

Cambridge **NATIONALS LEVEL 1/2**



CREATIVE iMEDIA

**Combined Feedback on the
June 2014 Exam Paper**

Unit R081: Pre-production skills

Version 1



CONTENTS

Introduction	3
General examiner comments on the paper	4
Question 1	5
Mark scheme guidance	6
Examiner comments	6
Question 2	7
Mark scheme guidance	7
Examiner comments	7
Question 3	8
Mark scheme guidance	8
Examiner comments	8
Question 4	9
Mark scheme guidance	9
Examiner comments	10
Question 5	11
Mark scheme guidance	11
Examiner comments	11
Question 6	12
Mark scheme guidance	13
Examiner comments	13
Question 7	14
Mark scheme guidance	14
Examiner comments	14
Question 8	15
Mark scheme guidance	15
Examiner comments	15
Question 9	16
Mark scheme guidance	17
Examiner comments	17



INTRODUCTION


This resource brings together the questions from the June 2014 examined unit (R081), the marking guidance, the examiner's comments and the exemplar answers into one place for easy reference.


The marking guidance and the examiner's comments are taken straight from the Report to Centre for this question paper.

The Question Paper, Mark Scheme and the Report to Centre are available from:

<http://www.ocr.org.uk/qualifications/creative-imedia-level-1-2-award-certificate-j807-j817/>

 Thursday 12 June 2014 – Afternoon Level 1/2 Cambridge Nationals 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
Centre number	Candidate number
INSTRUCTIONS TO CANDIDATES <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 16 pages. Any blank pages are indicated. 	
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 Cambridge National Creative iMedia
Unit R081: Pre-Production Skills Cambridge National Creative iMedia Level 1/Level 2 Award/Certificate/Diploma J807, J817, J827
Mark Scheme for June 2014
<small>Oxford Cambridge and RSA Examinations</small>

 Cambridge National Creative iMedia
Unit J807: Level 1/2 Cambridge National Award in Creative iMedia Unit J817: Level 1/2 Cambridge National Certificate in Creative iMedia Unit J827: Level 1/2 Cambridge National Diploma in Creative iMedia
OCR Report for Centres for June 2014
<small>Oxford Cambridge and RSA Examinations</small>

GENERAL EXAMINER COMMENTS ON THE PAPER

This is the second series for this qualification but already there are improvements in the quality of answers from the first series in January.

There is a good level of knowledge about what pre-production documents are and what they contain. However the understanding of why these documents are used is still weak and this is where marks have again been lost. This indicated that candidates have been taught how to create these documents within specific projects without the understanding of why they are being used at that stage. This was clearly evident in the responses for question 9 where the review of an existing document was assessed.

This paper is vocationally focussed and so is based on a single context that runs throughout the entirety of the paper. Thus some questions within the paper require the candidates to demonstrate clearly that they can apply their knowledge **specifically** to the context given to gain full marks on the question. Candidates will not be credited fully where they do not refer to the context. It is this aspect of the paper where candidates struggled and it is advised that centres take note of this issue.

Question 1

SECTION A

OmicronBit is a computer games company that is developing a new game to be played on various mobile platforms. The new game will be based around a main character who will ride a bike around streets of a city collecting coins and logos. The coins and logos will be collected by the character riding over the coins and the logos. The coins and logos can then be used to purchase upgrades to the character's bike from a bike shop. The target audience of the game is teenagers who have smartphones or tablet computers.

- 1 The game begins with an animated scene in which the bike shop owner explains how the game is played. OmicronBit requires a script to be written for this animated scene.

- (a) Identify two purposes of a script.

1 To provide the lines for the characters (1 mark)

2 To set out what the narrator will speak (1 mark)

Other example answer:

- Provide details of expressions or action (1 mark)

[2]

OmicronBit has asked for a storyboard to be created for the animated scene.

- (b) (i) Tick one box in each row to indicate if an item would be included in a storyboard for the animated scene.

Item	YES	NO
Health and Safety information		✓
Number of scenes	✓	
File format		✓
Timings	✓	
Scene content	✓	
Camera angle	✓	

[6]

- (ii) Explain why a storyboard is a suitable pre-production document for the computer game's animated scene.

Pictures of characters (1 mark) make it easier to visualise the situation (1 mark)

Other example answers:

- To provide information (1 mark) such as timings for the scene (1 mark)

[2]

Mark scheme guidance

1 (a) **One** mark for each purpose identified.

1 (bii) **Two** marks for suitable response with expansion.

Full mark must refer to visual aspect and **purpose** of storyboard in **context** of the game.

Examiner comments

1a) This question asked for the purpose of a script, not its content. This resulted in some candidates losing marks.

1bi) A less demanding question that was answered well.

1bii) This question required candidates to apply their knowledge of storyboards to the context of an animated video. As a result the lack of application of context led to the candidates dropping marks on this question.

Question 2

2 When designing and producing the computer game, OmicronBit wants a work plan to be produced.

(a) Identify **four** components, other than milestones, that are used to create a work plan for the computer game.

1 Tasks (1 mark)

2 Activities (1 mark)

3 Work flow (1 mark)

4 Timescales (1 mark)

Other example answers:

- Resources (1 mark)

- Contingencies (1 mark)

[4]

(b) Explain the purpose of milestones in a work plan for the computer game.

An event of note in the game creation (1 mark) that often marks the completion of a stage (1 mark)

Other example answers:

- An important decision point (1 mark) that can lead the project in a different direction (1 mark)

- A key event (1 mark) that allows a project to be kept on schedule (1 mark)

[2]

Mark scheme guidance

2 (a) **Four** components from the examples listed.

2 (b) Allow mix and match of point and expansion.

Examiner comments

2 (a) This was a simple question which had a mark scheme that is clearly listed in a number of different units from the specification. However this question was poorly answered indicating that work plans and production schedules are not being addressed correctly at this moment.

2 (b) This question was based on the same work plans and production schedule theme and as a result of the apparent lack of teaching of this topic marks were lost on this question.

Work plans and production schedules are a part of the specification and as such questions may be asked of this topic in future series. Centres are advised to take note of this.

Question 3

3 During the game the main character will collect some coins and logos of various brands. The logos are the trademarks of real companies.

(a) Describe what steps must be taken to allow the use of these trademarked logos in the computer game.

.....Contact owner of logo (1 mark) obtain permission to use (1 mark).....

Other example answer:

- Acknowledge permission from owner of logo (1 mark)
- include TM symbol (1 mark)

..... [2]

(b) Explain how the age and income of the target audience will affect the choice of trademarked logos used in the game.

.....Brands used in the game (1 mark) will appeal to the teenage audience.....

.....of the game (1 mark).....

Other example answer:

- Young target audience will have little income (1 mark) so the brands placed in the game need to appeal to this income level (1 mark)
- Age restrictions for the target audience (1 mark) will prevent certain brands from being used (1 mark)

..... [2]

Mark scheme guidance

3 (a) Obtain copyright is too vague.

Examiner comments

3 (a) In this question candidates were asked to describe the steps that would be taken to allow the logos to be included in the game. The asking of permission was a common answer but is not enough as asking for permission is not enough for their use - permission must be first obtained. As a result full marks were not common in this answer.

3 (b) This question asked about the effects of target audience age and income on the choice of logos. This was based within the context of the game. Too many answers were generic with no relationship to the context being made, ie teenagers.

Question 4

4 The computer game will be promoted through an online advertising campaign. OmicronBit has produced a mind map in a digital format of the various ideas about how the campaign can be carried out.

(a) (i) Identify **two** pieces of hardware that can be used to help create a digital mind map.

1 Mouse (1 mark).....

2 Keyboard (1 mark).....

Other example answers:

- Graphics tablet (1 mark)

- Touchscreen (1 mark)

- Scanner (1 mark)

- Computer/Laptop/Tablet/

Smartphone (1 mark)

[2]

(ii) Identify **one** type of software that can be used to create a digital mind map.

DTP (1 mark).....

Other example answers:

- Mind mapping software (1 mark)

- Word processing software (1 mark)

- Illustration/graphics software (1 mark)

[1]

(b) (i) Identify a suitable file format for the digital mind map so that it can be reviewed.

PDF (1 mark).....

Other example answers:

- Doc (1 mark)

- Pub (1 mark)

- Png (1 mark)

[1]

(ii) Identify a suitable naming convention for the reviewed copy of the digital mind map.

Campaign mind map (1 mark) version (1 mark).....

Other example answers:

- OmnicronBit version1 (1 mark) what file contains (1 mark)

[2]

(iii) Identify **one** piece of hardware that would allow a hardcopy of the digital mind map to be produced.

Printer (1 mark).....

[1]

Mark scheme guidance

4 (aii) Allow brand names.

4 (bi) Allow brand names.

4 (bii) For full marks answer must reference back to the context.

Examiner comments

- 4 (ai) A less complex question that was generally well answered..
- 4a(ii) A less complex question that was generally well answered.
- 4b(i) A less complex question that was generally well answered. However a number of candidates referred to the software, not the final file type.
- 4b(ii) This question was poorly answered showing candidates' lack of knowledge of how to name files appropriately. This question did not ask for the importance of version control but asked for the candidate to apply their knowledge to the scenario and create a suitable name to save the reviewed file.
- 4b(iii) A less complex question that was generally well answered.

Question 5

5 The computer game is based around a character collecting coins and logos that can be used to upgrade the character's bike with existing and futuristic add-ons. All the upgrading is done in the game bike shop.

(a) Identify **one** electronic source of information where you could research about bikes.

Bike manufacturers websites (1 mark) [1]

Other example answers:

- Bike retail/distributors websites (1 mark)
- Bike blogs (1 mark)
- Bike wikis (1 mark)

(b) Explain what primary research you would carry out to help you to research about bikes and their upgrades.

Visit a specialist bike shop (1 mark) to gain image(s) of the scenery (1 mark)

Other example answer:

- Interview bike shop manager (1 mark) to gain knowledge of how bikes are upgraded (1 mark)

..... [2]

Mark scheme guidance

5 (a) One source. Must be in context. Internet is too vague. Search engines are too vague.

5 (b) **Two** marks for suitable response with expansion.

Do not accept general answers as must relate to context.

Examiner comments

5 (a) As mentioned this paper is vocationally based with a context and as a result this question was poorly answered. Too many answers were generic 'Internet' 'Google' 'search engine' which were too vague resulting in no marks.

5 (b) Full marks were not common in this question, as whilst primary research techniques such as surveys or questionnaires were mentioned, they were not linked to the context consistently for full marks to be awarded.

Question 6

6 OmicronBit is setting the game in a cityscape environment.

Choose five images from **Fig. 1** to create a pre-production mood board that can be used to create the atmosphere for this computer game.

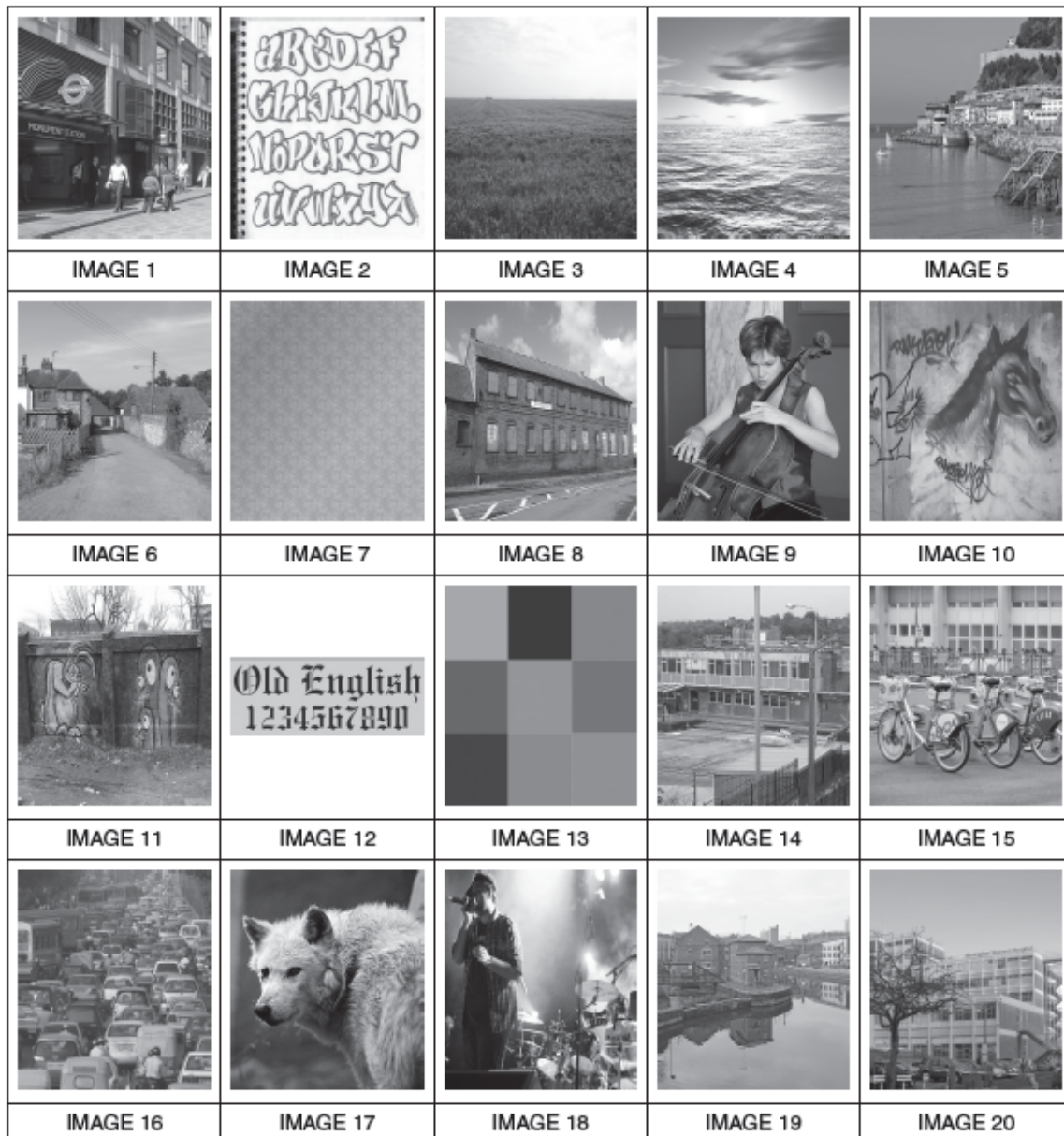
You do not need to draw the images. You must show which images you have chosen.

Marks will be awarded for:

- fitness for purpose
- annotations to justify choices.

[9]

Fig. 1



Level 3 7 – 9 marks	All 5 images are relevant. Suitable layout to mood board. Good justifications for images.
Level 2 4 – 6 marks	3 or more of images are relevant. Layout is not wholly suitable. Justifications may lack detail.
Level 1 0 – 3 marks	May only contain one relevant image. Mood board has a poor layout (may not be clear). Justifications may be weak/non-existent.

Mark scheme guidance

Mood board content related to urban cityscape of the game.

Media could include:

- Text
- Font
- Images
- Colours
- Sounds.

Annotations **must** justify decisions.

Examiner comments

This question required candidates to select five suitable images, justify their choice and place them in the structure of a mood board. The drawing of the images was not required. This question was generally well done with three main weaknesses being seen:

1. Candidates only listed the images which missed the mood board structure context.
2. More than five images were selected.
3. Justifications were descriptions of the images not reasons for their inclusion.

Question 7

7 The final computer game will be played on a number of different mobile devices. During the game there will be a number of animated scenes between each of the levels.

(a) Identify an appropriate format for the final version of these animated scenes.

HTML 5 (1 mark)

Other example answers: [1]

- avi (1 mark)
- mpg (1 mark)

(b) Explain what factors must be considered when selecting a final format for these animated scenes.

File format has a small file size (1 mark) which is important for
download times of the computer game with mobile devices (1 mark)

Other example answer:

- File format works across a number of mobile platforms (1 mark)
- which means that the company does not need to make different [2]
- versions of the computer game (1 mark)

Mark scheme guidance

7 (b) **Two** marks for suitable response with expansion.

Examiner comments

7 (a) A less complex question but the knowledge of relevant file types was mixed.

7 (b) This question asked the candidates to relate the final file choice to the scenario of the games being played on multiple mobile platforms. This was poorly answered with candidates not linking to the scenario and only providing generic answers.

Question 8

8 As the game is played, the main character will move through different levels of the game where the difficulty will change. Between each level there will be an animated scene set in a bike shop where the shop owner will explain the next level of the game. These animated scenes will be approximately 10–15 seconds in length.

Create a pre-production storyboard for an animated scene between levels 1 and 2. In level 2 the rider will have to ride up and down ramps to collect coins and logos that are placed at different heights.

Marks will be awarded for:

- content
- fitness for purpose
- annotations to justify decisions.

[8]

<p>Level 3 7 – 8 marks</p>	<p>Clear structure with logical sequence of main sections. Storyboard covers a 3 or more of areas of construction. Content is relevant to context and cut scene video. Detail is clear and understandable.</p>
<p>Level 2 4 – 6 marks</p>	<p>Structure of storyboard is clear but may not be totally logical in sequence. Storyboard covers 1 or more area of construction. Content not fully relevant to context and/or cut scene video. Top of level must contain 2 areas of construction.</p>
<p>Level 1 0 – 3 marks</p>	<p>Storyboard has basic structure (may not be clear). Storyboard only covers content (drawings) and 1 area of construction. Content may not be wholly appropriate.</p>

Mark scheme guidance

The following areas of construction should be considered in the answer:

- Timings
- Camera shots (eg close up, mid, long)
- Camera angles (eg over the shoulder, low angle, aerial)
- Camera movement (eg pan, tilt, zoom or using a track and dolly)
- Lighting (eg types, direction)
- Sound (eg dialogue, sound effects, ambient sound, music)
- Locations (eg indoor studio or other room, outdoor).

Read the complete storyboard first and mark as a whole answer not scene by scene.

Examiner comments

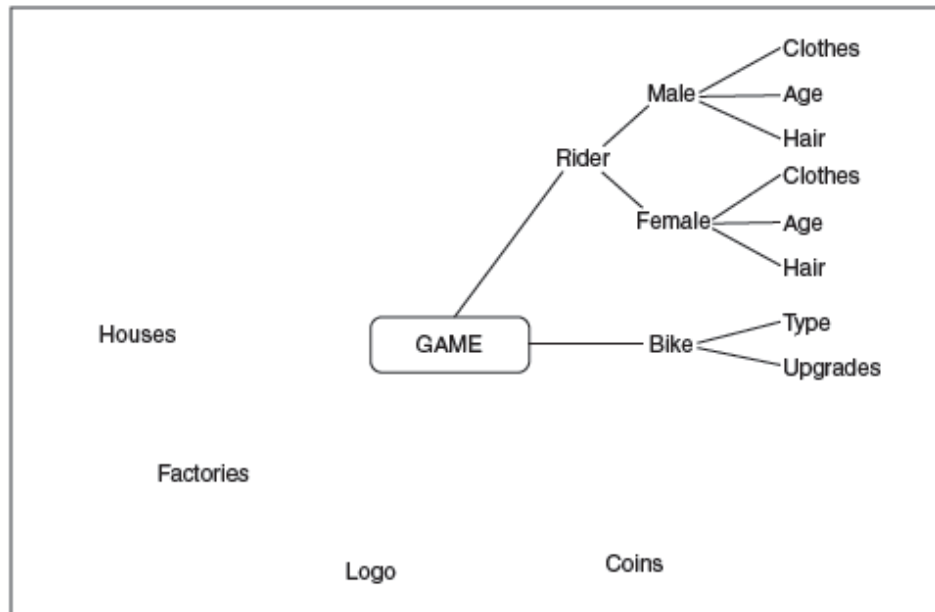
Candidates were asked to create a storyboard for the scenes between two levels of a game. A number of candidates drew the game itself which did not answer the question. Creating a storyboard is not just about drawing scenes but is also about the technical aspects such as camera angles, lighting and timings. It is the consistent use of these technical aspects that were required to access the higher marks.

Question 9

SECTION C

Question 9 is based on Fig. 2

Fig 2. is the first draft of a pre-production mind map. This is intended to show the structure of the game and how the levels will link together.



9* Discuss the suitability of the mind map in Fig. 2 as a pre-production document in aiding the game developers create the computer game. You should include any areas for improvement. [10]

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

<p>Level 3 8 – 10 marks</p>	<p>Candidates will provide an excellent understanding of the question with clear explanation of the suitability of the mind map for use by its target audience (developers).</p> <p>The strengths and weaknesses of the mind map are considered in equal weighting.</p> <p>The suggested improvements will be well thought through and explained in context.</p> <p>Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.</p>
<p>Level 2 5 – 7 marks</p>	<p>Candidates will provide a good understanding of the question with strengths and/or weaknesses of the mind map being described. This may be one sided.</p> <p>Some improvements may be suggested but they will not be wholly suitable.</p> <p>At the top of the level the answer will be presented in the context of Omnicronbit computer game.</p> <p>There may be errors in spelling, punctuation and grammar which may not be intrusive.</p>

Level 1 1 – 4 marks	Limited understanding of the use of mind map. Answers will be vague and not necessarily linked to the context of the question. Answers may be presented as a list rather than a structured piece of writing. There may be errors in spelling, punctuation and grammar which may be intrusive.
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Mark scheme guidance

Marks are awarded for considering the following points:

- Understanding who the target audience of the mind map is
- Recognisable diagram structure
- Content relevant to game
- Relevance of links between content
- Missing links between content
- Suitable detail/annotation
- Logical sequence of nodes/sub-nodes.

Examiner comments

This question was about the strengths and weakness of a mind map and its suitability for its audience and purpose. This question was not well answered. This again indicated the lack of understanding of the purpose of a pre-production document, in this case a mind map.

To gain the highest marks the candidates needed to demonstrate who the mind map was aimed at and so its purpose, together with its strengths and weaknesses. This was not well done. Many candidates gave generic answers about the purpose of a mind map and focussed on the content of the game and how the game can be improved, not the mind map. This again demonstrated where candidates spend their time in other units creating pre-production documents without the understanding of why and who they are creating the documents for.



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