

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
LEVEL 1/2

R081

**CAMBRIDGE NATIONAL
AWARD IN CREATIVE iMEDIA
CERTIFICATE IN CREATIVE iMEDIA
DIPLOMA IN CREATIVE iMEDIA**

Pre-production Skills

TUESDAY 14 JANUARY 2014: Morning

**DURATION: 1 hour 15 minutes
plus your additional time allowance**

MODIFIED ENLARGED

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

Write your name, centre number and candidate number in the boxes on the first page. 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).

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 will be assessed in questions marked with an asterisk (*).

Any blank pages are indicated.

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SECTION A

Winged Breath is a four person rock band. Winged Breath has a target audience ranging from 14 to 30 years of age.

Winged Breath wants to release a documentary film about the band and its next concert on DVD. You have been asked to prepare a series of pre-production documents to present the band before filming can begin.

- 1 One of the first pre-production documents that Winged Breath would like to be produced is a moodboard for the documentary film.**

(a) Describe the purpose of a moodboard.

[2]

(b) State TWO items that could be included on a moodboard.

1

2

[2]

(c) Identify ONE item of hardware that can be used to capture content to use on a digital moodboard.

[1]

(d) Explain ONE way a moodboard could be used for the documentary film about Winged Breath.

[2]

- 2 When using a computer to create pre-production documents for the documentary film the health and safety of the computer user should be considered.**

Identify THREE possible risks to the health and safety of the user. For each risk, state a measure that can be used to reduce the risk.

Risk 1 _____

Measure: _____

Risk 2 _____

Measure: _____

Risk 3 _____

Measure: _____

[6]

3 The pre-production documents will be stored on a computer system. The content and ideas will be updated in response to feedback from the band.

(i) Identify a suitable method of organising and tracking the updated files.

_____ **[1]**

(ii) Explain why this is a suitable method of organising and tracking the updated files.

_____ **[2]**

4 The documentary film about Winged Breath will need a script and storyboard.

(a) State TWO items of information that could be included on the script.

1 _____

2 _____

_____ **[2]**

(b) Explain why a storyboard is a suitable pre-production document for planning the documentary film.

_____ **[2]**

- 5 Winged Breath has requested an interactive title menu for the DVD.**

State TWO items that could be included on a visualisation of the DVD menu.

1 _____

2 _____

[2]

6 When creating the pre-production documents for the documentary film, the target audience of the final product must be considered. Winged Breath has a target audience that ranges from 14 to 30 years of age.

(a) State TWO aspects of the target audience, other than age, that should be considered in the pre-production documents.

1 _____

2 _____

_____ **[2]**

During the pre-production of the documentary film, the age rating of the DVD needs to be considered.

(b) State TWO types of content that may affect the age rating of the DVD.

1 _____

2 _____

_____ **[2]**

- 7 Create a pre-production visualisation diagram of the front cover of the DVD sleeve.**

Marks will be awarded for:

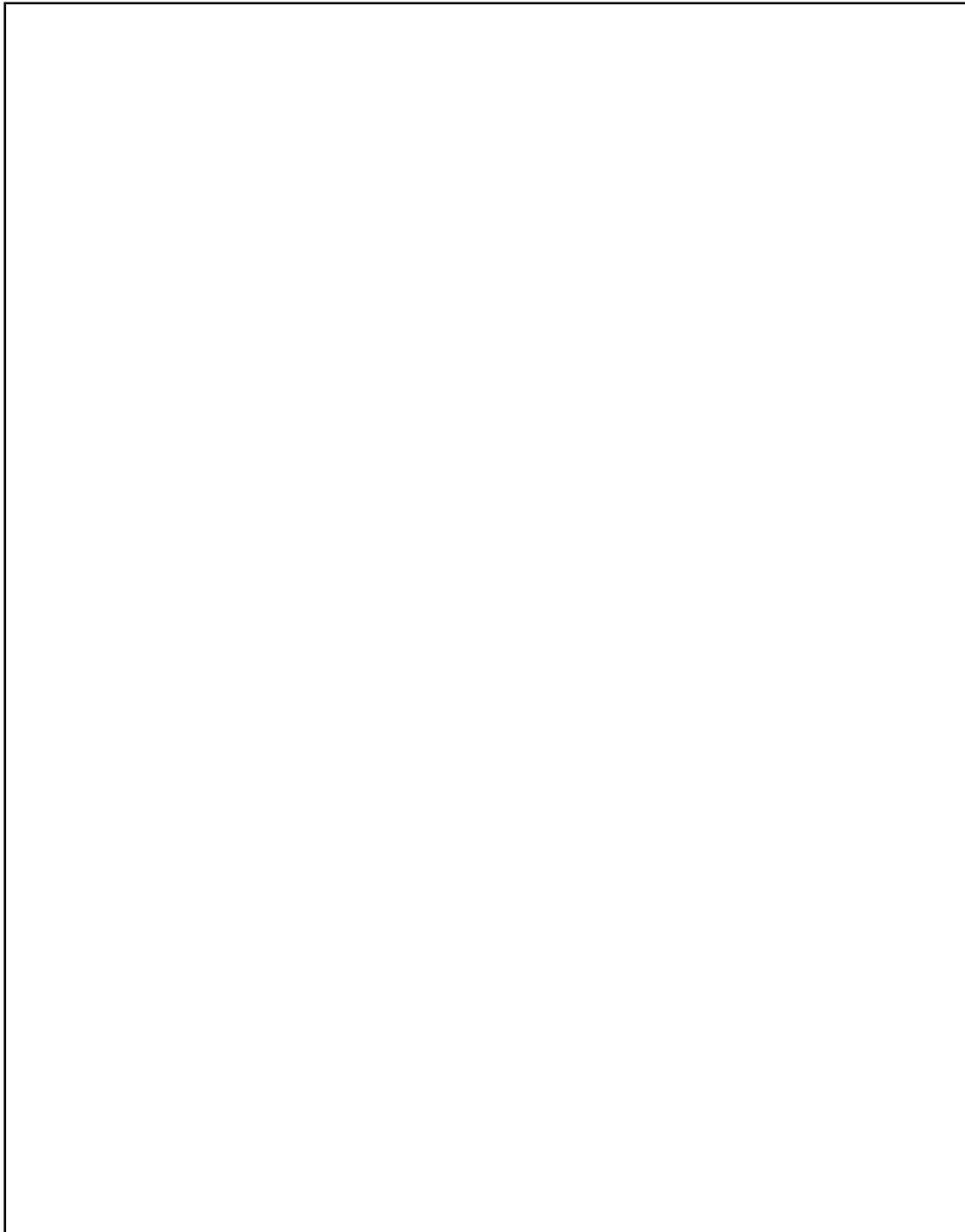
Content

Layout

Fitness for purpose

Annotations to justify decisions.

[9]



SECTION B

- 8 Winged Breath wants to produce a webpage to promote the documentary film. Create a mind map/spider diagram for the content of the webpage.**

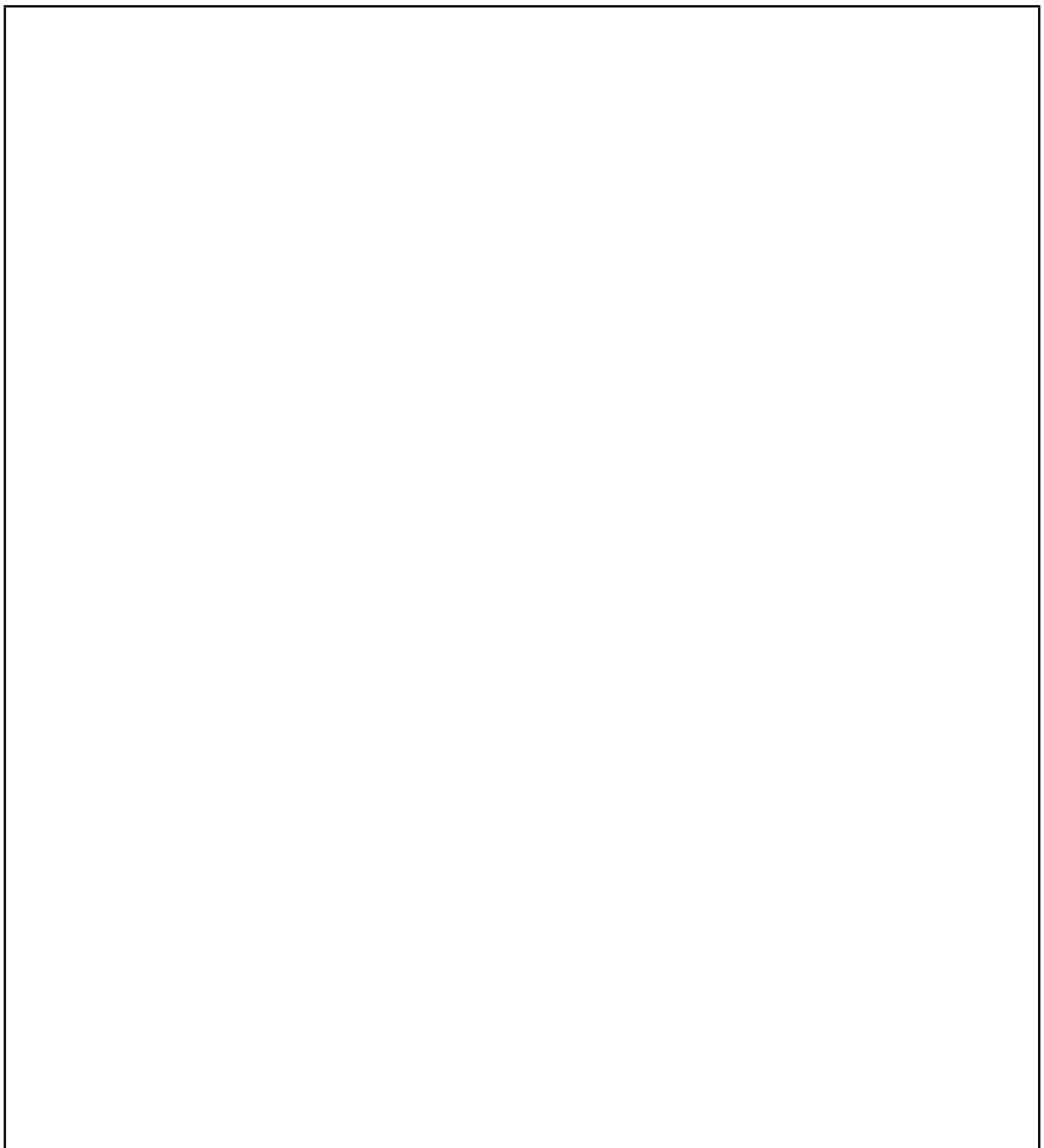
Marks will be awarded for:

Structure

Content

Relevance.

[8]



- 9 Winged Breath would like to produce an audio advert for use on social networking sites to advertise the documentary film.**

State a suitable file format for the final AUDIO advert.

_____ **[1]**

- 10 Explain ONE benefit and ONE drawback of lossy compression when working with audio files.**

Benefit _____

Drawback _____

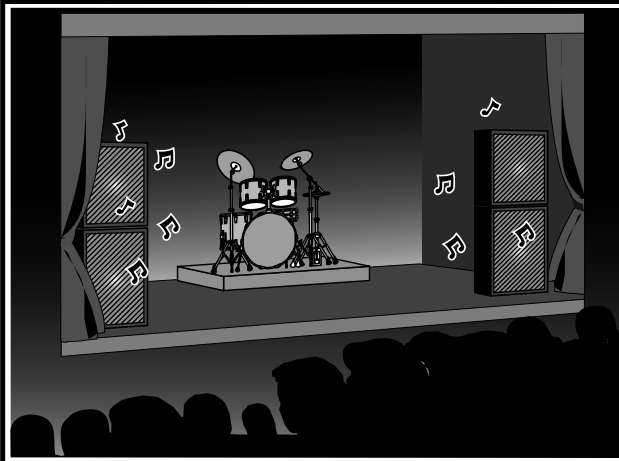
[4]

SECTION C

QUESTION 11 IS BASED ON FIG. 1 OPPOSITE.

Fig. 1 is the first draft of a pre-production storyboard. This will be the opening sequence of the concert chapter of the DVD.

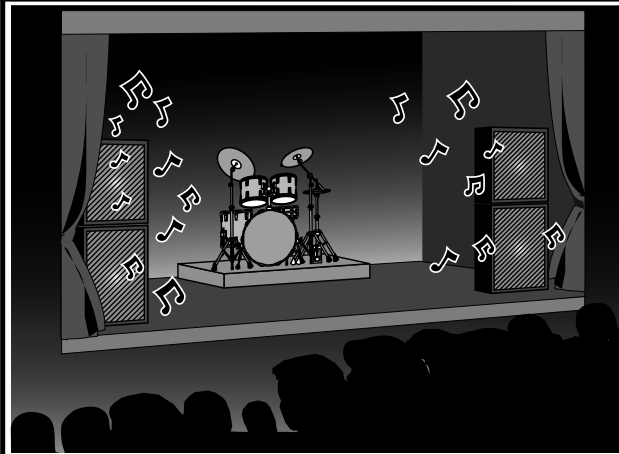
FIG. 1



Introduction music playing in background.



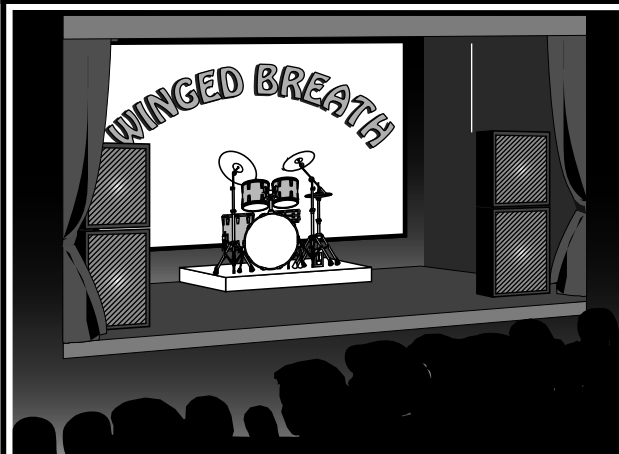
Band members off stage relaxing. Walking to stage. Music introduction with voices of bands talking.



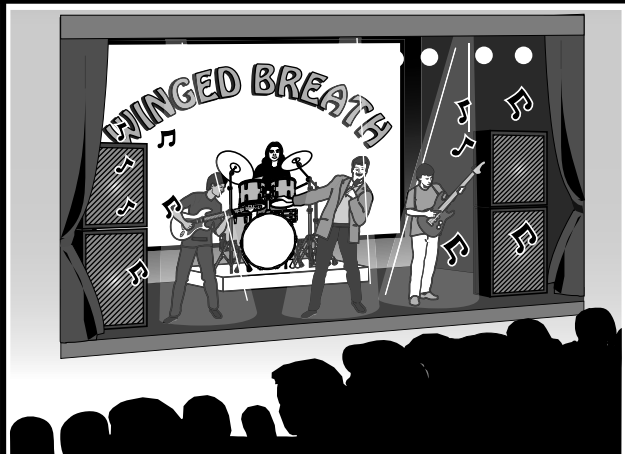
Shot of dark stage with music getting louder.



Faces in crowd looking at stage.



Stage in background in darkness.



Front of stage. Lights up and increase in noise. First note sung.

[12]

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER

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