OCR

Oxford Cambridge and RSA

Cambridge National

Creative iMedia

Unit **R081:** Pre-Production Skills

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

Mark Scheme for June 2017

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2017

These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Stamp	Ref No.	Annotation Name	Description
	151	Highlight	Highlight (mandatory for all units)
	181	Off Page Comment	Off page comment (mandatory for all units)
BP	1681	BP	Blank page (mandatory for all units)
✔	11	Tick	Tick
TV	201	TV	Too vague
SEEN	811	SEEN	Noted but no credit given
NE	1121	NE	No example
NBOD	191	NBOD	Benefit of doubt not given
NAQ	501	NAQ	Not answered question
L3	331	L3	Level 3
L2	321	L2	Level 2
L1	311	L1	Level 1
✘	21	Cross	Cross
BOD	31	BOD	Benefit of doubt
REP	271	REP	Repeat

Here is the mark scheme for this question paper.

	Question		Answer	Marks	Guidance
1	**a**		Three from e.g. • Logo of park • Image of ride • Opening date • Park title • Font /Text style • Any other suitable answer	**3**	Accept generic answers such as image, graphic, title, colour. Image/Graphic allowed as could be digital visualisation not hand drawn. Do not accept Text/Label – this is too vague and could be annotation. Do not accept Drawing – this is what a visualisation diagram is.
	b		Two marks for point and expansion e.g. • To provide colour details (1st) for the graphic artist (1) • To explain sections (1st) to the client (1) • Any other suitable answer	**2**	For full marks must be clear **who** annotations are for.
	c		Two marks for point and expansion e.g. • To show the graphic artist (1) what we want the poster to look like (1) • To sketch out an idea for the poster (1) to show the client (1) • Any other suitable answer	**2**	For full marks must be clear **who** document is aimed at.
2	**a**		One mark for: Mind map/Spider diagram (1)	**1**	Correct Answer Only
	b		Two from e.g. • Central hub/idea (1) • Nodes (1) • Sub nodes (1) • Arrows/Lines (1) • Keywords (1) • Goggles/rides style/video content/Images (1) • Any other suitable answer	**2**	Do not award marks if 2a is incorrect. Images/Graphics could be on a node. Do not accept Information, Text – these are too vague. Do not accept peoples' ideas- too vague and is not an ITEM.

3	a	i	Two from: • Open in 12 months (1) • 10 months remain after planning (1) • All need to be completed in 10 months (1) • 2 months for design (1) • 2 months per section to create (1) • Each completed before starting next (1)	2	Answers must come from within the brief on the paper.
		ii	One from e.g. • (Include a) video (1) • A soundtrack/music/noise (1) • narration (1) • Any other suitable answer	1	Answers must come from within the brief on the paper.
		iii	Max 5 marks awarded for: • Project allocated 10 months (1) • Planning allocated 2 months (1) • **ALL** four sections (Vic, WWII, 1970s, Modern) in Tasks column (1) • **ALL** sections allocated 2 months (1) • No overlap with sections timescale (1) • Two months remaining free (1)	5	The work plan must fit the details provided in the client brief. Order of four sections can be different

e.g.

TASKS	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
New Ride Project										✓		
• Planning	✓											
• Victorian Era			✓									
• WWII	✓				✓							
• 1970s								✓				
• Modern										✓		

Do not award this mark if there are no other timescales indicated on the table.

4			One mark for:	1	Do not accept Copyright, DPA as not correct in question

			• Health & Safety at Work Act (1) • Health & Safety (Display Screen Equipment) Regulations (1) • Intellectual Property Act (2014) (1) • Any other suitable answer		context – question is about the workers and their work.
5	a		Two marks for point and expansion e.g. • Visual impaired riders (1) will need more audio details (1) • Riders with hearing difficulties (1) will require text to appear on their screens (1) • Less able riders (1) will need to have extra information (1) • Any other suitable answer	2	Read whole response and mark to candidates' advantage. Do not accept age as an issue as this is not relevant in this context. Do not accept physical access issues (e.g. wheelchair, ramps) as question is about the multimedia aspect of ride.
	b		Three marks for identifying hardware then suitable description of use e.g. • Keyboard (1st) to add details (1) to explain details to others (1) • Mouse (1st) to drag images (1) so that they fit on a mood board (1) • (Digital) camera (1st) to capture images (1) for a mood board (1) • Scanner (1st) to convert physical mood board (1) into digital version (1) • Any other suitable answer	3	This asks for HARDWARE not device so tablet is allowed. The device **must** be identified to gain marks There are a range of pre-production documents that can be created.
	c		One mark from: • Graphics/drawing package (1) • Desktop Publishing (1)	1	Question asks for most suitable so do not accept word processor/ presentation/image editing as NOT most suitable to create visualisation diagram. Brand names acceptable Do not accept PDF maker as diagram created in another package first.
	d		Two marks for suitable description e.g. • Information about and event (1) produced after the event happened (1) • Information created from combining (1) original documents/information (1) • Information already available (1) created by other people (1) • Any other suitable answer	2	
6			**Level 3: 6 -7 Marks**	7	Marks are awarded for **diagram** considering the

Clear structure with logical connections.
Content is relevant to context and capturing/editing imagery around the park.
Detail is clear and understandable.
Subject specific terminology will be used.

Level 2: 4 -5 Marks.
Structure of diagram is clear but may not be totally logical.
Content not fully relevant to context and/or image capture/editing.
Subject specific terminology may be occasionally used.

Level 1: 1 - 3 Marks
Diagram has little structure.
Content may not be appropriate
Links may not be totally logical.
Little subject specific terminology will be used

following points:
- Recognisable diagram structure
- Content relevant to new ride and park
- Content relevant to park facilities
- Content relevant to image capture equipment
- Suitable detail/annotation
- Logical sequence of nodes/sub-nodes

The **diagram** should be viewed as a whole and then graded appropriately.

Max Level 1 if content is incorrect but a mind map has been clearly produced.

This diagram is used to generate ideas so this mind map can have a wide range of content on it. It is to be used in the first stage of planning the photo shoot/ image gathering.

| 7 | a | | Level 3 | Clear structure with logical progression | | 10 | Marks are awarded for storyboard in the context of the |

			8-10 marks	which can be easily followed. Content is relevant to context and multimedia section for the ride. 3 or more of technical (t) aspects covered Detail is clear and understandable.		modern London multimedia section, considering the following points: • number of scenes • scene content • scene numbers (t) • timings (t) • camera shots (e.g. close up, mid, long) (t) *(Can be inferred from the drawing)* • camera angles (e.g. over the shoulder, low angle, (t) aerial) *(Can be inferred from the drawing)* • camera movement (e.g. pan, tilt, zoom or using a track and dolly) (t) • lighting (e.g. types, direction) (t) • sound (e.g. dialogue, sound effects, ambient sound, music) (t) • locations (e.g. indoor studio or other room, outdoor) • camera type (t) The diagram should be viewed as a whole and then graded appropriately. There will be a wide interpretation of what will be seen through the VR goggles. However, this is not an advert but a ride. Max Level 1 if storyboard is for an advert for ride.
			Level 2 5- 7 marks	Structure of storyboard is clear but may not be totally logical. Content not fully relevant to context and/or multimedia ride section. Max 2 technical (t) aspects covered Some required detail is missing		
			Level 1 0-4 marks	Storyboard has basic structure (may not be clear). Content may not be wholly appropriate/complete in context. No technical (t) aspects covered Lack of detail in the information provided.		
	b		One from e.g. • .pdf (1)		**1**	

			• .pub (1) • .png (1) • .doc (1) • Jpg (1) • Any other suitable answer			
8			One from e.g. • flv (1) • mp4 (1) • Avi (1) • m4v (1) • mov (1) • mpg (1) • Any other suitable answer		**1**	
9			Two marks for suitable point and expansion e.g. • Virtual camera is not physical (1) but a digital video camera is a physical object (1) • Virtual camera used in animation (1) digital video camera used in 'real world' (1) • Virtual camera shoots from a pretend point of view (1) while a digital camera shoots from an actual location point (1) • Any other suitable answer		**2**	Read whole response and mark to candidates' advantage. Do not accept 360/VR cameras, these are still physical cameras.
10			Level 3 9- 12 marks	Candidates will provide an excellent understanding of the question with clear **explanation** of the suitability of the mood board for **use by its target audience (production**	**12**	Answers may include reference to: • Suitability of images • Relevance to a ride

				team). The strengths **and** weaknesses of the mood board are considered in equal weighting. The suggested improvements will be **well thought through** and explained in **context**. Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.	• Relevance to Victorian era • Suitable detail/annotation • Fitness for purpose • Suitability for target audience (**production team)** • Suitability for the target audience of ride Subject specific terminology covers both terminology related to the creation of mood board as well as that related to Victorian era of the ride.
			Level 2 5- 8 marks	Candidates will provide a good understanding of the question with strengths **and/or** weaknesses of mood board being **described**. This may be one sided. Some improvements **may** be suggested but they will not be wholly suitable. **At the top end of the Level 2 the answer will be presented in the context of the Victorian era section of the ride.** There may be errors in spelling, punctuation and grammar which may **not** be intrusive.	
			Level 1 0-4 marks	Limited understanding of the use mood board. 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.	

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Customer Contact Centre

Education and Learning
Telephone: 01223 553998
Facsimile: 01223 552627
Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

For staff training purposes and as part of our quality assurance
programme your call may be recorded or monitored