. This will be the opening sequence of the concert chapter of the DVD.

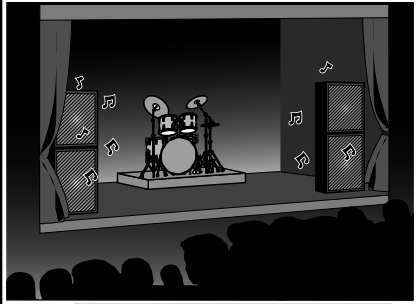

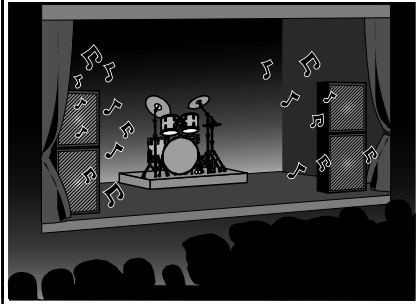

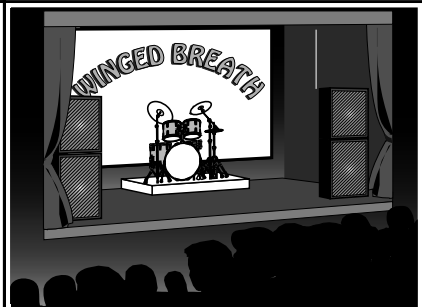
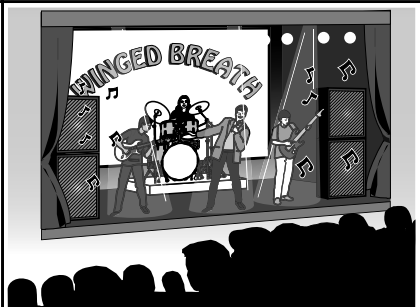
		
<p>Introduction music playing in background.</p>	<p>Band members off stage relaxing. Walking to stage. Music introduction with voices of bands talking.</p>	<p>Shot of dark stage with music getting louder.</p>
		
<p>Faces in crowd looking at stage.</p>	<p>Stage in background in darkness.</p>	<p>Front of stage. Lights up and increase in noise. First note sung.</p>

Fig. 1

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END OF QUESTION PAPER



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