



Cambridge National

Creative iMedia

Unit **R081**: Pre-Production Skills

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

Mark Scheme for June 2016

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 2016

Annotations

1	✓	Tick and 1 mark
2	X	Cross/Incorrect
3	BOD	Benefit of doubt
4	NBOD	Benefit of doubt not given
5	REP	Repetition
6	SEEN	Noted but no credit given
7	BP	Blank Page – this annotation must be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response
8	TV	Too vague
9	NAQ	Not answered question
10	L1	Level 1
11	L2	Level 2
12	L3	Level 3
13		Highlighter tool – colour may vary
14	NE	Not enough

Question			Answer	Marks	Guidance
1	a	i	One from e.g. <ul style="list-style-type: none"> To provide a static image of how the sticker will look (1) To plan the design (1) To plan the layout (1) 	1	
		ii	One from e.g. <ul style="list-style-type: none"> Fonts (1) Colours (1) Textures (1) Graphics/image/picture/shapes (1) Characters/Content from campaign (1) Logos/ Names of company (1) Text/examples of text e.g. why stickers awarded (1) Annotations e.g. size, borders (1) 	3	<p>Must be in context of a sticker</p> <p>Do not accept drawing/sketch- TV- this is what a visualisation diagram is.</p> <p>Do not accept photograph as photographs would not be included on the visualisation diagram in this context</p>
	b		Two marks for suitable response with expansion e.g. <ul style="list-style-type: none"> Allows the posters design to be clearly (1) shown before it is published (1) Provides a quick proof check of the initial design (1) so changes can be made in the design process (1) Because you can plan out the poster design (1) and make sure its suitable (1) You can draft a plan of poster (1) to check with the client (1) You can create different versions of the poster (1) and choose the best from them (1) 	2	<p>Answer must be directly related to the context for full marks.</p> <p>If stickers referred to not posters 1-mark max</p>

Question		Answer	Marks	Guidance
2	i	One from <ul style="list-style-type: none"> • Storyboard(1) • Mind map(1) • Script (1) • Mood board (1) 	1	Must be appropriate to the creation of an animation – could be at ideas generation stage OR in structured planning. Do not accept visualisation diagram. Do not accept work plan/resource list as these are not pre-production documents. They are project planning tools.
	ii	Two marks for a suitable response with expansion e.g. <ul style="list-style-type: none"> • allows the changes in image (1) to be seen over a period of time (1) • allows the words by the characters (1) to be written out (1) • allows the storyline with dialogue (1) to be developed(1) • allows the animation ideas to be planned (1) and linked together (1) • to select the colours and textures (1) that can be included in the animation (1) 	2	Must be linked to 2i response. If 2i is incorrect award 0.
	iii	One from e.g. <ul style="list-style-type: none"> • DTP • Word processor • Image editing • Presentation • Comic creation software 	1	The software should relate to the pre-production document stated in 2i. If 2i is incorrect award 0. Trade names are accepted.

Question		Answer	Marks	Guidance	
3	a	One from <ul style="list-style-type: none"> • Copyright, Designs and Patents Act 1988 (1) • Trade Marks Act 1994 (1) • Intellectual Property Act 2014 (1) 	1	Do not accept Creative Commons as this is a licence not a legislation. Give BOD for single word answers e.g. Copyright/Trademark	
	b	i	Two marks for a suitable response with expansion e.g. <ul style="list-style-type: none"> • The companies involved must be contacted (1) and permission gained (1) • Fees must be paid (1) for the logos to be used (1) 	2	
		ii	Two marks for a suitable response with expansion e.g. <ul style="list-style-type: none"> • The campaign could be prosecuted (1) for using the logos without permission (1) • The campaign could be stopped (1) costing money whilst the logos are removed (1) • Cannot be used (1) if permission if refused (1) • Company could be fined (1) for breaching the law (1) 	2	Do not accept arrested/jailed/stealing as not relevant to context.
4	a	One from e.g. <ul style="list-style-type: none"> • They can carry out a survey of the target audience (1) • Questionnaire given to target audience (1) • Focus group with the target audience (1) 	1		
	b	Two marks for a suitable response with expansion e.g. <ul style="list-style-type: none"> • Kids-5-A-Day can use the internet(1) and look at sites about food(1) • Kids-5-A-Day can use books about food(1) to check which foods are the healthiest(1) 	2	'Google it' - TV	

Question		Answer	Marks	Guidance
	c	<p>Marks to be awarded as Category(1) Reason with suitable expansion (2) e.g.</p> <ul style="list-style-type: none"> • Gender(1) <ul style="list-style-type: none"> ○ The shapes and characters(1)need to appeal to all genders(1) • Ethnicity(1) <ul style="list-style-type: none"> ○ The campaign will need to appeal to all ethnic groups(1) so the colour and characters must not cause offence(1) • Interests (1) <ul style="list-style-type: none"> ○ The shapes and characters can take part in activities (1) that the target audience like doing (1) • Income (1) <ul style="list-style-type: none"> ○ Some foods may be expensive to buy (1) and would not be affordable by families (1) • Health (1) <ul style="list-style-type: none"> ○ People with body weight issues (1) need to know what foods to eat to improve their health (1) ○ People with illnesses (i.e. mineral deficiency/diabetes) (1) would need to know which foods to eat to improve or maintain their health (1) 	6	<p>Expansion must be related to context. If category is wrong do not mark expansion.</p> <p>Do not accept: Location – as this does not affect the food available in the UK context.</p>
5		<p>Level 3: 8-10 marks ALL 6 images are relevant and justified Wholly suitable layout for the mood board Good justifications for images</p> <hr/> <p>Level 2: 5-7 marks 4 or more images are relevant and/or justified Layout is not wholly suitable. Justifications may lack detail</p>	10	<p>Mood board content related to healthy eating for children – this will be shown in the justifications as well as the images selected.</p> <p>Media that suggested be include;</p> <ul style="list-style-type: none"> • text • font • images • colours • sounds

Question		Answer	Marks	Guidance
		<p>Level 1: 0-4 marks May only contain 1 relevant image Mood board has a poor layout (may not be clear/too structured) Justifications may be weak/non existent</p>		<p>Annotations must justify decisions.</p> <p>Max level 1 if some relevant content/annotation is included but document is clearly not a mood board i.e. visualisation diagram/mind map. NAQ if a storyboard is shown</p>
6		<p>Level 3: 6-7 marks Clear structure with logical connections. Content is relevant to context and webpage. Detail is clear and understandable.</p> <p>Level 2: 3-5 marks Structure of diagram is clear but may not be totally logical. Content not fully relevant to context and/or webpage.</p> <p>Level 1: 0-2 marks Diagram has basic structure (may not be clear), links may not be totally logical. Content may not be wholly appropriate,.</p>	7	<p>Marks are awarded for diagram considering the following points:</p> <ul style="list-style-type: none"> • Recognisable diagram structure • Content relevant to healthy eating • Content relevant to webpage (NOT website) and interactivity • Relevance of link between content for HOMEPAGE • Suitable detail/annotation • Logical sequence of nodes/sub-nodes <p>The diagram should be viewed as a whole and then graded appropriately.</p> <p>Content is relevant to a healthy eating campaign for children and a WEBPAGE not website.</p> <p>Max Level 1 if content is for website but clearly a mind map structure.</p>
7	a	<p>Two from e.g.</p> <ul style="list-style-type: none"> • mouse (1) • keyboard (1) • graphics tablet (1) • monitor/touch screen (1) • foot mouse (1) • suck and puff (1) 	2	<p>Do not accept computer/laptop/tablet</p> <p>Do not accept camera/web cam as these would be used to create assets not the website itself.</p>

Question		Answer	Marks	Guidance
	b	Three from e.g. buttons <ul style="list-style-type: none"> • image editing (1) • graphics package (1) • web authoring (1) pages <ul style="list-style-type: none"> • web authoring (1) • DTP (1) • Notepad (1) • Word Processor (1) downloadable worksheets <ul style="list-style-type: none"> • DTP (1) • PDF maker (1) • Word Processor (1) 	3	Software MUST match the item being created Trade names are accepted
	c	Two marks for a suitable response with expansion e.g. <ul style="list-style-type: none"> • There may be short delays with parts of the project(1) but it will still be ready by the launch date because of the 2 weeks (1) • In case there are issues in testing (1) there will still be time to solve these before the launch date (1) 	2	

Question	Answer	Marks	Guidance
8	<p>Level 3: 9-12 marks There will be an excellent understanding of the question with a clear discussion of the suitability of the visualisation diagram for use by its target audience (author).</p> <p>Both strengths and weaknesses of the visualisation diagram are considered in equal weighting.</p> <p>The suggested improvements will be well thought through and in context.</p> <p>Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.</p> <hr/> <p>Level 2: 5-8 marks Candidates will provide a good understanding of the question with strengths and/or weaknesses of visualisation diagram being described. This may be one sided.</p> <p>Some improvements will be suggested but some will not be wholly suitable.</p> <p>At the top end of the Level 2 the answer will be presented in the context of the Kids-5-A-Day campaign.</p> <p>There may be errors in spelling, punctuation and grammar which will not be intrusive.</p> <hr/> <p>Level 1: 0-4 marks Limited understanding of the use of visualisation diagram.</p> <p>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>	12	<p>Answers may include reference to :</p> <ul style="list-style-type: none"> • Composition (e.g use of images, fonts, text) • Layout • Clarity – contrast, sizes • Use of colours • Use of white space • Fitness for purpose • Suitability for target audience(author) • Suitability for the client <p>Subject specific terminology covers both terminology related to the creation of visualisation diagrams as well as that related to downloadable information sheets.</p>

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

Oxford Cambridge and RSA Examinations
is a Company Limited by Guarantee
Registered in England
Registered Office; 1 Hills Road, Cambridge, CB1 2EU
Registered Company Number: 3484466
OCR is an exempt Charity

OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

© OCR 2016

