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 J807, J817, J827

Mark Scheme for January 2017

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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.

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

Question			Answer	Marks	Guidance
1	**a**	**i**	**One** mark for: • Storyboard (1)	**1**	Correct answer only
		ii	**Three** from e.g. • Scene number (1) • Camera angle (1) • Drawing of scene/Scene content (1) • Scene setting (1) • Light source (1) • Audio effect (1) e.g. music, sound effect • Timings (1) • Text (1) e.g. direction, speech	**3**	Do not award marks if 1ai is incorrect. Do not accept dialogue as this is longer than speech and would be in the script.
	b		**Two** from e.g. • provide lines for people (actor/narrator) in advert (1) • give directions to the actors (1) • provide film crew with instructions (1)	**2**	The advert will appear on the internet and can be a film or animation
2	**a**	**i**	**One** mark from. • Survey (1) • Questionnaire (1)	**1**	Do not accept focus groups as in the question. Take first response to question. Accept – **Use a survey** (1) with a focus group Do **NOT** Accept – **provide a focus group** with a survey. (2nd possible answer)
		ii	**Two** marks for point and suitable expansion e.g. • Target audience can give detailed/expanded views (1) which can help the magazine designers more (1) • Follow up questions (1) can be asked if the answers need to be clarified (1) • You can show the focus group (1) visualisation diagrams and get instant feedback on how they feel about them (1)	**2**	This question is NOT about the method but about how it can be used and the ability to elicit detailed responses.

Question			Answer	Marks	Guidance
	b		**Three** marks for suitable method and expansion e.g. • Look at existing magazines (1) so that their content can be looked at (1) to decide what to include in BGStyle (1) • Fashion books (1) can be looked at to see how they show clothes (1) to help decide how to layout the clothes images (1) • Look at fashion sites on the internet (1) to gather style ideas (1) that could be applied to the magazine layout/look (1) • Other people's questionnaires (1) to use their data and findings (1) to aid the magazine construction (1) • Social media (1) to see what is trending with target audience (1) to help decide on the content for the magazine (1)	3	Allow mix and match answers. Internet or "Google it" on its own is too vague. This is a context based paper OR **2 max** if not in context e.g. Use internet (1) to look at styles to use (1)
3			**Two** marks for suitable point and expansion e.g. • the designer must be acknowledged (1) in the image or article (1) • permission must be gained (1) from the designer for them to be used (1)	**2**	Accept "owner" of copyright/image
4	**a**		<table><tr><td>Level 3 8 – 12 marks</td><td>**ALL 6** images are relevant **Wholly suitable** layout for the mood board **Good** justifications for images</td></tr><tr><td>Level 2 5- 7 marks</td><td>**4 or more** images are relevant Layout is **not wholly** suitable Justifications **may lack** detail</td></tr><tr><td>Level 1 1 – 4 marks</td><td>May only contain **1** relevant image Mood board has a **poor layout** (may not be clear/too structured) Justifications may be **weak/non-existent**</td></tr></table>	12	Mood board content related to first edition of a **teen** focussed magazine – this will be shown in the justifications as well as the images selected. Media could include; • text • font • images • colours • sounds Annotations **must** justify decisions. **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

Question			Answer	Marks	Guidance
	b	**i**	**Two** from e.g. • fabrics (1) • textures (1) • text (1) • titles (1) • annotations/explanations (1) • colour (1)	**2**	Do not accept video and/or sound as this is a physical mood board not digital.
	b	**ii**	**One** from e.g. • scanner (1) • (digital) camera (1)	**1**	Do **not** accept photocopier as it's the scanner aspect that would be used to convert the mood board into a digital version. Do not accept smartphone as it is the digital camera aspect that would be used to convert the mood board into a digital version.

Question			Answer		Marks	Guidance
5	**a**		Level 3 8 -10 marks	Suitable layout for the visualisation diagram with **wholly relevant** content for the context. Colour scheme is shown and appropriate to the context. Justifications are relevant to the context. The visualisation diagram is **wholly suitable** for purpose of a contents page in a fashion magazine	**10**	Marks are award for the visualisation diagram considering the following points: • Content relevant to **contents** page • Content relevant to **teen fashion magazine** • Use of white space • Suitability of layout • Colour schemes • Promotional style including persuasive language The diagram should be viewed as a whole then graded appropriately.
			Level 2 4 -7 marks	Layout is **mostly** suitable although there may be weaknesses in its structure. Content is **mostly** relevant to the context and/or the contents page in a fashion magazine. Justifications may not be wholly relevant to the context. Fitness for purpose of the visualisation diagram **may not be fully clear** for the contents page in a fashion magazine.		
			Level 1 0 -3 marks	Layout is **simplistic** in structure and may be **limited** in suitability for use as a fashion magazine contents page. Content has **limited** relevance to context and/or fashion magazine. Justifications are weak or missing. The visualisation diagram will be **weak** in its fitness for purpose of the contents page in a fashion magazine.		

Question			Answer	Marks	Guidance
	b		**Two** from e.g. • Mouse (1) • Keyboard (1) • Touch screen (1) • **Drawing** tablet/**Graphics** tablet (1) • Tracker ball (1) • Screen/Monitor (1)	2	Do not accept Computer/Laptop/Tablet as these are devices not hardware.
6			Up to **four** marks awarded in pairs – (**one** for risk and **one** for method) e.g. • Lighting can fall on people (1) so lights need to be secured properly to wall/ceiling (1) • Lights could get hot (1) so suitable ventilation needs to be provided (1) • Power cables can be tripped over (1) so they need to be covered to stop people tripping over them (1) • Power cables could have exposed wires through broken casing (1) so they need to be checked and taped over (1)	4	Risk must be identified for second mark to be awarded.
7			**Three** from • Activities (1) • Resources (1) • Timescales /Duration (1) • Milestones (1) • Work flow (1) • Contingencies (1) • Deadlines (1)	3	Do not accept tasks – in the question stem. Do not accept examples to illustrate the part of the work plan.

Question				Answer		Marks	Guidance
8						**12**	Answers may include reference to: • Recognisable diagram structure • Content relevant to magazine • Relevance of links between content • Missing links between content • Suitable detail/annotation • Logical sequence of nodes/sub-nodes • Fitness for purpose • Suitability for target audience (graphics department) • Suitability for the target audience of magazine Subject specific terminology covers both terminology related to the creation of mind map as well as that related to teen fashion magazine.
			Level 3 9- 12 marks	Candidates will provide an excellent understanding of the question with clear **explanation** of the suitability of the mind map for **use by its target audience (graphics department).** The strengths **and** weaknesses of the mind map 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.			
			Level 2 5- 8 marks	Candidates will provide a good understanding of the question with strengths **and/or** weaknesses of mind map 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 teen fashion magazine .** There may be errors in spelling, punctuation and grammar which may **not** be intrusive.			
			Level 1 0-4 marks	Limited understanding of the use mind map. 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.			

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