



**Cambridge National**

**Creative iMedia**

Unit **R081**: Pre-Production Skills

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

**Mark Scheme for June 2015**

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Question			Answer	Marks	Guidance
1	a	i	A visual tool(1) 'feel'/'flow'/'look'(1) assist in generation of ideas(1) collect ideas(1)	1	Do not accept organise ideas
		ii	3 from e.g. <ul style="list-style-type: none"> <li>• Photographs/images (1)</li> <li>• Logo (1)</li> <li>• Fonts (1)</li> <li>• Colours (1)</li> <li>• Textures/fabrics (1)</li> <li>• Text/quotes (1)</li> </ul>	3	The mood board is for a magazine advert so do not accept video/sound/ animation as not in context.
		iii	Two marks for suitable response with expansion. e.g. <ul style="list-style-type: none"> <li>• Warm colours used (1) will reflect the summer bank holiday theme (1)</li> <li>• A comparison of competitor adverts(1)to identify an appropriate style (1)</li> <li>• To create a visual feel (1) about the advert content (1)</li> </ul>	2	For full marks answer must relate to context of the magazine advert Digital/media product, etc. is too vague.
2	a		Two from ; e.g. <ul style="list-style-type: none"> <li>• Speech/dialogue (1)</li> <li>• set or location for the scene (1)</li> <li>• direction (e.g. what happens in the scene, interaction) (1)</li> <li>• sounds (e.g. for actions or events) (1)</li> <li>• characters (1)</li> <li>• timings(1)</li> </ul>	2	Answers can be examples of information that could be included

Question		Answer	Marks	Guidance
	<b>b</b>	Two marks for suitable response with expansion e.g. <ul style="list-style-type: none"> <li>•to provide the lines for the characters (1) so they know what to say in the advert(1)</li> <li>•to provide direction (1) for the crew to know what sound effects to use in the advert(1)</li> </ul>	<b>2</b>	For full marks answer must relate to context of the radio advert
	<b>c</b>	One from: e.g. <ul style="list-style-type: none"> <li>• MP3 (1)</li> <li>• MP4(1)</li> <li>• WAV(1)</li> </ul>	<b>1</b>	
<b>3</b>	<b>a</b>	<b>i</b> Three from: e.g. <ul style="list-style-type: none"> <li>• Timescale (1)</li> <li>• Target audience (1)</li> <li>• Purpose (1)</li> <li>• Content (information/images)(1)</li> <li>• Style/genre (1)</li> <li>• Location (1)</li> <li>• Type of advert required(1)</li> <li>• Budget(1)</li> </ul>	<b>3</b>	“What they want” is too vague Do not accept colour as this is stated in the question.
		<b>ii</b> Two marks for suitable response with expansion. e.g. <ul style="list-style-type: none"> <li>•Their use of the summer colours (1) will combine with the supermarket house style (1)</li> <li>•Supermarket has own house style (1) that is used in all their documents(1)</li> <li>•Their house style is unique(1) so makes their products easy to identity(1)</li> <li>•They might want an attractive colour scheme(1) that makes the advert memorable(1)</li> </ul>	<b>2</b>	

Question			Answer	Marks	Guidance
	<b>b</b>	<b>i</b>	Two marks for point with suitable expansion. e.g. <ul style="list-style-type: none"> <li>•The products on sale(1) will be those that the target audience can afford(1)</li> <li>•A low income audience(1) will only buy lower priced products in the sale(1)</li> </ul>	<b>2</b>	
		<b>ii</b>	Two paired marks awarded for category and matching example. e.g. <ul style="list-style-type: none"> <li>• Age (1) <ul style="list-style-type: none"> <li>○ wide range of ages will need wide range of products (1)</li> <li>○ 30 – 40 years (1)</li> </ul> </li> <li>• gender (1) <ul style="list-style-type: none"> <li>○ sale will appeal to both so products need to appeal to all genders (1)</li> <li>○ male or female (1)</li> </ul> </li> <li>• location(1) <ul style="list-style-type: none"> <li>○ sale may only occur in certain stores/places(1)</li> <li>○ the target audience may live a distance from the store (1)</li> </ul> </li> <li>• interests/lifestyle (1) <ul style="list-style-type: none"> <li>○ sale products targeted to their interest(1)</li> </ul> </li> </ul>	<b>4</b>	Second mark in each response must relate to the category answer.  Read each answer as a whole, as category may be vague but example provided might clarify point made. Two marks may be awarded for each response.  If category is wrong then do not mark example.  Do not accept answers about income as this is stated in the question.
<b>4</b>	<b>a</b>	<b>i</b>	Two marks for suitable response with expansion. e.g. <ul style="list-style-type: none"> <li>• To plan out what order the tasks (1) need to happen in (1)</li> <li>• To allow the project to meet the final deadline(1) by using checkpoints to stay on track (1)</li> <li>• To provide timescales for parts (1) so that you don't spend too long on one thing(1)</li> </ul>	<b>2</b>	This is all about project management

Question		Answer	Marks	Guidance
	ii	Three from: e.g. <ul style="list-style-type: none"> <li>• Project duration (1)</li> <li>• Time/Date (1)</li> <li>• Milestones (1)</li> <li>• Contingencies (1)</li> <li>• Tasks (1)</li> <li>• Activities (1)</li> <li>• Resources/staff / items / locations (1)</li> <li>• Costs/Budget (1)</li> </ul>	3	Do not accept progress tracking because this setting up the work plan not using it during the project.  Information is too vague
	iii	Two marks for suitable response with expansion. e.g. <ul style="list-style-type: none"> <li>• Allows the project leader to track (1) that all the parts are being completed on time(1)</li> <li>• Allows different members of the teams (1) to know when they can expect parts they require for the advert(1)</li> <li>• So that team members know what to do (1) to help finish the advert (1)</li> </ul>	2	This is about the use of a work plan for a team not just an individual so the answer must be related to <b>context of a team.</b>

Question	Answer	Marks	Guidance
5	<p><b>Level 3: 6-7 marks</b> Suitable layout for the visualisation diagram with <b>wholly relevant</b> content for the context. Colour scheme is shown and appropriate to the context. The visualisation diagram is <b>wholly suitable</b> for purpose of advertising the summer bank holiday sale.</p> <p><b>Level 2: 4-5 marks</b> Layout is mostly suitable although there may be weaknesses in its structure. Content is mostly relevant to the context and/or the advert. Fitness for purpose of the visualisation diagram may not be fully clear for advertising the summer bank holiday sale.</p> <p><b>Level 1: 1-3 marks</b> Layout is simplistic in structure and may be limited in suitability for use as an advert. Content has limited relevance to context and/or advert. The visualisation diagram will be weak in its fitness for purpose of advertising the summer bank holiday sale.</p> <p><b>0 marks</b> No indication that this is a visualisation diagram of an advert so it is not worthy of credit.</p>	7	<p>Marks are award for the visualisation diagram considering the following points:</p> <ul style="list-style-type: none"> <li>• Content relevant to bank holiday summer sale</li> <li>• Content relevant to Three Oaks Supermarket</li> <li>• Content to relevant to a magazine advert</li> <li>• Use of white space</li> <li>• Suitability of layout</li> <li>• Colour schemes</li> <li>• Promotional style including persuasive language</li> </ul> <p>The diagram should be viewed as a whole then graded appropriately.</p>
6	<p>a i</p> <p>Two from;</p> <ul style="list-style-type: none"> <li>• Children(1)</li> <li>• Male parent(1)</li> <li>• Four people(1)</li> <li>• Female in group/park(1)</li> </ul>	2	<p>'People' is too vague. Male/Female is too vague</p>
	<p>ii</p> <p>Two from;</p> <ul style="list-style-type: none"> <li>• Garden(1)</li> <li>• Kitchen(1)</li> <li>• Park(1)</li> <li>• Supermarket (1)</li> </ul>	2	<p>'House' is too vague.</p>

Question	Answer	Marks	Guidance
<b>b</b>	Two marks for suitable response with expansion. e.g. <ul style="list-style-type: none"> <li>• Allows the customer to identify the advert (1) with the supermarket(1)</li> <li>• Will allow good view of supermarket to be seen(1) so that viewers will know exactly where the sale is(1)</li> <li>•</li> </ul>	<b>2</b>	For full marks answer must relate to context of the supermarket video advert.
<b>c</b>	Two paired marks awarded for aspect and expansion. e.g. <ul style="list-style-type: none"> <li>• The female voice has no visual element(1) which means that you don't know what is appearing on the screen when the voice over is happening(1)</li> <li>• The camera movement(1) because there is no indication of how the camera pans in the scenes(1)</li> </ul>	<b>4</b>	This question is about improving the script as a pre-production document <b>not</b> the content of the advert itself. Do not accept: <ul style="list-style-type: none"> <li>• dialogue/speech/words as this is already written in the script and does not improve the script only the content</li> </ul>
<b>d</b>	Two marks (1 for format, 1 for reason) e.g. <ul style="list-style-type: none"> <li>• MP4(1)</li> <li>• Flv (1)</li> <li>• AVI (1)</li> <li>• can be viewed wide range of different devices(1)</li> <li>• compression means that its small in file size(1)</li> <li>• small file size means it will load quickly(1)</li> </ul>	<b>2</b>	Do not accept GIF as question refers to video not an animation.



Question	Answer	Marks	Guidance
7	<p><b>Level 3: 9 - 12 Marks.</b> Candidates will provide an excellent understanding of the question with clear <b>explanation</b> of the suitability of the mood board <b>use by its target audience</b>.</p> <p>The strengths <b>and</b> weaknesses of the mood board are considered in equal weighting in relation to its audience and purpose</p> <p>The suggested improvements will be <b>well thought through</b> and explained in <b>context</b>.</p> <p>Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.</p> <hr/> <p><b>Level 2: 5 – 8 Marks.</b> Candidates will provide a good understanding of the question with strengths <b>and/or</b> weaknesses of the mood board being <b>described</b>. This may be one sided.</p> <p>Some improvements <b>may</b> be suggested but they will not be wholly suitable and only focus on the content of the document itself.</p> <p><b>At the top end of the Level 2 the answer will be presented in the context of the Three Oaks advertising campaign.</b></p> <p>There may be errors in spelling, punctuation and grammar which may <b>not</b> be intrusive.</p>	12	<p>The following areas for the mood board should be considered in the answer:</p> <ul style="list-style-type: none"> <li>• Suitability for target audience of <b>designer</b> NOT people viewing the advert</li> <li>• Layout</li> <li>• Clarity/Relevance of content</li> <li>• Use of different elements</li> <li>• Annotations</li> <li>• Fitness for purpose</li> <li>• Suitability for the client</li> </ul>

Question	Answer	Marks	Guidance
	<p><b>Level 1: 0 -4 Marks</b> Limited understanding of the use of mood board. Answers will be vague and not necessarily linked to the context of the question.</p> <p>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.</p>		

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