

OCR

Oxford Cambridge and RSA

Thursday 7 January 2016 – 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	
-----------------------	--	----------------------	--

Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

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. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- 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 is assessed in the question marked with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.

2

Answer **all** the questions.**SECTION A**

ZetaLevel is launching a new construction toy based on building blocks of various sizes. The product is to be on sale in the lead up to the festive season in December in the UK. You have been asked to create pre-production documents for a promotional campaign which will use TV, radio and the internet.

1 ZetaLevel is going to use a TV advert to promote the toy. You have been asked to produce a storyboard for the TV advert.

(a) (i) State **one** purpose of a storyboard for this TV advert.

.....
 [1]

(ii) State **two** reasons why a storyboard is a suitable choice for a pre-production document for this TV advert.

1

 2
 [2]

(iii) Identify **four** items that could be included on the storyboard for this TV advert.

1
 2
 3
 4 [4]

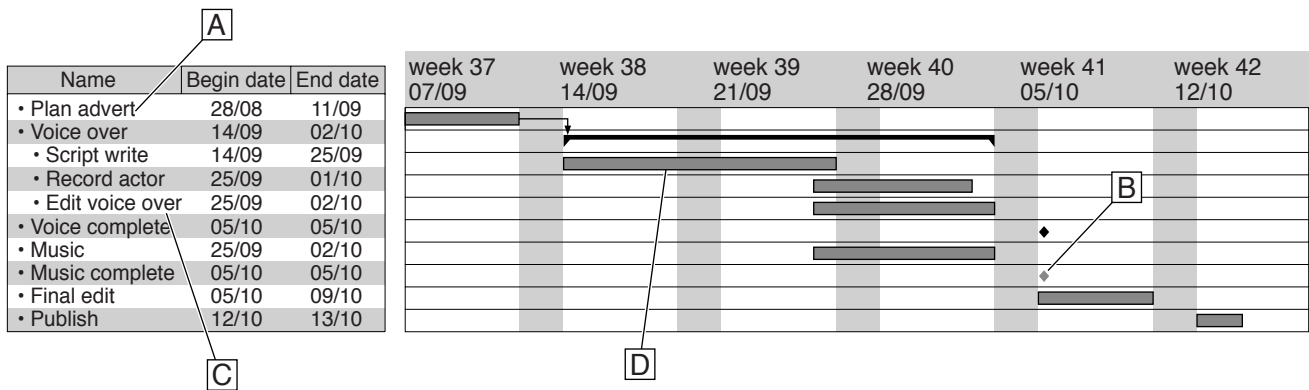
2 The TV advert will require a script to be written.

Identify **one** item of information that would appear on the script for this TV advert but will not appear on the storyboard.

..... [1]

3

- 3 A radio advert will also be created to promote the new construction toy and a work plan has been produced.



Identify the different parts of the work plan by drawing lines between the labels below and the correct descriptions. [4]

Label	Description
A	milestones
B	resources
C	timescale
D	activities
	task

4 ZetaLevel has requested a meeting with you to discuss the first drafts of your pre-production documents.

(a) Explain **one** benefit to ZetaLevel of this meeting.

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

(b) (i) Explain **one** benefit to you of having this meeting with ZetaLevel.

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

(ii) Identify **three** items you would take to the meeting with ZetaLevel.

1
2
3 [3]

- 5 At the meeting with ZetaLevel it was decided that a film crew need to go to the factory and shoot footage of the new toy being made.

Before the film crew can begin working, they will need to carry out a location recce.

- (a) Explain **one** purpose of the location recce for this TV advert.

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

Before filming begins, a risk assessment needs to be completed.

- (b) Describe **one** purpose of the risk assessment for the filming of the TV advert.

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

- (c) Explain **one** reason why a risk assessment is necessary for the filming.

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

6 The new product is a construction toy using building blocks of different sizes. The toy has a pre-school aged target audience. The product will be promoted on the internet using digital graphics.

(a) Explain **one** way in which the age of the target audience will affect the choice of colours used in these digital graphics.

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

(b) Describe how the language used on these digital graphics will have to appeal to the young target audience.

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

7

SECTION B

Fig. 1 is the script for part of the TV advert.

INT. (INTERIOR) OF HOUSE – LOUNGE WITH DOOR LEADING TO ANOTHER ROOM
 Young boy on knees next to low table, playing with bricks and cuddly toy.
 Music coming from another part of the house.
 Young child smiling, picks up cuddly toy and says to cuddly toy.

YOUNG CHILD

Alfie. Look at your new home.

Young child looks up and points at bricks on table.

YOUNG CHILD

Look at Alfie's new home.

Parent smiling.

PARENT

That's a brilliant house!

Young child frowns.

YOUNG CHILD

It's not a house it's a castle. Alfie is the king.

Parent smiling, moves towards the child by the table.

PARENT

Oh yes, sorry. I can see the turrets now.

Young child looks and smiles at parent.

YOUNG CHILD

Alfie it's time for bed now.

Young child lays Alfie down in the brick castle and makes snoring noise.

Fig. 1

7 (a) Identify **two** sounds in this scene.

- 1
- 2
- [2]

(b) Identify, apart from the actors, **one** other user of this script.

..... [1]

8 Using the script in **Fig. 1** construct a storyboard that can be given to the production team to help them film the TV advert.

Marks will be awarded for:

- content
- layout
- fitness for purpose.

[10]

.....
.....

9 The TV advert will be filmed in HD, creating large file sizes for the finished product.

(a) Identify **two** methods that can be used to reduce the file size of this HD video.

1

2

[2]

Two versions of the TV advert will be produced, one for use on TV and one for use on the internet.

(b) Identify **two** video file formats and explain why each would be suitable for its intended use.

TV Format:

Reason:

.....

Internet Format:

Reason:

.....

[4]

Question 10 is based on **Fig. 2**.

Fig. 2 is the first draft of a pre-production visualisation diagram for a digital graphic to be given to the graphic artist to create. The digital graphic will be used as an advert on the internet and in paper-based publications.

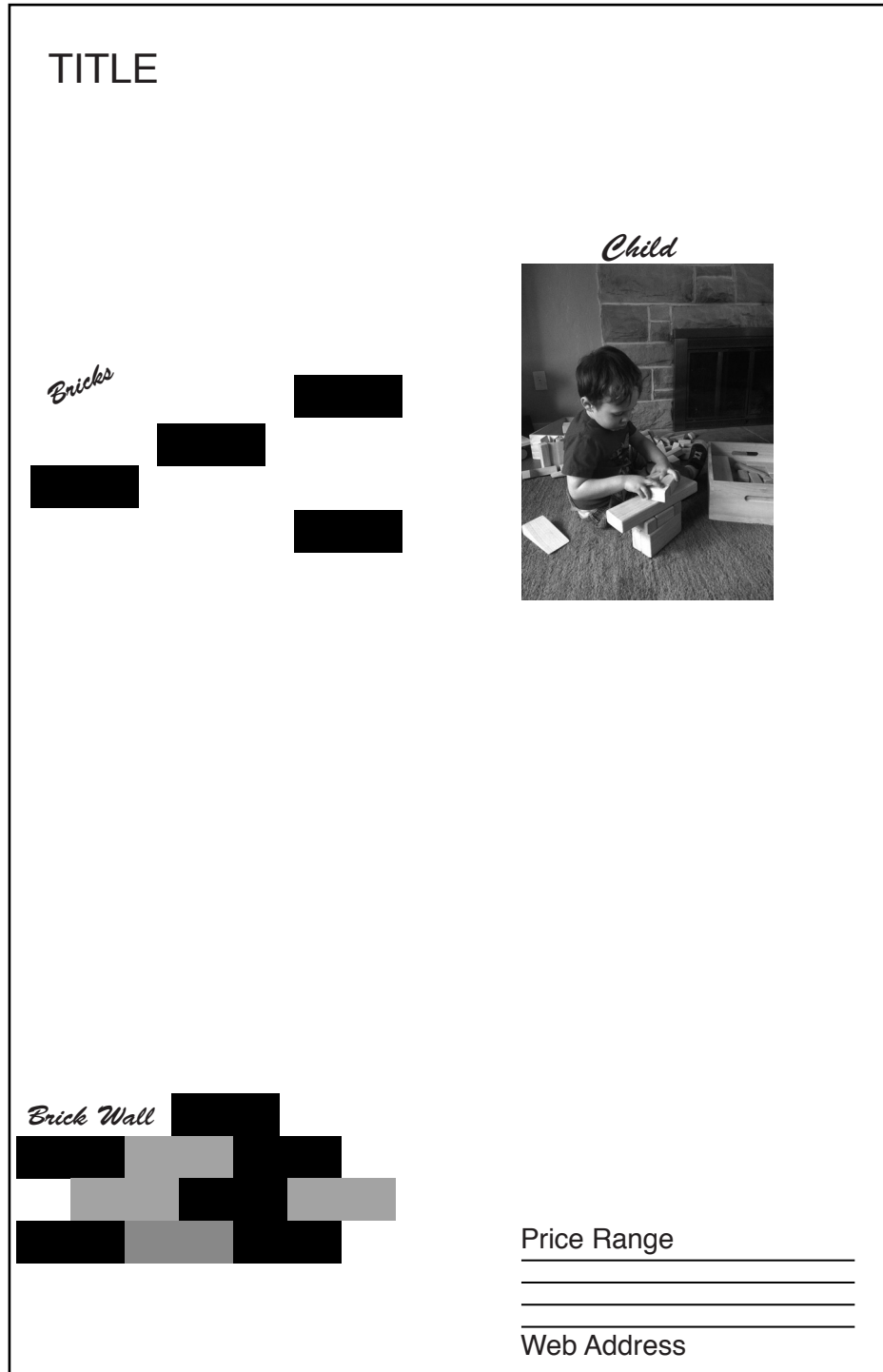


Fig. 2

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

A large rectangular area with a vertical line on the left side and horizontal dotted lines across the page, providing space for writing answers.



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.