

OCR

Oxford Cambridge and RSA

Tuesday 10 January 2017 – Morning**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	
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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 barcodes.

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 is assessed in the question marked with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.

Answer **all** the questions.

SECTION A

A new teenage fashion magazine, called BGStyle, is being published in March.

1 The magazine will be promoted in a number of audio-visual adverts on the internet.

(a) (i) Identify the **most** appropriate pre-production document, other than a script, for planning the audio-visual adverts.

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

(ii) State **three** items that could be included on this document.

1
2
3 [3]

(b) A script is required for the audio-visual adverts. State **two** uses of the script.

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

3

2 The BGStyle magazine has a teenage target audience of all genders.

- (a) (i) Identify **one** type of primary research, other than using focus groups, that could be used to gather data from the target audience.

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

The use of focus groups allows questions to be asked directly to the members of the target audience in interviews.

- (ii) Explain why using focus groups as part of primary research for the magazine will allow detailed information to be gathered.

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

Secondary research is another form of collecting information to help produce the new magazine.

- (b) Identify **one** method of secondary research and explain how it can be used in the production of the magazine.

.....
.....
.....
.....
.....
..... [3]

3 BGStyle magazine will include images of clothes and styles that are still being created by designers and are not yet being produced for sale in shops. The clothes in the images are the intellectual property of the designers.

Describe **one** step that BGStyle must take so that they can use these images.

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

4
SECTION B

				
1. Woman with bag	2. Images of men	3. Dance logo	4. Music waves	5. Sketches of women
				
6. Young girl	7. Open sign	8. Older man	9. Young women	10. Christmas baubles
				
11. Woman in city	12. Cartoon men	13. Teenage boy	14. Stencil	15. Music graphics
				
16. Page layout	17. Comic font	18. Male with skateboard	19. Listening to music	20. Emotions graphic

Fig. 1

- 4 (a) BGStyle wants to design a special front cover for the first edition of the magazine and you have been asked to create a mood board to show to a production meeting where the layout of the front cover is being discussed.

Choose **six** images from **Fig. 1** to create the mood board for the special front cover of BGStyle magazine.

You do not need to draw the images. You must show which images you have chosen and where you would position them on the mood board.

Marks will be awarded for:

- fitness for purpose;
- annotations to justify your choices.

[12]



(b) (i) A physical mood board is also created by another member of the production team.

Identify **two** items other than images that could be included on the physical mood board.

1

2

[2]

(ii) The physical mood board needs to be sent to a number of other people in the production team.

Identify **one** piece of hardware that could be used to convert the physical mood board into a digital version.

..... [1]

5 BGStyle magazine will contain a wide range of articles covering fashion, music and events. Each edition will also include competitions with readers winning samples of the products promoted in the magazine.

(a) Create a pre-production visualisation diagram of the contents page for the BGStyle magazine.

Marks will be awarded for:

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

[10]



(b) Identify **two** pieces of hardware that could be used to create the digital visualisation diagram for the contents page of the BGStyle magazine.

1

2

[2]

- 6 During the photography shoot for the BGStyle magazine, consideration must be given to the health and safety of the staff involved.

For each of the aspects below identify **one** health and safety risk and describe **one** method to reduce the risk.

Lighting equipment

.....
.....
.....
.....

Power cables

.....
.....
.....
.....

[4]

- 7 The production of the BGStyle magazine involves a large number of people who use a work plan to coordinate their work.

Identify **three** parts, other than tasks, of a work plan.

1

2

3

[3]

Question 8 is based on **Fig. 2**.

Fig. 2 is the first draft of a mind map about a possible house style for the magazine. This mind map is to be given to the graphics department of the magazine.

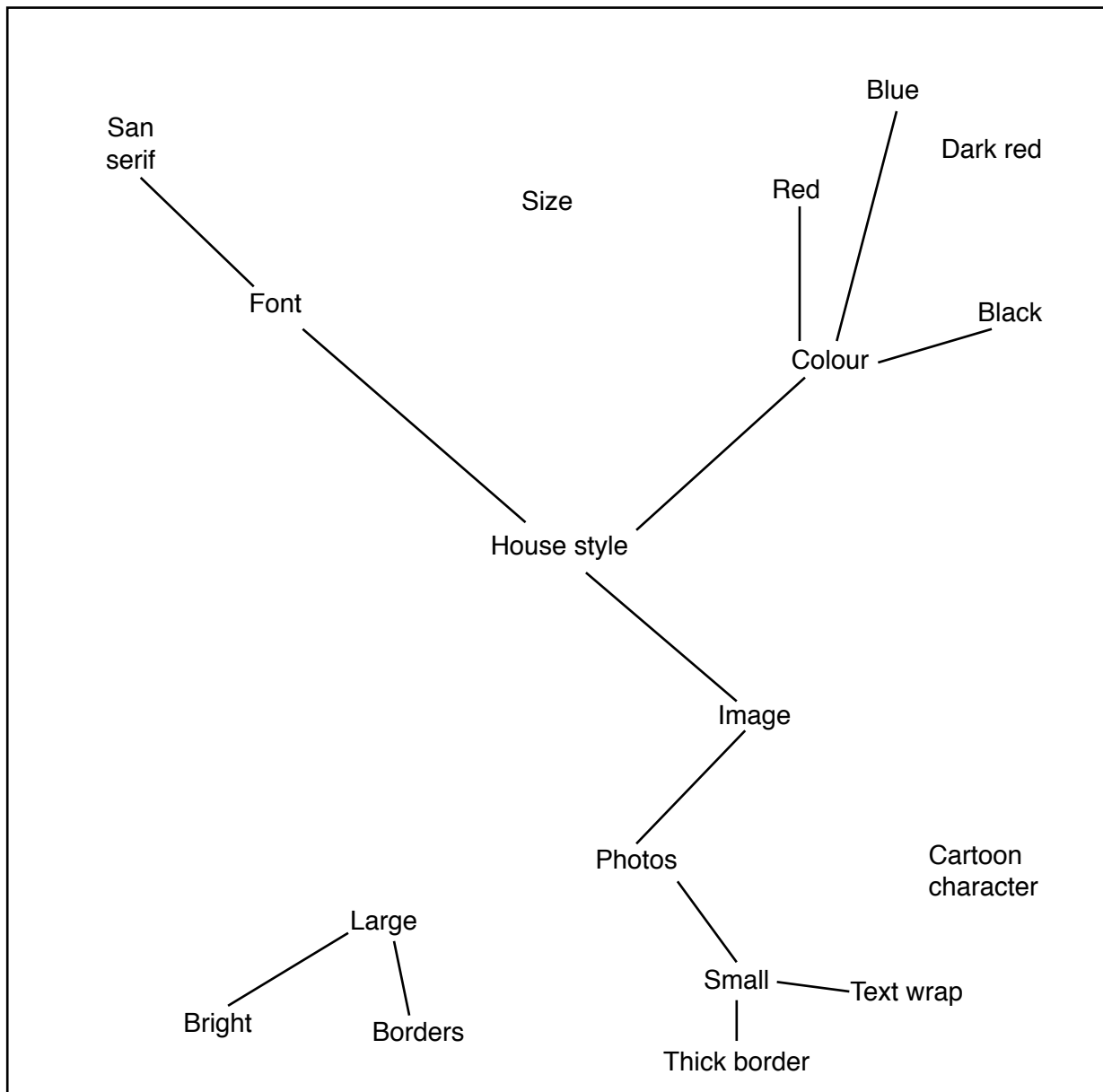


Fig. 2

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END OF QUESTION PAPER



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